Like kids go for bubble gum

Baltimore merchants go for WITH like kids go for bubble gum. 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!
An hour a week on WLS

PROVES RADIO'S POWER FOR ALKA-SELTZER...

In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles' fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every Saturday night on the WLS National Barn Dance program. WLS is one of the few individual stations on the Miles' otherwise network radio schedule...further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If you want to put your product over in a big way... see your John Blair man, or contact us, today.
Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.

WLS GETS RESULTS for the DRUG INDUSTRY

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
you don't have to be a magician...

...to know that WHIM stretches your PROVIDENCE advertising dollar!

HERE'S THE TRICK...
WHIM'S popularity in PROVIDENCE,* and attractive rate structure.

Represented Nationally by the Headley-Reed Company

*PULSE, MARCH-APRIL 1952. 17 OF THE TOP 25
LOCALLY PRODUCED SHOWS BELONG TO WHIM!
HOOPER CREDITS WHIM WITH 16 OF 25.
the world at 11:00 P.M.

World News and Sports Highlights program unfolds nightly at 11 p.m., when the newsworthy events of the day pass before the camera. WGAL-TV viewers see history in the making. On-the-spot war news from Korea...latest happenings in the UN...the Washington scene...the sports picture. Up-to-the-minute INS Telenews films and United Press stills are used to keep viewers abreast of world-wide developments.

Regional News takes over following World News. Whatever is new and important on the local and regional scene appears before the camera or is authentically recorded by WGAL-TV's own camera crews. Other daily WGAL-TV news periods follow the same pattern. It's easy to understand why viewers throughout a ten-county area keep their eyes on WGAL-TV for a complete, unbiased, informative account of each day's news and events.

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

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

Page 4 • November 3, 1952
WHATEVER outcome of tomorrow's (Tuesday) day elections, Paul A. Walker will not submit his resignation as Chairman of FCC. If new President (Ike or Adlai) wants new Chairman, Mr. Walker feels he has right under law to select him from among FCC membership. Mr. Walker, who's enjoying Chairmanship, despite his 71 years, has no intention of resigning either Chairmanship or Commissionership. His present term expires next June 30. That's word as of late Friday night.

PLAN WHEREBY full broadcasting-telecasting rights to National Professional Football League games would be sold for blanket figure of possibly $1,500,000 being talked up in Leage circles. Leading proponent is George Marshall, owner of Washington Redskins. Plan could encompass two games per Saturday, at least, or Friday and Saturday, or roughly four hours of time. This, it's said, could be answer to NCAA headache by placing pro football on level with big league baseball.

ROUND OF RADIO network rate and discount adjustments, which started with CBS Radio in August, appears all but complete. Though they've made no public announcement, officials of Mutual, last to make realignment move, say affiliates' acceptance in hand assure effectuation of proposed changes on Jan. 1, as planned [B+T, Oct. 20].

TELEVISION homes with three or more radios report relatively small decrease in time at least one radio is in use, just completed national research shows. Homes with two radios and one TV set show greater drop and those with each one greatest. Research also confirms widely held belief that morning kitchen and bedroom listening continue high in spite of TV set in living room.

IF EISENHOWER is elected, his "little White House" may well have radio connotations. It's whispered that Sam Pickard, former member of Federal Radio Commission and afterward one of William S. Paley's chief architects in fashionable CBS, is building special quarters at his sportsman's resort, Paradise Point, Crystal River, Fla., for General Ike. Quarter century ago, Ike and Sam were Washington buddies—Ike was major and Sam, Dept. of Agriculture's first radio man.

DEEPFREEZE Appliance Div. of Motor Products Co., North Chicago, Ill., thinking of appropriating $500,000 per year to television, as supplement to successful use of Gabriel Heatter on Mutual, which firm has just renewed for another 13 weeks. Deepfreezer reportedly wants TV as soon as possible, with right vehicle. Agency is Roche, Williams & Cleary, Chicago.

WITH space at premium in Presidential inauguration coverage, WOL Washington is quietly working on plan to set up special net.

RADIO LOWEST COST MEDIUM, HEYNE TELLS ILLINOIS GROUP

RADIO offers advertisers lowest cost-per-contact medium, Norman Heyne, vice president of Rathrauff & Ryan, Chicago, told Illinois Broadcasters Assn. Friday at Springfield. Scoffing at competitive charges that TV is dying, Mr. Heyne said it isn't even sick.

William Holm, WLPO LaSalle, elected IBA president, succeeding Charles C. Caley, WMBD Peoria, Charles R. Cook, WJFP Herrin, elected vice president, and Merrill Lindsay, WSOY Decatur, secretary-treasurer, Angus D. Faff, WNMP Evanston, elected to board.

Mr. Heyne reminded there are more auto radios than TV sets, with radio still growing twice as fast as TV. He added, though, that TV is "competitive to radio, whether you like it or not." He said radio now reaches over 95% of population compared to TV potential of 45%. He broadened, he promised, people listen 108 minutes per day to radio compared to 45 minutes of TV viewing. He added that in TV markets they watch 2 1/2 hours per day compared to one hour of radio listening. Loss in radio listenership, about Fourth, is enough to "justify rate adjustments, he felt.

Evaluating daytime media, he cited figures showing radio reaches 934 persons per dollar, TV 356, magazines 334 and newspapers 240. Story is different at night, he said, but did not give parallel figures.

Walter Rothschild, WTAF Quincy, moderated sales panel.

AT&T ADDS 2,800 MILES TO TV NETWORK

AT&T is temporarily adding some 2,800 channel miles of TV network facilities to its permanent circuits for use tomorrow (Tuesday) in transmitting on-spot election programs over nearly 1,100 miles of TV and radio channels reaching 110 TV stations in 87 cities. A. F. Jacobson, Long Lines director of operations, announced over weekend. He estimated that 99% of nation's more than 18,700,000 TV sets would be able to receive Election Day TV network programs.

Facilities being added include eastbound channel from Chicago to New York, which with present channels will provide three separate networks between New York, Chicago and Washington; channel from Los Angeles to Denver via Oakland, making it possible for two programs to be carried simultaneously over 1,000 miles of TV channels; WBBM Chicago, to San Francisco. In addition, Mr. Jacobson said, facilities are being added to permit nationwide connection of TV and radio stations in headquarters of both major party Presidential and Vice Presidential candidates on election night.

THEATRE USES TV FILM

CBS-TV's See It Now program of June 29, titled "One Plane, One Bomb, One City" dealing with mock enemy bombing attack on New York City, will be presented as feature film at New York's Victoria Theatre for seven weeks, starting Thursday.

BUSINESS BRIEFLY

50 MARKET CAMPAIGN • Good Luck Margarine to start radio spot announcement campaign Jan. 5 in 50 markets for 63 weeks, using five to ten participating programs [Closed Circuit, Oct. 27]. In each case featured personnel on such programs will deliver commercial live. Agency, Hewitt, Ogilvy, Benson & Mather, N. Y.

EXTEND CAMPAIGN • Current eight-week radio spot campaign for Shulton Inc. (men's toiletries), N. Y., so successful that its agency, Wesley Assoc., also N. Y., is recommending campaign be extended to 62 weeks in at least dozen major markets.

SHAVE CREAM SPOTS • Rapid Shave Cream, promoted by Paul, Schmid, vice president.

GENERAL ELECTRIC TO UP RADIO, TV ADVERTISING

JOHN G. PORTER, advertising manager of General Electric's major appliance division, Louisville, reported Friday that its "considerably increased advertising budget for 1953 includes major increases in both radio and television." Although company did not reveal how much of its $3,000,000 advertising budget was to be allocated to radio and TV, Mr. Porter said major and small appliance divisions are urging dealers to augment company's schedule with local spot radio and spot TV. Major appliance division through Young & Rubicam, N. Y., already sponsors Joan Davis Show on NBC-TV and Bing Crosby Show on entire CBS Radio network. Company also underwrites Fred Waring Show on CBS-TV on institutional basis.

MUTUAL EXECUTIVES TO MEET WITH AFFILIATES

TO HELP develop stronger network-affiliate relations, group of MBS executives, headed by President Thomas F. O'Neill, will conduct series of two-day regional meetings in six cities from Nov. 13 through Dec. 9, network announced Friday.

Seminars initiated with formation of Mutual's Affiliate Advisory Committee in May 1951, will include discussions on programming, sales, station relations, promotion and research.

Attending various meetings, in addition to Mr. O'Neill, will be William H. Finehshrier Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; and William H. Johnson, Jr., director of co-op programs; Charles Godwin, director of station relations, and Roy Daniath, Robert Carpenter and Robert Kennedy, Division managers, station relations.

Schedule of meetings: New York City, Nov. 13-14; Chicago, Nov. 17-18; Salt Lake City, Nov. 20-21; Atlanta, Dec. 1-2; Biloxi, Miss., Dec. 4-5 and Dallas, Dec. 8-9.

for more AT DEADLINE turn page

November 3, 1952 • Page 5
WOW CANCELS HOOPER; OMAHA SURVEY CONTINUES

WOW OMAHA has failed to renew annual Hooper contract because, according to Sales Manager Bill Wiseman, station was dissatisfied with "1. the 'duplex' interviewing method; 2. the combination Radio-Television Questionnaire; 3. the size of the sample." WOW has contracted with The Pulse for semi-annual area surveys covering one hundred counties of its primary service area.

Hooper's New York office reported they would continue Omaha survey on firm order from KOWH. When asked about reports of other cancellations they reported other stations in area had not been heard from.

In another state, Hooper interviewers were reported still on job in San Antonio, collecting data on listening and viewing, despite introduction of premium-for-identification plan by one station which allegedly twists results of telephone interviews (CLOSED CIRCUIT, Oct. 27). Hooper TV report for San Antonio will be published; radio report in doubt at this time. Stations in that Texas city reported to trying to resolve sticky situation themselves, hope to have it settled by mid-November.

WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc. petitioned FCC Friday to dismiss without prejudice its sdf Channel 21 TV application for Fort Wayne, Ind., which would leave two others seeking frequency (changed to Channel 69 in correction to Sixth Report). WRS, owner WBZ-TV Boston and applicant at Portland, Ore., Philadelphia and Pittsburgh, told FCC it "has been investigating the possibility of ac-quiring (through purchase or application) television broadcasting facilities in a number of other cities ... in which the opportunity for public service may be greater than in Fort Wayne."

AMEND FARGO APPLICATION

AMENDMENT of TV application to seek Fargo, N. D., Ch. 6 instead of Ch. 13 by North Dakota Broadcasting Service presumably leaves way open for grant to Red River Valley Television Corp. (combination of KFGO Fargo and KVOX Moorhead, Minn.), sole remaining Ar. applicant there. However, change to Ch. 6 puts North Dakota Broadcasting into competition with WDAY Fargo. Principal in North Dakota Broadcasting is John W. Boier, owner of KSJB Jamestown and KCBJ Minot, N. D.

TV RECEIVER POTENTIAL

POTENTIAL $14 million worth of business for retail TV dealers in Lubbock and Great South Plains area during next 14 months was predicted by Dan D. Malpin, general sales manager of receiver division, Allen B. DuMont Labs, in statement released today (Monday). He added he expects sale of 40,000 receivers in areas to be covered by KADB-TV Lubbock, which goes on air in about three weeks.

FM PERMITS GRANTED

TWO Class B FM permits granted by FCC Friday, one to Clemson Bscig. Co., Clemson, S.C., for Channel 246 with ERP 50 kw; other to WSNW Seneca, S. C., for Channel 251, ERP 6.5 kw.

In this Issue—


BUT it isn't all gravy for broadcasters by any means. Seldom if ever has a campaign produced so many legal headaches in political broadcasting. Long after the election is over, broadcasters will be coping with problems of the campaign. Page 28.

FCC backs down—at least part way—on its threat to put broadcasters in the doghouse if they refuse re-broadcast rights to their programs. Page 55.

NEW $1 million TV film syndicating and producing company formed by a coalition of broadcasters and film executives. Page 29.

CBS and the American Cancer Society have teamed up to educate U. S. doctors in the subject of cancer and its treatment. It will be carried on by color television and if it lives up to expectations may reduce cancer to a secondary disease. Page 52.

DUANE JONES wins a precedent-set-ting judgment against former officers of his agency who formed another with some of his accounts. Page 40.


WHAT would a shift in control of Congress mean to broadcasters? Here's the way new committee assignments would shape up if control changes parties. Page 26.

NETWORK and station coverage of the election returns will be the most elabor-ate ever. Page 27.

FCC issues a primer on radio and television broadcasting. It's a handy work for anyone entering the business and a good refresher course in basic information for those who are in it now. Page 28.

Upcoming

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hqtrs., Wash-ington, D. C.

Nov. 6-8: National Assn. of Educational Broadcasters Convention, Minneapolis.

Nov. 6-9: CBC Board of Governors, Ottawa, Ont.

Nov. 7: Louisiana Assn. of Broadcasters, Jung Hotel, New Orleans.

Nov. 7-8: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

Closed Circuit
(Continued from page 5)

work to feed independent stations. Provision would be made for local cut-ins on restricted basis.

FIRST WORD from FCC on actual merger of AM applicants for TV due this week, after several delays. Slated for consideration is joint application of WWBL and WMQX, Macon, Ga. (Macon Television Co.). There are no signs to indicate that approval will not be forthcoming. Action, if favorable, expected to flush out scores of plans for "marriages."

LIKELIHOOD of merger action this week (see above) brought revelation that fortnight ago FCC was planning to act on Wichita Falls, Tex., fusion of KWFT and KTRN involving both newspaper and motion picture interests. Favorable action there was indicated but block application was filed day before consideration, forcing both into hearing.

NEGOTIATIONS UNDERSTOOD underway for entry of U.S. station representative firms in Canadian market in partnership or outright purchase of one or more Canadian station representative firms. Move is planned to compensate for loss of U.S. business now being placed through Canadian offices of U.S. advertising agencies.

WILLIAM WIGHT, for 14 years in charge of Washington operations of Cari Byoir & Assoc., resigned Dec. 1 then became director of public relations of Philco, with headquarters in Philadelphia. He was former crack correspondent with AP in Washington. Lyle Youngstrom, second in command, slated to succeed for Byoir. One of principal Byoir accounts is RCA.

INDICATION of headaches facing FCC reflected in agenda, which shows that on Nov. 17 no less than 10 hearings on competitive TV applications will be held simultaneously in Washington. This not only taxes its manpower on processing of pending applications but also raises suspicion as to where so many hearings can be held.

SOME OF FCC members really lifted their eyebrows last week when they read in Wash-ington press that Chmn. Paul A. Walker and Comr. Frida B. Hennoch had appeared before D. C. Board of Education to urge prosecu-tion of application for noncommercial educational TV station on reserved Ch. 26. Amuse-ment came from quote attributed to Chmn. Walker that FCC would swiftly approve application. School Board agreed to tackle Congres-s for initial budget of $400,000, and promptly filed—even without money.

HECTOR CHEVIGNY, official candidate for president of Radio Writers Guild in elections Thursday, says he will file suit against 31 Guild members who signed petition said to charge Mr. Chevigny with "consistently and publicly" supporting an allegedly pro-Commu-nist faction within Guild.

NBC LIKES RULE CHANGE

FCC's order removing 10-day reporting clause from rebroadcasting rule (story page 25) is "highly gratifying," spokesman for NBC said Friday. He said network is "very pleased that the Commission took a new look at the rule and changed it."

for more at DEADLINE see page 110

BROADCASTING • Telecasting
ELECTED!

BY THE PUBLIC who have given us better ratings than ever—against tough competition.

BY NATIONAL SPOT ADVERTISERS who have spent more money with us in the first ten months of 1952 than in any other similar period in our history.

BY LOCAL ADVERTISERS who spend more money on WWDC than any other radio station in the Washington area.

WWDC

The sales result station in the nation's capital.

REPRESENTED BY JOHN BLAIR & COMPANY
wdod is now operating both AM and FM facilities twenty-four hours a day...to tap a new market...the Southeast's industrial night worker.

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

wdod CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company
Today is the 32nd Anniversary of Broadcasting
What Leading Advertisers Think

EDWARD R. MITTON, President
Jordan Marsh Company
"Jordan Marsh is pleased to begin its fifth consecutive year with WHDH. Our exclusive fifteen minutes of news every morning 7:30 to 7:45 on this station plays an important part of our radio advertising."

ARTHUR G. PLANTE
Ass't Vice Pres. Public Relations
New Haven Railroad
"Our sponsorship of the radio coverage of the Democratic and Republican National Conventions over WHDH exclusively was one of the most effective advertising promotions ever used locally by the New Haven Railroad. It was an excellent supplement to our continuing sponsorship of 'Hal Clancy Reports the News' 52 weeks of the year."

RALPH CAREY, N. E. Manager
Shell Oil Company
"Shell Oil Company has sponsored five-minute news programs at least twice daily over WHDH for the past five years. When motorists drive in to service stations with requests for the products advertised, we know WHDH is producing."

What Leading Agencies Think

FRANCIS W. HATCH, Vice President
Batten, Barton, Durstine & Osborn, Inc.
"Our programs for the First National Bank of Boston have been on WHDH without interruption during the past 2½ years. This continuing campaign has been most effective in helping to promote bank services."

J. PAUL HOAG, President
Hoag & Provandie, Inc.
"For many years we have bought substantial amounts of both program and spot time on WHDH for various clients. Listenership figures provide a measure of the large and loyal audience that WHDH enjoys. Our own experience proves its responsiveness, measured by outstanding sales results."

JEROME O'LEARY, President
Jerome O'Leary Advertising Agency
"We find that Boston radio, used intelligently, will produce more customers per advertising dollar than any other medium. Our agency's radio billing is among the highest in New England. More advertising dollars are placed on WHDH than on any other individual radio station."

Owned and Operated by The Boston Herald-Traveler Corporation • Represented Nationally by John Blair & Company
About Boston's Leading Radio Station

ARTHUR J. CHANTER
New England Regional Manager
Studebaker Corporation

"Studebaker's sponsorship of the 6:00 P.M. news nightly over WHDH is now in its fifth year. Such longevity would never have been possible without the full support of individual dealers. Nor would that support have been forthcoming but for the demonstrated value of the program."

H. GILSON, President
Washburn Candy Corporation

"The Washburn Candy Corporation has made great strides in the promotion of its Waleeco Coconut Bar; in this, WHDH has played a major role. Our program sponsorship is now in its fourth year."

RALSTON H. COFFIN
Director of Advertising and Sales Promotion, Consumer Products
Radio Corporation of America
RCA Victor Division

"WHDH's promotion for 45 rpm records helped to spearhead our national campaign. Their ideas, follow-through, and cooperation have been outstanding."

GABRIEL M. STERN, Exec. Vice Pres.
Hirshon-Garfield, Inc., Boston

"Our numerous weekly radio programs on WHDH have all done effective jobs for our clients in the food, clothing, houseware, and luxury product fields by creating strong New England consumer demand for the clients' products, at a comparatively small cost."

JOHN C. DOWD, President
John C. Dowd, Inc. of Boston
Dowd, Redfield & Johnstone, Inc.
of New York

"Placing business from New York as well as Boston, our agency realizes the stature of WHDH as one of the country's leading independent stations. We feel it is an extremely effective vehicle in any local advertising campaign."

GEORGE C. WISWELL, Treasurer
Chambers & Wiswell, Inc.

"WHDH and Curt Gowdy make a great sports team. We are currently sponsoring a very successful sports program on WHDH five nights per week for the Chevrolet Dealers Association."

850 KILOCYCLES • 50,000 WATTS • BOSTON
FRANK McCORD elected vice president in charge of research and merchandising and WINSOR H. WATSON Jr. elected vice president and account supervisor at Cecil & Pressbrey Inc., N. Y.

BERNARD WEISS, assistant production manager, McCarty Co., L. A., to H. M. Gardner Assoc., that city, as production manager.

JAMES W. JOHNSON, account executive with Young & Rubicam, N. Y., appointed manager of Detroit office, succeeding Elliott E. Potter, who has resigned effective Jan. 1 to establish new automotive dealership in Miami.

ARTHUR W. WEIL Jr., vice president and account executive, Hirshon-Garfield, N. Y., to Foote, Cone & Belding, N. Y., as account executive.

NORMAN PETERZELL, account executive, Grey Adv., N. Y., to Biow Co., that city, on Procter & Gamble account.

YOUR CONSUMER IS WSPD'S BEST CUSTOMER

Webster defines CONSUMER as "one who spends, a purchaser." Here in Northwestern Ohio each consumer spends $1,331 in retail buying—proof that this is a Top Consumer Market. But the big job is to direct this spending—towards your product. Statistics prove radio does that job. Here in this thriving market the total owned radio sets is Above the nation's average—proof they're sold on radio. The most important statistic of all—WSPD delivers 60% more audience than any other local station—proof they're sold on WSPD. So, the answer is easy—use radio—use WSPD—because Your Consumer is WSPD's Best Customer. Sell on the station this BILLION DOLLAR MARKET'S Sold On—WSPD, Toledo.

Mr. DAILEY

A YEN to be outstanding apparently was the personal gadfly which drove Robert Winston Dailey up the more often than not rocky path to success in the advertising business.

The vice president and general manager of McCann-Erickson's Cleveland office some eight years ago was contented enough as director of publicity, news and special events at WTAM Cleveland, NBC's o and o station, where he had worked for the preceding eight years.

The transition came when an agency executive, proud of his trade, did a little scoffing within e a r s h o t of Mr. Dailey.

The better a radio newsman writes news, the advertising man allowed, the worse he writes radio commercials. Mr. Dailey promptly produced some commercials—50 of them—and McCann-Erickson just as promptly hired him.

Born in Olney, Ill., Mr. Dailey had a rather peripatetic early life, spending his boyhood in Minneapolis, Billings, Mont., Kansas City, Cleveland and Toledo.

After attending the U. of Toledo, with a major in economics, he joined the Toledo Blade and spent the next four years writing general assignment, police and labor stories, ending as radio editor, from which job he joined WTAM.

As a cub reporter on the Blade, Mr. Dailey hit the journalistic world with a bang when his photograph appeared on the lead page of Editor & Publisher, showing him sitting underneath a desk with a telephone in hand, after he covered the spectacular Electric Auto-Lite strike in Toledo from within the riot-bound plant.

Prowling through the darkened plant at night for 14 hours until the Ohio National Guard arrived to rescue non-union employees and executives, he gave a blow-by-blow account of what is said was the nation's first automotive strike to readers of several extra Editions issued that night. Besides the E & P trade recognition, he received his first by-lined story and his first salary increase from the Blade's editor.

Grove Patterson

As radio-TV director and account executive for McCann-Erickson's Cleveland office, he helped create and produce many outstanding regional programs, including the famous Ohio Lottery for Ohio Bell Telephone Co. This program,

(Continued on page 54)
BEAT

PAUL GERHOLD, director of research, Foote, Cone & Belding, N. Y., elected a vice president in charge of research.

DONALD H. QUINN, Benton & Bowles, N. Y., to Doherty, Clifford, Steers & Shenfield, that city, as head of radio-TV timebuying section of media department [CLOSED CIRCUIT, Oct. 13].

LILYON E. LOUDEN, publicity manager of John Mather Lupton Co., N. Y., to Smith, Hagel & Snyder Inc., that city, as vice president in charge of publicity and public relations.

EDWARD J. THAYER, sales administrator for Pillsbury Mills, to Fuller & Smith & Ross, N. Y., as research associate.


MILDRED DUDLEY to timebuying staff at Schwimmer & Scott, Chicago.

WILLIAM FRANKE, copy chief, KCKN Kansas City, to Tilda & Cantz Adv., Hollywood, as media director. Agency has moved to 6087 Sunset Blvd. Telephone is Hudson 2-1187.

ROBERT E. WRIGHT, Executive Sales Management Consultant Service owner, to H. H. Kennedy Adv., Chicago, as account executive.

MALONE, MOORE Assoc., N. Y., moves to larger quarters in Grand Central Terminal Bldg. there.

ALVIN B. WELLS Jr., Babcock & Wells Inc., to Mann-Ellis Inc., N. Y., as account executive and head of new book department. MICHAEL KRAFT, assistant advertising manager, Doughnut Corp. of America, to Mann-Ellis as account executive and director of merchandising on all food accounts. JOAN ROGGEN, Hirshon-Garfield, N. Y., added to M-E staff as publicity director.

EDWARD RATNER, radio-TV copy chief, Product Services Inc., N. Y., to Friend-Reiss-McGone, N. Y., as radio-TV director.

MORRIS BAUMSTEIN appointed head of production department and PEARL ISAACS assistant to the president, Altman-Stroller Adv., N. Y.


KAUFMAN-STROUSE Adv. relocates at 419 N. Charles St., Baltimore, Md.

ROBERT ARNDT (extreme l), executive vice president, John Faulkner Arndt Adv. Agency, introduces Reggie Schuebel, of Wyatt & Schuebel, to Philadelphia media executives. L to r are Mr. Arndt; David Carlisle, WFL; Pete Dannenbaum, WPTZ; Miss Schuebel, and Bob Teeter, KYW. Wyatt & Schuebel serves as the New York radio-video department for Arndt and other advertising agencies.

GET PROMPT SALES RESULTS at LOW COST PER THOUSAND

All the towns in the 16 rich sales-yielding WHAM counties and Rochester are reached by this twice-a-day syndicated feature. This high Pulse telephone quiz program produces remarkable sales results for spot sponsors.

Gives the correct answer to any question asked by the wit testers, brain-busters and curious in his big loyal audience. Keeps them amazed, amused and intrigued. So are his participating sponsors as they watch sales grow.

Ask us about WHAM's high Pulse low cost per thousand coverage of its rich 16-County primary market where most of the people listen 99.3% of the time to WHAM.

The STROMBERG-CARLSON Station
Rochester, N.Y.

Basic NBC - 50,000 watts
clear channel - 1180 kc

November 3, 1952  Page 13
feature of the week

THOUSANDS of commuters on San Francisco’s famed Bay Bridge are “Spanning the Bay with KYA” since the station began an unusual program, controlled completely from the bridge.

Entitled Car Tunes, the KYA program is aired 4-6 p.m., Monday-Friday. By dialing 1200 kc, motorists can hear the latest reports on traffic and weather conditions on the bridge.

The program is handled by Bert Winn, KYA disc jockey, who also may claim credit for dreaming up the program. One day last year, Mr. Winn, in commuting, came to one of those seemingly inevitable slowdowns caused by some happening ahead.

Mr. Winn thought to himself, “How convenient it would be for the motorist to have some radio information of the traffic conditions just ahead.” This thought was the beginning of 16 months of planning. Then H. G. (Jack) Fearnhead, KYA general manager, gave a green light for the program to begin Sept. 8.

Bridge Engineer Carl Hamilton welcomed the program from the start. “Commuters during the rush evening hours are in the worst frame of mind of any during our 85,000-car day. Morning drivers are fresh, but the 4 to 6 drivers are tired, quick to anger and eager to get home,” Mr. Hamilton observed. “Anything to keep the motorist’s interest and at the same time inform him of traffic conditions will help us.”

The National Safety Council also has welcomed the program and contributes special traffic messages.

Mr. Winn’s radio vocabulary conforms to that of bridge officials, to whom an accident is an “obstruction.” All obstructions are reported via radio by commuting traffic officers to a central control booth near the toll plaza.

Car Tunes is controlled from the toll plaza where Mr. Winn has set up a microphone. Music and news are presented from KYA studios in the Fairmont Hotel. But at split second notice, Mr. Winn can relay traffic information to motorists, even if he has to interrupt the vocalizing of Bob Eberly or Johnny Ray.

Biggest stumbling block during the months of planning was to win approval of state officials. To keep the program primarily “public service” in nature, Mr. Fearnhead keeps commercials suitable and at a minimum.

Commuters’ wives also tune in to the program. They know that any obstruction on the bridge will make their husbands late in arriving home.

strictly business

Mr. JEWETT

CARL JEWETT, manager of the Chicago office for Robert Meeker & Assoc., station representative, uses more refined tools to make a living in the broadcast business than he did when he prospected and mined gold.

In the late 30’s, in Canada’s Ontario district, he wielded a sturdy drill to blast veins of gold from the hard rock formations. Vocal persuasion in behalf of some 40 radio and 3 video stations superceded this physical strain but results from both professions are rewarding, he says.

Mr. Jewett, who was born in Pelham Manor, N. Y., spent most of his early years in Buffalo, and grew up with a population comprised almost entirely of gold speculators as the city was directly across the border from several gold mining areas.

In addition to working the mines and helping locate fields, he also became a gold stock broker in those halcyon days when a share of stock could be had for 10 pennies.

His prospecting these days is limited to agencies and advertisers. At Meeker, he heads sales activity (Continued on page 46)
To Sell Watches to inland Californians (and Western Nevadans)

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

**THE MOST LISTENERS** More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

(BMB State Area Report)

**LOWEST COST PER THOUSAND** More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

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

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

**KFBK** Sacramento (ABC) 50,000 watts 1530 kc.

**KOH** Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.

**KERN** Bakersfield (CBS) 1000 watts 1410 kc.

**KWG** Stockton (ABC) 250 watts 1230 kc.

**KMJ** Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day
new business

Spot • • •

RAYCO Mfg., Paterson, N. J. (auto seat covers), planning radio-TV spot campaign in over 40 markets starting this month to push Christmas business. Agency: Emil Mogul Co., N. Y.


ORANGE CRUSH, Ltd., Toronto (soft drinks), has started weekly half-hour variety show on number of major market stations for 26 weeks. Agency: Harry E. Foster Adv. Ltd., Toronto.

LANGENDORF UNITED BAKERIES Inc., S. F., has launched spot campaign on Washington stations and two programs weekly on KING-TV Seattle, to spotlight new $2 million bakery plant in Seattle. Agency: Bow Co., S. F.


Network • • •

AMERICAN OIL Co., Baltimore (Amoco), sponsoring Year of Crisis news commentary program on New Year's Day on CBS Radio and CBS-TV, 4:30-5:30 p.m. EST. Agency: Joseph Katz Co., Baltimore.

PARKER PEN Co., Janesville, Wis., has signed for five five-minute portions of Today on NBC-TV. Parker will spot time on Dec. 10, 12, 15, 17 and 19 as pre-holiday promotion. Agency: J. Walter Thompson Co., Chicago.

BURTON-DIXIE Corp., Chicago (mattresses; pillows), will sponsor Paul Harvey, news commentator, Sun. 11-11:15 p.m. on ABC-TV effective Nov. 16, taking over time segment canceled by Carter Products with its Drew Pearson Show. Agency for Burton-Dixie: Turner Adv., Chicago.

Agency Appointments • • •

BALLARD OVENREADY BISCUITS, Louisville, Ky., appoints Campbell-Mithun Inc., Minneapolis, for West Coast advertising.


PIERCE BROS. FISHERIES Inc., Santa Barbara (frozen seafood), appoints Rockett-Laurilzen, L. A. Radio is being used for Golden Cove Brand.


BRISTOL-MYERS CO., N. Y., names Dowd, Redfield & Johnstone Inc., N. Y., for Mum lotion deodorant.

NECCHI SEWING MACHINE SALES Corp., N. Y., U. S. distributors for foreign-made machines, appoints Doyle, Dane, Bernbach Inc., that city, as advertising agency for Swiss-manufactured Elna sewing machine.


LEROY'S JEWELERS, L. A. (credit jewelers, retail household appliances), appoints Factor-Breyer Inc., that city. Radio-TV will be used.

The Best Buy—as little as $45 a month
(based on advertising rates)

Best for the Money
Best for the Show
That's Why at SESAC

We Grow, Grow, Grow

Growing in subscribers and in size—now over 4,200 selections with new releases going out every month.

SESAC Transcribed Library

SESAC Inc. 475 Fifth Ave., New York 17
Put your brand on Wyoming, Northern Colorado and Western Nebraska 

By using

Wyoming Cowboy Network

KFBC
Key Station Cheyenne

KWRL
Riverton

KOWB
Laramie

KWOR
Worland

KRAL
Rawlins

KODI
Cody

KVOC
Casper

Kgos
Torrington

KSID
Sidney, Nebraska

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.

Spot announcement rates:
9 stations—$22.50 day
Less 25% group discount—$16.87 day
26 times—$33.00 night
52 times—$24.75 night
104 times—10.0%

Coverage and market data:
Population (1950 census) 440,246
Radio homes (broadcasting) 109,954
Retail sales (sales management) $669,274,000

For further details . . .

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, Wyoming Cowboy Network, 4-4661, Cheyenne, Wyoming.

Rates effective until December 31, 1952
Animal Act—Curtain

EDITOR:

BEEN FOLLOWING OPEN MIKE LION STORY WITH INTEREST. GLAD I AM STILL AROUND TO REPORT THAT ON APRIL 23, 1946, I DID DIRECT BROADCAST FROM CAGE AT MEMORIAL AUDITORIUM BUFFALO. MY PLAYMATES WERE LIONS AND LEOPARDS, 14 OF THEM. . . .

BILL KEATON
WGR BUFFALO. . . .

EDITOR:

Here's news for Del Greenwood of Evansville, Ind., who thinks that Miss Rosencranz of WGBF went into a lion's cage long before Eddie Chase (now with CKLW).

When we were at WXYZ back in the early forties, I conned Eddie Chase to go into the lion's cage at a circus located in the Arena (in Detroit), and further to stroke the lion on a paw while the king of the jungle was seated on a perch from which he could have jumped and demolished said Chase quite quickly. The date—May, 1944. . . .

Lambert B. Beeswaks
General Manager
WLAW Boston
. . . .

EDITOR:

. . . Back to my first station, WATL, and 1937. Doing special events (along with many other announcing chores) I handled interviews. The circus came to town, and with it four wonderful interviews: Harriet and Clyde Beatty, Root Gibson and Emma Wilson . . . I saw a great deal of them during their stay in Atlanta and was allowed to do Clyde's first cage description before they left town. It was a commentary of the act from the big cage which contained both lions and tigers. . . .

Johnny Clarke
New York

[EDITOR'S NOTE: So many intrepid broadcasters have recounted their adventures with lions that B-T must call a halt to further publication of their exploits. Is there anybody in the industry who has not been in a cage with a lion?]

Hearth & Home

EDITOR:

Having just returned from an extended trip through Latin America, I have been away from your magazine for a couple of months, and on reading the Oct. 13 issue my favorable reaction is such that I would certainly like you to know of it.

The presentation of the articles, together with the advertising, make it one of the most interesting magazines now dealing with the industry. I know that too often people complain when various items don't please them, and then again too seldom do they write when anything does merit commendation. So I would just like you to know how much I am impressed by the continuing excellent job which you and your associates do.

T. Kevin Mallen
Exec. Vice Pres.
Ampeco Electric Corp.
Redwood City, Calif.
. . . .

Wrong Call

EDITOR:

In your Oct. 13 issue, page 112, call letter assignments to FM stations, you indicate that our present call letters are WFOW. This is incorrect. They are now WMFM.

Earl W. Fessler
Licensee
WMFM (FM) Madison, Wis.
. . . .

Readership Report

EDITOR:

. . . Your complete coverage and presentation of news in radio and television are responsible for better readership of your publication. . . .

Robert N. Aylin
President
Aylin Advertising Agency
Houston
. . . .

Satisfied User

EDITOR:

I want you to know that . . . your book is a tremendous aid in our operation and one which we consult frequently . . .

E. H. Ezee
General Sales Mgr.
Motion Pictures For Television Inc.
New York
. . . .

Rare Opportunity

EDITOR:

Your issue of Oct. 20, on page 67, didn't include our call letters for Flint, Mich.

As you have recorded in the past, we have been assigned WCTV (TV) . . . Also to bring your records up to date, our starting (Continued on page 68)
what makes WLAC

Coverage

...FOR ONE THING

As enthusiastically reported in a recent independent 12 State survey of Station coverage for the J. R. STRICKLAND CO. of Memphis, Tenn. . . . scheduling 11:00-11:45 six nights a week on WLAC since 1950 . . . the Strickland program is being received SOLID IN 143 OF THE 175 CITIES SURVEYED.

This report indicating "WLAC . . . SOLID AT NIGHT" in city after city prompted the Strickland Co. to write this . . . "it's a genuine pleasure to buy WLAC . . . and if you don't quit producing such outstanding results for us, who knows, we may schedule 5 or 6 hours a day."

For a greater listening audience . . . for proven programming results

143 cities in 12 State area report WLAC "SOLID AT NIGHT"

WLAC

CBS RADIO 50,000 WATTS

NASHVILLE, TENN.

Represented Nationally by The Katz Agency
Ask the people of Lubbock! Through the cooperation of Du Mont with the station owners, television becomes a reality — on schedule!

KDUB-TV marks another successful station start with Du Mont — the equipment that pays off in better performance with lower operating costs.

DESTINATION:
LUBBOCK, TEXAS
TEXAS TELECASTING, INC.

DU MONT
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.
they're all watching channel 13

KDUB-TV

IN LUBBOCK

With the Lubbock area audience, Channel 13 becomes the No. 1 Channel for the Great South Plains Area. As Texas' first post-freeze Television Station, KDUB-TV brings TV to the vast untapped $389,756,000* West Texas TV Market.

Here is a brand-new audience ready for you. Here are 317,700* potential customers for your products or services. Here is the heart of West Texas awaiting your message.

*Estimate based upon figures from the 1952 SALES MANAGEMENT Survey.

TEXAS TELECASTING, INC.
The Hub of the Great South Plains
3601 Avenue H—Lubbock, Texas
W. D. "Dub" Rogers, President
THAT'S JACK EIGEN, who conducts the successful "Chez Show," interview-chatter program broadcast from Chicago's famed Chez Paree Tuesdays through Sundays from 11:15 p.m. to 1:00 a.m. PROOF?

Louis Weinberg, Jr., president of Kitchen Art Foods, Inc., makers of PY-O-MY baking mixes, recently wrote a fan letter to Eigen which said in part:

"I am curious about one factor. Are your listeners, to any degree at all, typical housewives that are the backbone of our company's business?"

Kitchen Art Foods, Inc., then tested the Eigen sales appeal by inserting a short schedule of announcements which resulted in mail returns from 24 states. This immediate demonstration of sales power brought a contract renewal and a letter from George L. Sternfield, vice-president of Kitchen Art Foods, Inc., which said in part:

"You have been doing such an outstanding job for us... that it would be unthinkable of us to discontinue at this time. We expect you to continue your good work, and know that it will be most beneficial to PY-O-MY products."

Yes, Some Spots Are Better Than Others

and in Chicagoland radio, those better spots are on Station WMAQ where Jack Eigen and other top personalities offer prime selling help for your product or service.
POLITICAL TILL MOUNTS

By JOHN OSBON

THE MAJOR political candidates will place unprecedented reliance today on the radio and electronic media—radio and television—in their 11-hour whirlwind appeal to the electorate of America.

Some day, somewhere, someone may unveil a magic device that will compute accurately the voluminous expenditures involved in the "high cost of campaigning" at all levels.

But until then, one may only estimate the flurry of time purchases purchased by the major parties and related groups.

This has been the spendiest campaign in history as a multi-million dollar drive, with roots in the primary media of radio and television. Appraisal of overall totals at the national, state and local levels is high impossible.

Some light has been shed on these huge purchases in reports submitted to the File Clerk of the U. S. House. They also point up contributions to the parties by major radio-TV personalities and those in allied fields.

The reports do not include final tabulations on the major radio and TV networks the past fortnight as both parties scraped the barrel for funds to put their candidates before radio-TV audiences.

Nor do they take account of the role that television is playing in the 1952 campaign—starting with the July conventions in Chicago, gathering steam around Labor Day and culminating with a gigantic organized drive for a record registration that is certain to be reflected at the nation's ballot boxes tomorrow.

An indication of the high cost of campaigning is written in the contributions and disbursements reported on Capitol Hill. The names printed here do not include all contributors from the radio-TV and related field. However, those appearing represent leaders or well known persons who are more readily identified within the industry. Among those revealed as contributors to one of the two major parties are such figures as FCC Chairman Paul A. Walker, NARTB Board Chairman Justin Miller, CBS Board Chairman William S. Paley and AFM President James C. Petrillo.

Dante's Balance Sheet

The House reports covered contributions and expenditures for September and most of October. They were submitted by the Democratic and Republican National Committees, the Senatorial and Congressional Campaign Committees of each party, and various other organizations including the Stevenson Volunteers, Citizens for Eisenhower, the CIO Political Action Committee and Labor's League for Political Education.

Among those contributing to the Democratic National Committee:

- FCC Chairman Paul A. Walker, $100; Justin Miller, NARTB board chairman and general counsel, $100; Milton H. Biow, The Biow Co., $1,500; Joseph A. Kats, Joseph Kats Co., $2,500; Ralph E. Stolkin, former president of RKO Pictures Corp., $2,500; Nathan Strauss, president of WMCA New York, $2,600; Marshall Field, Field Enterprises (radio, newspaper), $2,000; Harry Bingham, Louisville Courier-Journal and Times (WHAS-AM-TV Louisville), $5,000; James A. Noe, KNOE Monroe, La., $2,500; Leo Reinsick, FCC hearing examiner, $100; Secretary of Commerce Charles Sawyer, owner of WIZE Springfield, WGN and WCCH Columbus, $500; (the late) Francis P. Mathews, former stockholder of WOW Omaha, and KODY North Platte, Neb., $500; Sen. Robert S. Kerr (D-Okl.), part owner of WEEK Peoria, Ill., and KXMO Tulsa, Okla., $2,000; Arde Bulova, New York, $2,000.

Mr. Stolkin, who resigned the past fortnight as head of RKO Pictures Corp. [BT, Oct. 27], has interests in KOIN Portland, KJR Seattle and KXOL Stockton, Calif., both TV applicants, and has subscribed interest in WMAY Inc., applicant for TV in Springfield, Ill.

Among other contributors to the Democratic National Committee were Paul Herzag ($1,000), National Labor Relations Board; Stephen J. Spingarn ($250), Federal Trade Commission, and Albert A. Carretta ($100), also FTC.

A report on contributions to the Republican National Committee included: Ross D. Siragusa, Admiral Corp., $3,000; Arthur Godfrey, CBS Radio-TV personality, $2,500; a candidate. Necrology and Times Life and Fortune, $3,000, and Cecil B. DeMille, Hollywood producer, $100. No other radio-TV names were revealed.

The Volunteers for Stevenson re-

LIBEL LIABILITY

THE most fervid campaign in recent history was almost over last week, but the end was not in sight for the libel and censorship troubles arising from political broadcasting.

Seldom if ever there has been as much controversy over the use of radio and TV in a campaign. To Wednesday 24 hours to go—even the most closed-mouth observers were willing to concede the need for revising the Communications Act in particular and campaign procedures in general. Apparently, the 83d Congress will tackle the unavoidable task of removing broad casters from beyond the Inferno of political broadcasting.

The FCC was placed in the middle of most of the controversies, but displayed little willingness to act before the national elections tomorrow.

The difficulties in which stations found themselves stemmed from these developments:

- Radio consultant Morris S. Novik lashed out at an alleged practice by network stations of scheduling spot announcements for a program right after a program sponsored by the opposing party, and called on the broadcast industry to "clean our own house instead of waiting for legislative action."

- Legal counsel for DuMont TV Network revealed the gist of a protest filed with FCC charging that some video affiliates have refused political programs from networks other than those of which they are primary affiliates.

- Harold E. Stassen protested to FCC that the United Auto Workers failed to properly label a TV program as a "paid" broadcast and that CBS "declined to offer" him (Mr. Stassen) equal opportunity to answer UAW leader Walter Reuther whom he accused of misquoting him.

- Other than the Stassen and DuMont complaints, FCC also is identified with cases involving KING-TV Seattle's refusal to carry an earlier McCarthy talk and a protest by the National Volunteers for Stevenson over the purported $2 million GOP spot blitzes.

Haunts Broadcasters

WMAL-TV Washington, D. C., also was confronted with the libel question the past fortnight. A veterans committee had sought time to oppose candidacy of Joel Broyhill, GOP House aspirant from Virginia, and claimed station refused to air its program.

The Evening Star TV outlet said its counsel felt the script contained "possibly" libelous allegations and advised the advertising agency handling the program.

FCC was not directly involved in the WTVN case. Receipt of Mr. Stassen's telegram was acknowledged in Commission quarters. Sen. McCarthy, who had promised to seek revocation of KING-TV's license in that case [BT, Oct. 27], had filed no formal complaint with FCC as of late Thursday.

CBS reportedly advised FCC Wednesday it felt that Sec. 315 of the Communications Act was not applicable since Mr. Stassen is not a candidate. Network and sponsor-identification requirements were met and submitted a transcript of them.

WTVN cancelled the McCarthy speech from Chicago minutes before

(Continued on page 26)
ELECTION of E. R. Vadeboncoeur as president of Central New York Broadcasting Corp. was announced effective today (Monday) by S. I. Newhouse, owner of WSYR-AM-FM-TV Syracuse. Mr. Vadeboncoeur has been acting head of the Syracuse operation since Col. Harry C. Wilder's retirement resignation from that office last Sept. 30.

Mr. Vadeboncoeur [B'T, Sept. 29]. Mr. Vadeboncoeur, who will continue as general manager of the stations, joined WSYR in 1939 as news director and three years later became WSYR vice president and general manager. Before entering broadcasting, he had spent 19 years as a newspaperman and was author of numerous short stories and articles.

The new WSTR president, who is director of NABET District 2, was forced to drop his 15-minute daily newscast a year ago because of increased administrative duties.

NON-N.Y. AGENCIES Seek Billings Via W&S

MAJOR agencies outside New York, representing a combined total billing of $40 million, are making a concerted bid for their share of radio and television advertising revenue through Wyatt & Schuebel, New York, it was reported last week.

Mumm, Mullay & Nichols Inc., Columbus, Ohio, has retained Wyatt & Schuebel [CLOSED CIRCUIT, Oct. 20], it was formally announced by John Wyatt, partner of the firm. With this addition, the major out-of-New York agencies are co-sponsoring radio and television planning, production and placement through W&S.

Their joint effort to participate in radio and television billing increases, which totaled $87 million last year, was sparked 20 months ago when Westheimer & Block, St. Louis, and Lillier, Neal & Batte, Atlanta, named the then new W&S radio and TV team, to represent them and their radio and TV departments in New York. Since then 14 other major agencies have joined under the Wyatt & Schuebel banner.

Arvin Christmas Drive

ARVYN Industries, Chicago, plans to use radio and TV to back its pre-Christmas campaign for its full line, including radio-TV sets, electric housewares, car heaters and metal furniture. Advertising is expected to be done cooperatively with dealers and distributors. Agency is Roche, Williams & Cleary, Chicago.

RAULS NAMED

Will Head KPHO-AM-TV

RICHARD B. RAULS, formerly ABC-TV director of station relations, has been appointed general manager of KPHO-AM-TV Phoenix, it was announced last week.

Mr. Rauls, effective Nov. 15, succeeds John C. Mullins, who remains as a consultant.

The appointment of Mr. Rauls followed by four months FCC approval of the purchase of KPHO-AM-TV by the Meredith Publishing Co. [B'T, June 30]. Meredith also owns WOW-AM-TV Omaha and WHEN (TV) Syracuse.

Entering television 13 years ago, Mr. Rauls joined ABC in 1946 after two years service in the Army.

From 1946-49, Mr. Rauls was manager of television operations for ABC. From then up to the present, he was ABC-TV director of station relations.

Previously, he had been with CBS as manager of studio operations for WCBV-AM-FM New York. He served also as manager of service operations for WCBV-AM-FM.

Up to that time, Mr. Rauls had been associated with the theatre. He was national technical director of the Federal Theatre, government operator of a national theatre with productions in 43 cities in 26 states. Earlier, he was active in Broadway theatre and film circles.

PONTE VEDRA MEET Ends ABC Sessions

ABC top officials completed their 1952 round of regional meetings with their radio affiliates last Tuesday. Session—of 14 in the series, which started Sept. 29 in Hollywood—was held at Ponte Vedra, Fla., with 48 representatives of some 36 stations in attendance.

Like the four preceding meetings, the one-day session was devoted to subjects of common interest to network and affiliates—sales, program, promotion plans and prospects, the pending merger of ABC with United Paramount Theatres and its potential effects on network operations, etc.

As in the prior sessions, officials reported, the network's plan to establish a single rate for daytime and nighttime radio also was explored. Executives said afterward that, although opposition had been manifest by some, they still were thinking in terms of effectuating the plan but were not "pushed" on it since target date is not till April 1 [B'T, Oct. 20].

RAVINGS SALES

SALES of products and services of RCA and subsidiaries for the first nine months of 1952 totaled $473,501,873, an all-time record volume which compares with $421,285,782 for the same period last year, Brir. Gen. David Earmoff, board chairman, announced Thursday.

Earnings before federal income taxes amounted to $36,443,110 as against $37,851,841 for the comparable 1951 period, while net profits after federal income taxes were $17,547,110 for the first nine months this year compared to $18,356,841 for the first nine last year. Net earnings applicable to common stock for the nine-month period, after payment of preferred dividends, were $1,112 per share while the comparable 1951 figure was $1,115.

This year's third quarter was itself a record one, the report showed, with total sales of products and services reaching $167,663,848. Earnings before federal income taxes were $15,106,180 compared with $5,540,480 for last year's third quarter, and net profits after federal taxes were $6,547,180, compared with $2,653,480 a year ago.

The report is as follows:

**RAVO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES**

**CONSOLIDATED STATEMENT OF INCOME**

**FOR THE QUARTER ENDED SEPTEMBER 30**

<table>
<thead>
<tr>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products and Services Sold</td>
<td>167,643,048</td>
</tr>
<tr>
<td>Cost of Operations</td>
<td>131,306,180</td>
</tr>
<tr>
<td>Net Profit Before Federal Taxes</td>
<td>36,336,868</td>
</tr>
<tr>
<td>Federal Taxes</td>
<td>5,540,480</td>
</tr>
<tr>
<td>Net Profit After Federal Taxes</td>
<td>30,796,388</td>
</tr>
<tr>
<td>Preferred dividends</td>
<td>6,547,180</td>
</tr>
<tr>
<td>Balance for Common Stock</td>
<td>5,547,180</td>
</tr>
<tr>
<td>Earnings per share on common (13,881,016 shares)</td>
<td>$1.15</td>
</tr>
</tbody>
</table>

**FOR THE NINE MONTHS ENDED SEPTEMBER 30**

<table>
<thead>
<tr>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products and Services Sold</td>
<td>473,501,673</td>
</tr>
<tr>
<td>Cost of Operations</td>
<td>366,443,110</td>
</tr>
<tr>
<td>Net Profit Before Federal Taxes</td>
<td>107,058,563</td>
</tr>
<tr>
<td>Federal Taxes</td>
<td>5,540,480</td>
</tr>
<tr>
<td>Net Profit After Federal Taxes</td>
<td>101,518,083</td>
</tr>
<tr>
<td>Preferred dividends</td>
<td>17,947,110</td>
</tr>
<tr>
<td>Balance for Common Stock</td>
<td>83,570,973</td>
</tr>
<tr>
<td>Earnings per share on common (13,881,016 shares)</td>
<td>$1.12</td>
</tr>
</tbody>
</table>

"The chief said you'd know what to do with it..."

$473.5 Million Hits

New High for 9 Months

SALES of the Freedom U. S. A. transcribed radio series to three insurance companies for sponsorship in nine markets, plus other sales to bring the total to 570, have been reported by Frederic W. Ziv Co.

Sales Vice President Alvin E. Unger said Farmers Insurance Co. has bought the series for KFH Wichita, KOMA Oklahoma City, KERS Eugene, Ore., and KCMO Kansas City in addition to markets the company previously had signed for; Pilot Life Insurance Co. had added WMFD Wilmington, N. C., and stations in Gastonia, N. C., Waynesboro, Va., and Jacksonville, Fla., to its list and American Home Life Insurance Co. had signed for sponsorship in Topeka.
FCC Backtracked in Part

FCC backtracked in part last week from its threat to confront radio and TV stations with the regulatory doghouse if they refuse to let all comers rebroadcast their programs.

Heeding widespread industry indignation over its oft-termed "legal larceny" rule, adopted last May 14, the Commission Thursday dropped the clause requiring licensees to file reports within 10 days when they refuse to give consent for program rebroadcasts.

Left intact, however, is the Commission's interpretation of Section 325(a) of the Communications Act, another source of nationwide concern lest stations lose their important property rights in programs.

In essence the FCC contended in its May 14 order, and still contends, that a station does not have an absolute right to allow or prevent rebroadcasts without regard to its responsibilities under other sections of the law.

The proposed 10-day requirement, the FCC said, had broadcasters everywhere seething during the NARTB summer-autumn district meetings, had run into opposition within the industry and had simply concurred in deletion of the 10-day reporting requirement but felt the rule should be reconsidered and deleted.

Commends Change

Col. W. A. Roberts, DuMont TV Network counsel, termed FCC's action on the rebroadcast issue a "very definite improvement." He said the effect of the change "is that the FCC carefully reserves to itself its right to investigate why refusal of requests for rebroadcasting a station from another station is improper grounds.

The FCC's May 14 decision arose out of an appeal for a declaratory ruling sought by WJIM-TV Lansing, Mich., in 1950, after WWJ-TV had refused permission to rebroadcast the station.

The FCC issued a proposed clarification of Sec. 325(a) of the Act and called for comments [BT, Oct. 9, 1950].

This call brought a request from Gordon P. Brown, WSAY Rochester, N. Y., who has long feuded with networks and has himself used some dictum should be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [BT, Nov. 6, 1950].

Joining him was Rep. Harry R. Sheppard (D-Calif.) who called legislative history of the provision justified such an interpretation. He charged, too, that networks were trying to stifle competition.

Opponents of FCC's proposed stand argued that the requirement of a written report on refusal to allow rebroadcasts amounted in itself to compulsion.

This fear disappears as a result of the decision last week. Twice since last May the Commission has postponed the effective date of its order. Last postponement had been to Oct. 31. Petitions have been received from NABC; CBS; WHN (TV) Syracuse; KLOK San Jose, Calif.; KLO Ogden, Utah; K2QW Wenatchee, Wash.; KPHO Phoenix; WKLO Louisville; KXEG Aberdeen, Wash.; KING Seattle; WOW Omaha.

Sees Industry's Point

Recognizing the industry's challenge of the reporting requirement, the FCC found on reconsideration permission to file an amendatory statement to the rule requiring a report in each instance of a denial of consent for a rebroadcast is unnecessary.

It added that no facts have been presented by opponents concerning "the probable extent of any possible burden which the reporting requirement might involve" and chided the industry for not claiming possible burdens at the time the rule was first proposed.

FCC 325(a) notes "an absolute right of refusal, and that the Commission is legislating, contrary to the intent of the statute, when it declares that the right to refuse consent for a rebroadcast is not absolute."

Also cited by FCC was the argument "that the use of Section 325(a) to prevent a station from carrying a sponsor's program by means of a rebroadcast when the (Continued on page 44)"
LINEUP IN CONGRESS

SHOULD a Republican majority in Congress follow the elections tomorrow (Tuesday), one possible immediate effect may be the abolishment of the ban on radio-TV coverage of House committees.

That might accrue with the elevation to the House speaker's chair by Joseph W. Martin Jr. (R-Mass.).

When Speaker Sam Rayburn (D-Tex.) "interpreted" House rules to prohibit radio, TV, recordings and all other media coverage of committees sessions [B+T, March 3], the minority leader told BROADCASTING • TELECASTING:

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

There would be no ban on radio and television, he indicated, and neither should the Speaker assume this authority.

Possibility that the Republicans may follow the same rule was met with the speculative likelihood among political observers. They are also quite unanimous that the Senate will remain in Democratic hands.

Committee Chairmen

In the event of a Republican House, committee chairmanships will change hands. Among those in which broadcasters are interested are the following:

* Interstate & Foreign Commerce—Rep. Walter H. Hagen (D-Wis.), vice chair of the committee, succeeding in place of Sen. Edwin C. Johnson (D-Minn.), would be the ranking Democrat.

Judiciary—Sen. Alexander Wiley (R-Minn.), vice Sen. Pat McCarran (D-Nev.). Sen. Wiley also is ranking Republican. The White House, however, did not run for re-election; thus, the ranking Democrat is Sen. William Langer (R-N.D.) would be chairman.

In the committee, succeeding in place of Senate Finance Committee are the following:

Deborah, an outgrowth of Robert farmer (D-Col.), would be ranking Democrat. Sheppard (D-Calif.), author of several proposals affecting networks and the right of rebroadcast privileges; Rep. Harris Ellsworth (R-Ore.), broadcaster publisher who has interests in KRNR Roseburg, KPLW Klamath Falls and KYJC Medford, all Oregon; Rep. William E. Miller (R-N.Y.), author of a proposed bill which would have given broadcasters a larger profit margin on the sale of tax purposes; Rep. E. C. Gatlings (D-Ark.), author of the resolution which established the Harris subcommittee to probe radio-TV programs; John C. Calhoun (D-S.C.), who proposed legislation to bar liquor advertising on the air.

Running for re-election in the Senate are the following whose names are of interest to broadcasters: Sen. William Benton (D-Conn.), author of proposals to establish a national advisory council on radio and TV programs; Sen. Long, if he wins the chairmanship of the Senate Rules Committee, and Sen. Langer, in line for the chairmanship of the Senate Appropriations Committee.

Missing from the 83d Congress will be Sen. Herbert R. O'Conor (D-Md.), who decided to resume his Baltimore law practice, and Ogden D. Reid (R-Wash.), defeated in the primaries. Both are members of the Senate Interstate & Foreign Commerce Committee.

Also not returning are Rep. Lingley Beckworth (D-Tex.), and Leonard W. Hall (R-Ind.), both members of the House Interstate & Foreign Commerce Committee. Rep. Beckworth was defeated for the Democratic Senatorial nomination for the seat vacated by Sen. Tom Connally (D-Tex.). Rep. Hall resigned to return to his law practice.

Not Returning

Sen. Fred A. Seaton (R-Ne.), one of GOP Candidate Dwight D. Eisenhower's top level confidantes, declined to run for the seat to which he was appointed last December, upon the death of Sen. Kenneth B. Keating (R-N.Y.). Seaton is associated with his family in newspaper publishing in Nebraska and Kansas and in the ownership of H.A. Hormel, of Austin, Minn., and KMAN Manhattan and KGGP Coffeyville, both Kansas.

Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ San Diego, was defeated in his bid for the San Diego Journal, lost the Democratic nomination for the Senate.

LBS SUIT

Depositions To Be Given

FORMER executives of Liberty Broadcasting System were in Chicago last week to give depositions in the long-pending $12 million Liberty antitrust suit against major league baseball clubs.

Former LBS President Gordon McLendon arrived there Monday from Dallas to begin a week-long stint with attorneys from Sidney, Reitman, Horace, Neville, and KMAN New York. All were to testify before the 13 major league baseball clubs named as defendants in the conspiracy charge.

SCHEDULEd to follow Mr. McLendon in giving testimony are James Foster, former executive vice president, and James Kirksmith, former vice president of Liberty. The baseball clubs have not yet filed an answer to the original complaint brought by LBS. Court dates set by U.S. District Court, Chicago, have been postponed several times. The trial date for a formal answer is Nov. 17. The court may insist upon an answer even if the taking of depositions has not been completed.

Support for the plaintiff and collect depositions after defense has finished. This would put the testimony of more than 40 persons back farther because McConnell, Luktin and the others will take approximately 2 months in Chicago for Liberty, have this number as a minimum with which to begin. Trial date is Jan. 19.
**NETWORKS' ELECTION PLANS**

RADIO and television audiences will receive the most comprehensive election night coverage in history tomorrow (Tuesday) evening with major networks fortified by a host of commentators, electronic computing devices, visual aids and other techniques to give up-to-the-minute news developments and trends from across the nation.

For the past month, the networks have been experimenting with schedules, testing calculators and mapping programs for coverage of every conceivable angle of the election story. Preparations have been made to go on the air in 8 p.m. and television at 9 p.m. EST and remain on the job through the wee hours of the morning, if necessary, until choice of the new President is decided.

All network spokesmen declared late last week that they are prepared for any contingency that may arise and voiced confidence that this year's coverage will surpass past efforts.

Plans for election night coverage as reported by the networks follow:

**NBC**

NBC will begin radio coverage at 8 p.m. and television at 9 p.m. EST, both under sponsorship of Phileo Corp. Network reports will originate from NBC's combined radio-TV election night headquarters in studio 8-H, Radio City, New York, under direction of William R. McAndrew, overall supervisor.

The staff in New York, according to Mr. McAndrew, will number about 250, including 15 top commentators. For NBC-TV, Bill Henry will give the overall running commentary, with John Cameron Swayze concentrating on Presidential returns; Richard Harkness on Senate and gubernatorial contests, and Ned Brooks on the Congressional level. In the nation's capitals, auditions, George Hicks and Merrill Mueller will describe the Presidential contests and the general election to go. W. W. W. in man will report on Senate and gubernatorial races, and Ray Henle on House elections. William Sprague will provide color and human interest angles.

At Party Headquarters

Stationed outside New York headquarters will be Frank Bourgholtzer and Ben Grauer, who will broadcast latest news developments on both radio and TV from Gen. Eisenhower's headquarters at the Commodore Hotel in New York. Similarly, Ray Scherer and Jack Angell will report from Gov. Stevenson's headquarters in Springfield, Ill.

The Springfield hookup will be made possible by Illinois Bell Telephone Co. with a special microwave relay to the nearest coaxial cable circuits 200 miles away at Danville, from where signals will be related to the four TV stations in Chicago and the rest of the country.

NBC will use its electronic calculator, "Mike Monrobot," to give a rapid comparison of Presidential returns in 1948 and to compute important trends. Teams of tabulators will be on hand to post the results and these figures will be translated into visual presentations, such as animated cartoons, for which NBC has hired the Howells-Rogin staff for the night. Arrangements have been made for NBC radio stations to report local results at 25 and 5 minutes after each hour and for NBC-TV stations, on the hour and at 35 minutes past each hour.

**CBS**

CBS coverage, under sponsorship of the Westinghouse Corp., will start at 8 p.m. on radio and an hour later on television. Overall direction of election night activities will be under Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for their respective networks.

A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team of Walter Cronkite, Robert Trout, Allan Jackson and Douglas Edwards. From time to time special reports, analyses and interviews will be broadcast by Edward R. Murrow, Lowell Thomas, Larry LeSeuer, Charles Collingwood and Don Holloweek. Bill Wood will supervise pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

CBS plans an election night staff in New York City headquarters and will utilize visual devices to interpret the course of results.

**MBS**

Local election returns will be broadcast under sponsorship of Chevrolet Div. of General Motors and the Chevrolet Dealers of America, beginning at 8 p.m. EST. Before that time, MBS will feature programs during the day in connection with its "Lights-Out-Votes-On" campaign to get out the vote.

The night's coverage, under co-supervision of Milton Burgh, MBS news director, and Art Fellman, special events director, will be implemented by a working force of 250 in New York headquarters. MBS commentators who will report developments include Gabriel Heath, Fulton Lewis Jr., Cedric Foster, Bill Cunningham, William Hillman, H. R. Buchakage, Robert F. Hurleigh, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singer, Joe McCaffrey, Ed Pettit, Prescott Robinson and Henry Gladding, plus the network's regional directors.

The network has arranged a three-minute cutout every half hour and hour to permit local stations to report local election results.

**ABC**

Election results will be broadcast over ABC radio, starting at 8 p.m. EST and over ABC-TV an hour (Continued on page 81)

**STATION COVERAGE**

Of Campaign, Election

**NATIONAL** political campaign coverage and plans for election reporting by radio and TV stations on the local level across the nation were announced. Reports received at Broadcasting - Telecasting last week.

In the East, outlets in New York, Philadelphia, Pittsburgh, New York

**WPXIX (TV) New York, owned by the Daily News, also enlisted the cooperation of that newspaper. Camera interviews with News political writers and reports from election headquarters at the station were planned. WPXIX is to go ahead with regular programming, but will interrupt with election bulletins. John Tillman and Kevin Kennedy will coordinate coverage.

**WINS and RKO Theatres of the**
WANT to start a radio or television station?

Need the latest official dope on educational telecasting?

FCC has the answers—hundreds and hundreds of them. They are wrapped up in the compact 32-page pamphlet modestly titled "Radio Broadcast Primer."

For persons uninstructed in the intricacies of radio and television, the new Commission manual is quick and easy education in the essentials of electronic media.

For those engaged in the business and those interested in the new fields of electronic media, the Department of Commerce's regular annual operation was handled by the FCC's Office of Reports & Information, of which George O. Gillingham is chief. It received three naturally compiling and editing groups covering AM, FM, TV and related services.

The Commission hopes the primer will serve as a catch-all answer to routine inquiries, with about 50 letters a day to say nothing of telephone calls and personal inquiries.

The cost of these limited funds the primer is not available in quantity but single copies will be available at the Commission offices.

Since the job of explaining electronic media involves historical background, the primer naturally starts with the evolution of broadcasting.

Referring to advances in the fields of electricity and magnetism, it cites Maxwell's prediction of radio waves in 1866 and similar experiments leading up to Marconi's transmissions in 1895.

Station Claims

Moving along into early broadcasts, the primer dwells briefly on controversy and claims without deciding them. The oft-argued subject of who made the first commercial broadcast is handled this way: 'In 1919, station WHA of the U. of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started on April 28, 1920. July 7, 1920. However, records of the Dept. of Commerce, which first supervised radio, show KDKA Pittsburgh as the first commercial license in the nation to go on the air as a commercial broadcast, station, dating from November 20, 1920.'

Taking the air by 1921 also were WJZ Newark, WRR Dallas, WBZ Springfield, MA, WCH Chicago, KXGI Richmond, WACO Waco, Texas, and others.

Separate paragraphs are devoted to such topics as program control, censorship and free speech, political broadcasts, lotteries and obscenity, time charges and station management, newsmen, monopoly, receivers, call letters, radio operators and policing the ether.

Power to Review

The legal power to review over-all personnel of operations "does not, however, give the Commission authority to direct a station to put a particular program on or off the air," it is stated, supported by language from the law. "The Commission has held that freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of both sides of public issues," the primer says, adding, "Under such conditions, licensees of broadcast stations have the right to editorialize.

Pertinent sentence in the law is cited as follows: "Nothing in this act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

The paragraph on political broadcasts is handled rather gingerly, an obvious concession to that conflict inside and outside the Commission. All that's revealed is the paragraph from the Communications Act specifying censorship, lack of objectivity and banning premium time charges for political talks.

Regulatory rules include an explanation for the Commission's call-letter procedure. Recalling that the demand for call letters in the early '20s soon began to exhaust the three-letter combinations, the primer tells about calls having special significance, including appropriation of KOP by the Detroit police.

"This brought a flood of requests for call letters embodying the initials of places, names or slogans," it is explained. "Thus, WRC became the Washington station of the Radio Corp.; WGN was selected by a Chicago franchise because of its slogan, 'World's Greatest News Paper'; WCCO by the Washburn Crosby Co., Minneapolis, and WACO by the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the New York Daily News; WINS New York from the International News Service, and WLIB New York from its slogan, 'The Voice of Liberty'; and WNYC is operated by New York City."

"WCPF has the initials of the Chicago Federation of Labor; WYWD New York identifies the (E. V.) Debs Memorial Radio Fund; and WCBS and WNBC New York incorporate the initials of the Columbia Broadcasting System and the Imperial Broadcasting Co., respectively."

Other Call Examples


"Many stations use calls indicative of their local areas: KFTV Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies 'Wonderful Isle of Dreams,' and KAGH Crosscatt, Ark., stands for 'Television Arkansas Green Home.' KXGI Richmond was licensed to ex-G. I.'s. In Washington WTOP signifies 'Top of the Dial'; WGBS, Washington's Grand Music Station,' and WCFM, 'Washington's Cooperative Frequency Modulation Station.'"

"Commission methods of policing these are explained as the primer winds up its story of basic regulatory techniques. From that point it goes into more detail in official broadcast application procedure, indicating that obtaining construction permits, licenses, renewals and other grants.

The radio spectrum receives careful attention, together with two full pages of relatively simple explanation of radio waves, channels and frequency allocations. Similar attention is given the general subject of broadcast operation, including a dissertation on electronic phenomena. Types and numbers of stations are tabulated."

Brief chapters explain AM and FM broadcasting. The television section is necessarily more involved, starting with this simple definition, "Television (TV) broadcasting involves radio transmission of visual and aural phenomena, synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures."

Historical outline starts with the scanning disk patented in 1884 by the German, Nipkow. VHF and UHF problems are discussed with clarity. A history of educational broadcast reviews AM and FM operations, winding up with a summary of the TV educational situation.

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**FCC Compiles Data**

**SOVIET Union, which recently reported plans for plug-in color television, claims that 2,000 TV receivers have been installed in Khabarovsk. It is reported that the number of sets has increased in all villages. Radio Moscow adds: 'Regularly, three times weekly, concerts and films are being telecast from the studio of the Kiev television center. The use of television sets is becoming a habit of the Soviet people, who are also portraying the U. S. as a villain in a new radio soap opera about World War II titled *Happiness*.**

**Habits and Sods**

**RTMA Names Manson**

STANLEY H. MANSON, advertising and public relations manager of Stromberg-Carlson Co., has been named by Radio-Television Mfrs. Assn. as vice chairman of the RTMA Public Relations & Advertising Committee. Appointment was made by John W. Craig, chairman of the RTMA Set Division. He serves with Dr. Toney, RCA Victor Division, who has resigned from the committee post. Mr. Manson heads the public relations group of the combined RTMA committees, created Sept. 17 at the RTMA fall meeting.
FORMATION of a $1 million TV film producing and syndicating company by four prominent broadcasters, a Washington attorney specializing in radio-TV practice and two Hollywood film executives was announced last week.


President of the new corporation is Robert H. Wormhoudt, who resigned as sales manager of Unity Television Corp., New York, as of last Saturday.

At present the stock of the corporation is divided among the original principals, none of whom owns more than 20%. A redistribution of stock is planned to include Mr. Broidy, Mr. Lohnes and Mr. Petzer. When the redistribution is complete, he and the original principals will hold equal shares.

Other Officers

In addition to Mr. Wormhoudt, the corporation's officers are Messrs. Broidy, Petzer, Borel and Wilder, vice presidents; Mr. Campbell, treasurer, and Mr. Lohnes, secretary. The board of directors includes the officers and Mr. Lane.

Vitapix will syndicate film which is produced especially for it by its production arm, the Broidy company in Hollywood, and which is acquired from other sources.

It has already bought both television and theatrical rights to 27 Monogram westerns, 21 starring Johnny Mack Brown and six starring Whip Wilson—all released since 1947. The cost of that acquisition is reported to have been nearly $700,000. Vitapix is reprocessing the features on fine grain film.

Although its corporate formation was not complete until last week, the company has already been selling these westerns and has sold the features to 10 stations.

At the Broidy studios it has in production a 26-time series, Case History, 2615, about the adventures of a doctor, starring Regis Toomey, and another 26-time series, Trail Blazers, starring Alan Hale Jr. in a 261/2-minute adventure strip for boys.

It has also acquired rights to 100 Blondie films, which are three-minute films to be synchronized with standard musical recordings by top performers.

As president, Mr. Wormhoudt will direct operations and sales. Mr. Broidy, as vice president, will be the production chief.

The other officers and Director Lane will not be concerned with the detail of administration or operations but will act in advisory capacities in the overall management and in the selection of properties.

**NETWORK CLIENTS**

Oct. '51-'52 Compared

More advertisers used radio networks last month than in October 1951—139 this October to 127 for the same month of last year—according to an analysis made by Executives Radio-TV Service.

Reverse is true for TV, the report notes, with 141 advertisers on the video networks in October 1952, compared to 175 TV network clients in October 1951.

Both media in October 1952 had more food advertisers than any other type, 28 food companies using network radio and 27 using network TV to advertise their products. Makers of home furnishings and appliances ranked second, 17 advertisers of this category using the radio networks and 20 buying TV Time-Bucks. Cosmetics ranked third, 13 using network radio, 14 using network television.

There were fewer commercial network programs on the air this October than a year ago, the summary shows, declining for radio from 210 in October 1951 to 196 in October 1952 and for TV from 170 to 149.

Mr. WORMHOUTD

In key posts for the new Vitapix Corp.

Mr. BROIDY

to be handled by the firm.

Mr. Wormhoudt was sales manager of Unity for three and a half years. Before that he was a salesman for Official Films, which he joined in 1947 after working for a year writing TV news shows at CBS in New York. Mr. Wormhoudt served in the Army during World War II, emerging as a captain. A native of Iowa, he is 41 years old.

Vitapix is the best thing that ever happened to the television film business," Mr. Wormhoudt said, "both in its conception of pulling together all the elements of the business and in its people, all of whom have the proven ability to create business in the best principles and with the soundest results."

Mr. Wormhoudt pointed out that SEAL S TESTS Summarized by BAB

RADIO "out-performed" newspapers in 10 out of 12 dollar-for-dollar sales effectiveness tests made by the ARBI method in Sears, Roebuck stores during the past 18 months, BAB reported last week.

BAB said this superiority of performance referred both to traffic drawn to the stores and to volume of sales.

Results of the surveys, which BAB said were conducted in "Sears stores on a Board of Mr. Campen," will be summarized in a new 24-page presentation, "Sears Counts Its Customers," which has been sent to BAB members and which, under the direction of Mr. Campen, will be published next month. A summary of the report was issued by BAB earlier this year, and was described as follows:

"(1) Radio and Newspaper advertising seem to reach entirely separate audiences.

"(2) Radio reaches a slightly larger audience than newspapers.

"(3) There is relatively little overlap between the radio and newspaper markets for retailers.

"(4) Store traffic is created by daily advertising. Other factors included in newspaper advertising do not seem to produce relatively little traffic even for the wide-established Sears stores."

"Sears Counts Its Customers" recounts some tests included in the earlier "Count Your Customers" brochure, of which have been made and released since [B?T, Aug. 15], and some which have not been made in written form. BAB of public release other than the ones reported. They said copies are being released to members only.

Reynolds Radio Plans

REYNOLDS Metals Co., Louisville, for its new product, "Liquid Aluminum," plans to distribute radio spots in cooperative advertising. The new product contains "Liquid Aluminum" pigment and distributes labels and promotion material to paint manufacturers, currently does not plan any direct advertising program. Agency is Price, Robinson & Frank, Chicago.

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NBC STATIONS

Boca Meeting Support Nil

EFFORTS of some NBC affiliated stations to stir up a December convention of their own following the network's abandonment of plans for the annual session appeared at the weekend to have developed little support.

Affiliates in some areas were slow in responding to informal polls conducted by members of NBC's Stations Planning & Advisory Committee. P. A. Sugg, WKY Oklahoma City, requested the polls at the instigation of affiliates who felt the NBC committee did not fully bother, he said, in its NBC station meeting regardless of the network's stand.

Mr. Sugg told Broadcasting that a large number of affiliate offices were too busy with political problems, and related management headaches, to reply to the polls by SPAC committees.

One chance that a convention may be held next spring developed during the week, with some feeling that NBC officials might go along with the idea. One suggestion was that NBC stations run a meeting during the Los Angeles NARTB convention April 29-May 1.

A meeting of the NBC Television Affiliates Committee is scheduled Nov. 19, with rate compensation as the main topic. The so-called Damm Committee, headed by Walter J. Damm, WTMJ-TV Milwaukee, may meet before that time to hear the affiliate views on several discussions during the past year.

Majority Opposes

E. R. Vadeboncoeur, WSYR-TV Syracuse, a television SPAC member, said the 13 affiliates in his business were preponderantly opposed to a December convention at Boca Raton, Fla. He added, however, that they voiced belief that some form of meeting of TV affiliates is necessary or desirable.

Of the 13, he said eight were opposed to proceeding with the Boca Raton general convention. Most of these expressed a need for a business session of TV affiliates. Two affiliates favored a general convention, two stated no preference and one did not reply, he said.

As in previous days of the convention, an affiliates committee submitted a proposed new formula in late summer, NBC came back with a counter-proposal, and further negotiations are due to take place before the Dec. 18 session.

NBC officials indicated no intent to reschedule the cancelled Boca Raton meeting. Mr. Sugg had notified SPAC members he had been informed that WBBR, New York, had canceled its meeting with NBC officials, WBBR, Baltimore, that Boca Raton could be made available the week of Dec. 18.

COL. A. FRANK KATZENTINE, owner WKAT Miami Beach, was presented with a baby Mexican tiger to use as the station's mascot. The station uses the "kitten" (a 1½r to 1½ r) to John J. Prosser, WKAT general manager; Judy Allen, lion tamer, and Walter A. Callahan, WKAT sales manager.

ELECTION RESULTS

VOA to Air Overseas

DEPT. of State's Voice of America will carry U. S. election results to various countries in 46 languages, it was indicated last week.

A staff of 300 announcers, newsmen and engineers will be utilized to assemble and broadcast the returns starting at 7 p.m. Tuesday, with stress on shortwave broadcasts behind the Iron Curtain. Among places slated to receive full coverage are countries in Europe, Latin America and the Far East, Near and Middle East.

Voice programs will be relayed by domestic networks overseas. Broadcasts to the Iron Curtain will employ a special pattern. All phases of the political race will be reported, Voice officials said.

SEPT. SET OUTPUT

RTMA Lists TV Rise, Radio Drop

OUTPUT of TV receivers in September was 124% above the same month in 1951, according to Radio-Television Mfrs. Assn. Radio set production fell below the level a year ago.

The industry produced 755,665 month, compared to 337,341 a year ago. Radio production totaled 865,654 sets compared to 1,004,546 in the same 1951 month.

In all, 3,670,591 TV sets and 6,899,635 radios have been produced in the nine months of 1952.

Of home radios, 21,507 had FM tuning facilities, according to RTMA. Another 7,664 TV sets had for the FM broadcast band.

Shipments of receiving tubes by

EKCO SWITCHES

Full Line to D-F-S

EKCO Products Co., Chicago, which spends about $800,000 yearly on advertising, has switched several portions of its account from Earle Ludgin Agency to Dancer-Fitzgerald-Sample, both Chicago.

The transfer, effective last week, brings the entire Ekco line into one agency.

Ekco products include Diamondware cutlery, Minute Mop products, various Flint lines of kitchen tools, utility and food mixers and Ekco Ware cooking utensils. For the past two years, the list has been divided between Ludgin and D-F-S, with the latter handling Diamondware stainless steel table ware and Minute Mop products.

In a short one-week period, the client planned and signed for sponsorship of a quarter-hour segment of Welcome Travelers on NBC-TV.

SALES SET RISE

Reported in Dept. Stores

DEPARTMENT stores sales of radio-TV receivers and phonographs last July showed a 19% increase over the same month in 1951 but the 1952 seven-month total was off about 23%, according to the Federal Reserve Board.

Phonograph-current figures were contained in the October bulletin of the Board of Governors of the Federal Reserve System. Total of 174 stores reported in this survey. Drop of 63% was recorded in stocks on hand in stores at the end of July.

Ratio of stock on hand in terms of sales was 2 1/3 for July, indicating stores sold about half their available supply at month's end.

AUDIO FAIR

Binaural Demonstrated

FOURTH Annual Audio Fair, under the sponsorship of the Audio Engineering Society of America, was held Wednesday through Saturday at New York's Hotel New Yorker with more than 100 displays of sound equipment on exhibition.

Highlights of the fair included displays of binaural sound recording and playback by Magnecord Inc. and Ampex Electric Corp. In binaural ("two-eared") recording, musical sound is picked up by two microphones, recorded on two independent sound tracks and played back through separate speakers.

Binaural recording was described as an effort to give an added dimension to recorded sound in much the same way that a stereo adds the illusion of depth to a photograph.

Magnecord presented a demonstration of binaural sound reproduction at a news conference Wednesday and later that evening cooperated with WQXR New York to broadcast an opera. The binaural effect was accomplished by broadcasting one sound signal over AM and the other over FM.

Magnetic binaural recording is presently not available on a commercial basis as no satisfactory method has been found to mass-produce tape recordings. A binaural system that uses a disk with two sets of grooves, one set at the outside of the record and the other halfway across it, was demonstrated by Cook Laboratories, Stamford, Conn.

Harry N. Reizes, fair manager, estimated that at least 15,000 persons visited the exhibition. He said that 29 technical papers were delivered at the Audio Engineering Society of America exhibit hall each year in conjunction with the fair.

Mr. Reizes also announced that the fair has established an annual scholarship to be awarded for a deserving student specializing in audio engineering. First presentation will be made at next year's show.

The Audio Engineering Society of America is composed of more than 1,100 members in the United States and abroad.

Sesac Xmas Scripts

In the 1952 Iowa Radio-Television Audience Survey, just completed by Dr. F. L. Whan of Wichita University and his staff, every third family reached by personal interview was asked to keep an “In-home Activities Diary”, quarter-hour by quarter-hour, the day following the interview.

The graph above shows one significant finding from this diary study. Dozens and dozens of other new facts also merit your careful study.

9,143 families were personally interviewed for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and merchandising man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you free, of course.
CBS and the American Cancer Society are joining forces in an ambitious venture in medical education by color television which they hope will help to change cancer to a "secondary" disease.

Expected to start in about six months, the project calls for hour-long weekly programs on cancer detection and treatment to be transmitted by CBS's circuit color TV network, to cities having one-third of the nation's doctors.

The programs, which leaders hope will be approved by medical colleges as "courses" for which credits will be awarded, will be prepared under the supervision of cancer experts with an experienced radio-TV producer to help make them "interesting and exciting" as well as factually educational.

CBS-TV has committed its Tuesdays-7 p.m. EST time period for transmission of the program. The Cancer Society has committed up to $250,000 to underwrite the project, and leaders are hopeful that other industry organizations—will make contributions to defray additional expenses, particularly for more projection receivers and other equipment.

CBS has appointed Dr. Philip C. Goldmark, developer of the CBS color TV system and originator of the cancer education project, said enough now is known by a few cancer specialists regarding the disease comparatively "insignificant" if the knowledge is imparted to doctors throughout the nation.

Save 10,000 Lives

By extending this presently-known information to doctors generally, the programs could be responsible for saving 10,000 lives the first year, he estimated. Dr. Goldmark is adviser on the project, which is headed by Dr. Charles Cameron, medical director of the society.

The society was said to be planning to work closely with county medical societies in developing its "audience," since most doctors are members, and a search is being made for convenient sites for receivers in the various cities involved. CBS-TV will transmit the programs, and it is expected that they will be taken off the intercity relay by local TV stations for feeding to the receiver locations.

A special projection receiver, with a screen 30 inches by 24 inches, has been developed by CBS Laboratories. Each one, Dr. Goldmark said, can serve as many as 500 persons.

Color recordings of the programs will be made for use in cities not serviced by the relay. Dr. Goldmark said such recordings definitely have been proven feasible.

Approximately 55,000 of the nation's estimated 167,000 practicing doctors are concentrated in the cities selected for the programs, and it is expected that at least half of these will take part in the "courses." The cities, with their estimated population as shown in parentheses, are as follows:

- New York (17,000); Los Angeles (4,100); San Francisco (3,000); Denver (1,200); Baltimore (2,300); Omaha (955);
- Toledo (390); Lancaster, Pa. (2,600); Des Moines (1,570); Des Moines (560); Pittsburgh (1,200); Providence (500); and others.

The network at the outset is expected to include the cities of the Eastern Seaboard and as far west as Chicago. Those west of Chicago would be added later.

The project, first revealed Oct. 24, with the Cancer Society's appropriation of the $250,000, was described as "non-commercial venture" of either CBS or the society. CBS is providing its circuits and its color TV technique, which has been employed extensively in medical demonstrations since May 1949 and which also won FCC approval for commercialization despite almost unani- mous industry opposition. CBS-TV has not engaged in color broadcasting on a regular basis since closing down at governmental request to conserve raw materials, although this ban was later lifted.

Dr. Goldmark revealed that one of the primary purposes of the transcontinental relay of a color pickup of a heart operation on the West Coast several months ago was to provide a free-test of the current project. He felt the cancer program ultimately would be extended to other fields of medicine with vast benefits.

As to the anticipated results of the cancer education project, he pointed out that in the case of stomach cancer, for example, the ratio of detected cases is 65%, as against 6% where the disease is not detected in time.

In addition to training the nation's doctors to detect the disease at an early stage and to treat it properly, project encompasses a public educational campaign.

As this project progresses, local radio and television stations will be asked to acquaint their audiences with the fact that their doctors are "enrolled" and learning about cancer, and should be contacted for checkups if any question arises.

The CBS-type color equipment has been used frequently for medical demonstrations with Smith, Kline & French Labs., and is currently in daily teaching use at the U. of Kansas, the U. of Pennsylvania, and a hospital in Paris.

Dr. Goldmark reported that a survey of physicians attending the Missouri State Medical Assn. in 1950 showed that 91% (of 116) preferred to watch surgery on color television rather than from an operating-room amphitheatre, and that 52% preferred it to a place beside the operating table.

The Journal also reported on a survey by Wayne U.'s college of medicine last January in which it was showed that: "(1) 96% expressed a preference for watching surgery by means of color television, as compared with watching on black and white; (2) 72% preferred a color television in the amphitheatre; (2) 85% expressed a preference for a clinical presentation on color television, as compared with the conventional paper handout from the platform; (3) 42% of this audience considered diagnosis the subject matter of greatest interest, 38% treatment, and 20% the new advances in research."
IN JUST ONE YEAR
UNDER STORER MANAGEMENT —
KEYL

BECAME SAN ANTONIO'S NO. 1 TV STATION

KEYL

anyway you check it; —

HAS MORE AUDIENCE *

KEYL

HAS MORE PROGRAMS IN THE PUBLIC INTEREST

KEYL

HAS MORE BILLING

KEYL

DOES MORE MERCHANDISING

* August Pulse

YOUR KEY TO MORE SALES ON TV "KEYL"

CHANNEL 5 IN SAN ANTONIO
REPRESENTED BY KATZ
NATIONAL SALES HEADQUARTERS, 488 MADISON AVE. N. Y.
TOM HARKER, V. P., NATIONAL SALES DIRECTOR
Political Toll Mounts for Radio-TV

(Continued from page 23)

ported only $9,000 in contributions as of Aug. 31, with $5,000 of that sum donated by Gov. Stevenson. A later report also will be given in a subsequent issue. The Demo-

cratic Senatorial Committee reported disbursements of $3,000 by Lehman Bros, New York, and $2,000 by Marshall Field.

Lehman Bros., a New York stock firm, reportedly has sent some 500 copies of the GOP "blitz" plan before the volunteers group "revealed" it to the press. Ted Bates & Co., through Rosser Reeves, executive, had announced the plan publicly weeks in advance.

Among contributors to the Repub-

cilizen Kong also reported disburse-

lican Congressional Committee were Democratic Govs. (1000) and Henry R. Luce ($2,000). Mr. Luce also contributed $3,000 to the GOP Senatorial Committee.

Listed among contributors to the Citizens for Eisenhower-Nixon or-

genizations are: A. C. Nielsen, A. C. Nielsen Co., $500; T.L. Bates, $1,000; William C. Esty, William C. Esty Co. ($1,000); Cron-

mar, Young & Rubicam, $1,000; William S. Paley, CBS board chairman, $3,000; Mrs. Oveta C. Hobby, KPCC-AM-FM-TV Houston, $100. Contributions from the joint Stevenson-Sparkman Forum Committee was H. Leslie Atlass, CBS Central Div. vice president, with the sum of $5,000.

Confirmation of the huge net-

twork timebuys by both parties also was given in the House reports as the campaign drew to a close.

Democratic Spending

The Democratic Senatorial Com-

committee reported disbursements of $943,260.88 and contributions of $870,877.66 from Sept. 1 to Oct. 23. The committee paid out these sums:

To CBS-$1,233, $1,065.80 and $356,000 in 

listed time buys for television commercials;$14,591.84 for expenses of a broadcast Sept. 29 and Oct. 23; to WOR, $25,000; to WJZ, $17,940.80; to KDKA, $25,000; to WOR, $11,000; to WOR, $25,000 for expenses of a broadcast Sept. 29; to Joseph Katz Co.-$68,239.55 for newspaper ads in connection with both parties' campaigns; $19,250 for ads on Oct. 3, $22,000 for ads on program on NBC radio and CBS Radio Oct. 7 (including cable charges); $47,144.00 for ads with programs on CBS Radio. $1,715.18 (advancing payment) for program on DuMont TV to $12,000 for ads to the Political Action Committee for radio and television broadcasts; to Western Air-

People's Broadcasting Co. $12,500; $75,000; $75,000, for newspaper ads, radio TV broadcasting; to NBC-$1,970.36, for radio.

The Political Action Committee reported total contributions and distribution of literature of $222,937.73. It listed among ex-

penses recording done by Westinghouse Radio Stations Inc. totaling $17,360.40 and on TV films by Henry J. Kaufman & Assoc., Washington, D.C., amounting to $1,945.64. Contributions included, $4,261 from the Communications Workers of America and $1,000 from the International Union of Electro Workers.

James C. Petillo, AFIM presi-

dent, donated $100 to the Labor's

League for Political Education, which also cited an expense of $150 for a political broadcast, with work handled by Leon Loeb & Co.

Commenting on financial prob-

lems, President Truman exhorted fellow workers to "fight hard" and "fight fair." Ten years ago, our opposition has utilized campaign funds while we Dem-

ocrats never know from one day to the next whether we can pay for another radio and television broadcast for Gov. Stevenson.

Mr. Strong of the GOP District

Committee also reported disbursements of $582,527 and donations of $512,587. Disbursements included:

To Kudner Inc.-$27,850, $15,412.50, $27,666, $1,075, for radio and TV broadcasting; to Audio-Video Pro-

duction Inc.-$38,133.14, for film and radio commercials; to KPRC-House Recording Facility-$9 for plating services and $79 for side film.

The Senate's Joint Committee reported additional payments of $27,852 to Kudner for a Nixon broadcast; of $3,500 for organiza-

tion work on the campaign for Pres-

cident Truman in Connecticut, and CBS minority stockholder, and of $15,000 for the Herbert Hoover Broadcast fund.

Mr. Hoover spoke Oct. 18. This amount spent $96,567 as against $96,567 in receipts.

GOP Money

Citizens for Eisenhower paid out to Ted Bates & Co. $10,000 on Sept. 24, $5,000 on Sept. 30 and another $5,000 on Oct. 7—all for the con-

troversial GOP radio-TV spot cam-

paigns. Other expenditures were: to Fast Advertising, $12,500; BBDO, $44,000 and $87,500, for radio-TV broadcasting; to John Gilbert Agency, Wilmington, Del., $3,000; Curt Freiburger & Co., Denver, $4,400 and $1,100; Kudner Inc., $674.75 and $74,000; ABC, $3,500; Movietonews Inc., $27.81.

The Stevenson-Sparkman Forum group reported an expenditure of $8,890 to Joseph Katz Co., for advertisements and extensive production costs related to radio-

tv broadcasting as of Oct. 22. Among its disbursements were these:

To Joseph Katz Co.-$35,179.80, $555,000, $70,000 and $4,500 (for newspaper ads, radio TV broadcasting); to NBC-$1,970.36, for radio.

The Political Action Committee reported total contributions and distribution of literature of $222,937.73. It listed among ex-

penses recording done by Westinghouse Radio Stations Inc. totaling $17,360.40 and on TV films by Henry J. Kaufman & Assoc., Washington, D.C., amounting to $1,945.64. Contributions included, $4,261 from the Communications Workers of America and $1,000 from the International Union of Electro Workers.

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ocrats never know from one day to the next whether we can pay for another radio and television broadcast for Gov. Stevenson.

Mr. Strong of the GOP District

Club had a different version. He
denounced the Democrats' complaint over the "radio advertising paid for with the radio and television time they are buying,"

This financial plight has pro-
duced some embarrassing incidents for both parties during the cam-
paign.

The Republicans were forced to cancel one network commitment when they failed to come up with $65,000 for an Eisenhower talk on the air. Nevertheless, they had to shell out $12,000 to a network in this in-

stance, according to a Kudner execu-

tive.

When President Truman spoke in Providence, a local Democratic group reserved time for radio coverage on WPJB. When the group failed to come up with funds, it invited the broadcast "to carry the address as public service. When WPJB declined, the commit-

tee reportedly prevailed on three other local stations to do so. WPJB also reportedly can't afford the cost, and as a result, all stations were beseeched with requests by GOP and other groups for equal time.

Windup on Radio-TV

There were few 11-hour time-

buys by the rival political camps. The Democratic National Com-

mittee reported "radio and television, 9:30-10 p.m., for a Stevenson radio address at the Academy of Music in Brooklyn last Friday. It also asked for a "last-minute radio reserve" for a "radio and television, 10:30-11 p.m., for a chat for the Governor for Monday (this) morning on NBC-TV at 11 a.m. from Springfield, Ill."

Both candidates were active on radio and television last week, a highlight being the radio Garden rally for Gov. Stevenson last DuMont TV, 10-11 p.m., and on NBC-TV, NBC radio and ABC radio, 10:30-11 p.m.

Another voice also spoke in Chicago Nov. 1: Hollywood stars joined in the Stevenson Garden reception.

Gen. Eisenhower was featured on small radio and television last week, a highlight being the radio "State of the State" rally for Gov. Stevenson last DuMont TV, 10-11 p.m., and on NBC-TV, NBC radio and ABC radio, 10:30-11 p.m.

Another voice also spoke in Chicago Nov. 1: Hollywood stars joined in the Garden rally the last Thursday.

The big avalanche comes off this evening's broadcast, with the final campaign appeal to the electorate, and
tomorrow when election return will dominate the airwaves.

Gen. Eisenhower closes with Sen. Nye, declaring radio with a rally start-

ing at 10 p.m. on commercial radio and NBC radio TV networks and culminating with a full hour from 11 p.m. to midnight on all major networks. Gov. Stevenson wraps up his campaign in Chicago with an address at 10:30 p.m. on all major networks. Vice President Alvin Barkley also will speak from St. Louis area stations, and ABC radio and NBC radio, 10-11 p.m.

In other developments last week:

POLITICS & TV

Discussed in Nov. 'Harper's'

NUMBER of voters going to the polls tomorrow (Tuesday) will be a better measure of the effect of TV on the 1952 Presidential elec-
tion than the victory of either candidate, Bruce Bliven concludes in an article, "Politics and TV," in the November issue of Harper's Magazine.

Reviewing the introduction of television into politics on a na-
tional scale this year and its role before and after the con-

vention, Mr. Bliven writes:

The claims made for television as the cure for all that is wrong in our politics are obviously too sweeping to bear serious consideration. It is only a recent die-aged (a phrase used to describe himself by everyone who is less than a half a generation away) radio was supposed to reform our political life.

Before that, it was woman's suffrage and still earlier, the secret ballot, the direct primary, and the initiative, referendum, and recall. None of these things, nor the combinations of all of them, has prevented the con-

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THERE'S NO ILL-WIND IN TEXAS:
Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on record was a 75-mile-an-hour gale. Cotton John, KGNC’s farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men’s eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John’s got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 86% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo’s trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market.

The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC’s 10,000 watts of power. For further information, please check with our national reps.
**Station Coverage**

(Continued from page 27)

key states for mutual exchange of late news, and said the Amateur Radio Relay League, a “ham” radio operators’ network covering 400 county seats, and the New York State Civil Defense amateur radio service also would be funneling local returns to WNYC. As in the past, the WNYC-AM-FM coverage was made available to other radio and also TV stations.

WNJR Newark scheduled an “election night party” to start at 8:30 p.m. and last at least until 1 a.m. The program is to be broadcast from the Newark News city room, under sponsorship of Howard H. Miller, oil distributor. WNJR News Editor Tom Costigan, staff newsman, and Newark TV reporters will cooperate in presenting late news, interviews, and analyses.

Philadelphia Planning

WFIL-AM-TV Philadelphia, to make voting easier, will send newscaster Shelly Gross to polls in the WFIL mobile unit to report on the flow of voters, with the station interrupting regular programs for election news. Voting returns will be handled by John Corcoran for TV and Chuck Harrison for radio, with a sports newswoman handling handle returns and a direct line to the Philadelphia Inquirer. WFIL will feed returns to the Quaker Network for Pennsylvania, New Jersey and Delaware.

WIP Philadelphia will begin airing returns at 7 p.m. election day with Fulton Lewis Jr. Program Director Murray Arnold reports a staff of 35 persons will cover the election. The station will run special links to headquarters of both parties.

KYW Philadelphia, will focus coverage on the city and tri-state area of Pennsylvania, New Jersey and Delaware. Local returns will be aired in five-minute segments before the half hour starting at 8:25 p.m., with station cutting away from NBC. KYW correspondents will be stationed at key points in city. Station will maintain dual hookup with sister outlet, KDKA Pittsburgh. Election reporting is under supervision of Jim Gantz, news editor, and Fred Harper, producer in charge of coverage.

**Mammoth Square Dance**

FIFTEEN states will send more than 6,000 dancers to the third annual International Squash Dances, which will be held in Chicago Nov. 8. Sponsors are WLS Chicago and Prairie Farmer, in cooperation with the Chicago Park District and the Chicago Board of Trade.

The festival is a station promotion and public service.

**OFFICIALS of Ashland Oil & Refining Co. talking to Sports Director J. B. Faulconer (l), WLAP Lexington, Ky., sportscaster for Ashland Anta Oil Sports Network, at reception given by Kentucky Broadcasters Assn. at the group’s full meeting Oct. 13-14 at Ashland, Ore (1 to r) Everett F. Wells, vice president; F. W. Munro, advertising manager, and P. G. Blazer, board chairman.**

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men include John Raleigh, John Franklin, Paul Taylor and Hal Woodard.

WCAU-AM-TV Philadelphia reports radio news director Charles Shaw will air news flashes and election returns, with Alan Scott reporting for TV viewers. A staff of 25 will back the airings and the station will cut into network newscasts twice hourly to give returns on local, Pennsylvania, New Jersey, Delaware and Maryland ballots. Newscasters will be stationed in Harrisburg, Wilkes-Barre, Pittsburgh, Newark and Wilmington, Del., and facilities of the Philadelphia Bulletin and City Editors Election Service will be available.

Philadelphia’s WPTZ (TV) will teletest news on two five-minute station breaks every hour, with George Hubbell, handling local returns and Norman Brooks and Dr. Edgar B. Cale assisting with background material. Tall boards and maps for states, Congressional districts, and counties will be televised. A staff of 60 will be used.

WPEN Philadelphia will begin airing returns at 8 p.m., cutting regular programs for latest election news. Jules Rind will head the station’s coverage, to include tape recordings of telephoned interviews with candidates and the political figures of both parties.

Election coverage for WIBG Philadelphia will be handled by Doug Arthur, Rube Welberg, Roy Walton, Tom Donahue, Bob Knox and Toni Bourg, with broadcasts to include street interviews. Direct wires will connect the Philadelphia Daily News with parties’ headquarters.

Pittsburgh Sponsors

In Pittsburgh, EQV has lined up sponsors for full election coverage. J. A. Williams Co. (Duotherm heaters wholesale distributors) has signed to sponsor local returns and is plugging the broadcasts with spots. Sealtest has bought a spot package for election night and Levinson Steck had a weekend campaign urging citizens to vote. KG also will carry MBS national returns.

In New York, WENE Binghamton will air returns direct from the Binghamton Sun offices, and from headquarters of the two parties. Program Director Hal Graves will spark the operation from GOP headquarters, with Daily Bulletin reporter Martha Joyce interviewing guests. WENE news editor Hal Hancock and assistant Bob Maas will report local returns from the Sun offices and the station’s sales manager, Norm Flynn, and announcer Tom Rowley will handle interviews at Democratic headquarters. Station manager Stephen W. Ryder will edit UP regional material for announcer Peter Ellis. Endicott National Bank will sponsor twice-hourly local returns.

WGY Preparations

At Schenectady, WGY has established wire lines in Albany, Schenectady and Pittsfield, Mass., according to Albert G. Zink, programs manager. Senior announcer Howard Tupper will broadcast from the Albany Times-Union. Bill Carpenter will be at the Schenectady Union Star and Bill Bradley will be at Pittsfield. Telephone reports will be made from 20 other counties in cooperation with area newspapers. WGY also will feed results to WRGB (TV) at alternate half-hours with its twice-hourly radio reports.

WPTR Albany has mobilized its staff for coverage beginning at 7 p.m., with a staff of more than 30, and packages scheduled from six remote points in the Albany - Schenectady - Troy area. Cooperating with WPTR to bring coverage of other areas will be WBEN Buffalo, WNYC New York, WAGE Syracuse, WRUN Utica and others. News commentator Leo W. O’Brien will analyze INS returns every hour from New York City. WPTR news editor Roger Stevens will direct integration of returns from the six remote points and several metropolitan areas. Coverage will extend into Wednesday morning.

WQMS - AM - FM Washington plans FM airing of AP returns from 7 to 11 p.m. and direct broadcasts from the New York Times radio room from 11 p.m. through the night. Special features will include actual recorded voices of every President and his election opponent from Grover Cleveland to President Truman, plus excerpts from the writings of Abraham Lincoln and Thomas Jefferson. WQMS-AM will duplicate the special broadcast beginning at 4 a.m. Wednesday.

WMAR-TV Baltimore, Md., plans an initiation in TV coverage of election night. It will cut in to the city’s Stanley Theatre every half-hour for a five-minute segment. Election night schedule gets underway at 8 p.m. with switch to CBS-TV at 9 p.m. Gunther Brewing Co. will sponsor local coverage through Biow Co. Reporting will be handled by David Sickle, news director, and Ernest Wegner and Eugene Simon. Sunpapers analysts. Cartoonist "Moko" Yardley will provide humorous sidelights.

WAAM (TV), Baltimore, will begin special election features at 7 p.m. Tuesday with the commentary program of Gerald W. Johnson; at 7:15, WAAM commentators will be introduced and visual devices for election coverage will be demonstrated, with a WAAM-produced film to show "Election Trends in Maryland, 1916-1952." Election returns will begin at 8 p.m., with Baltimore and Maryland reports, and starting at 8:25, five-minute reports will be given until all results are complete. American Oil Co. will sponsor local segments, which will supplement ABC national returns and other material by ABC-TV.

WTIC Hartford begins election coverage at 7 p.m., with 570 workers reporting on Connecticut’s 169 towns, and Hartford’s 60 polling places. At WTIC studios 90 of the workers will be on hand to compile returns. Remote pickups are planned for Connecticut homes and party headquarters. INS, the AP and the New York Herald Tribune will use WTIC facilities and information. State-wide reports will be sponsored by Travelers Insurance Cos. When state votes are counted, WTIC will join NBC for national returns.

In the Midwest, Chicago stations that completed elaborate plans for election coverage included WBKB-TV, WFY-AM-FM and WNBQ (TV) WMAQ WENR-TV WBMB WIND and WLS.

WBKB (TV) in that city plans complete local coverage there at Springfield, and also will air full CBS-TV reports. Umer Turner, news editor, and Frank Reynolds, announcer, will handle local cut-ins. to Ted Nelson Bros. Furniture Store, Wiboldt’s.

(Continued on page 38)
KLAC HAS TURNED SO. CALIF. 
RADIO UPSIDE DOWN!

FOR THE FIRST TIME IN THE HISTORY OF LOS ANGELES RADIO
— AN INDEPENDENT STATION, KLAC DELIVERS MORE TOTAL 
aUDIENCE THAN TWO OF THE LARGEST NETWORK STATIONS.

<table>
<thead>
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<th>HOOPER RADIO AUDIENCE INDEX</th>
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<tr>
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<tr>
<td>SHARE OF RADIO AUDIENCE</td>
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<th>NET-4</th>
<th>NET-3</th>
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<td>TOTAL* RATED TIME PERIODS</td>
<td>9.9</td>
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<td>8.6</td>
<td>5.8</td>
<td>16.2</td>
<td>4.2</td>
<td>11.6</td>
<td>14.6</td>
<td>5.7</td>
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*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.
† The above measurements are adjusted to compensate for the fact that Radio Station KBIG signs off at 7:00 PM in September.
Station Coverage of Election
(Continued from page 36)

Deft. Store and Household Finance Corp. Station expects to be on the air from 7 p.m. until all results are in. The NBC radio outlet, WMAQ, will begin newscasts at 7 p.m., with its sister station, WNBQ (TV), to start with a round-up at 8. Newsmen will include Clifton Utley, Alex Drier, Len O'Connor, Jim Hurlbut and Jack Angell on the air, with leg men under Bill Ray, news and special events chief.

WMAQ will cut in with local information five minutes every half-hour, while WNBQ will air five minutes of video news 10 and 40 minutes past each hour through evening and morning. Both will feed the networks.

News at WGN-AM-TV will be supplied by the stations' own staffs as well as by the Chicago Tribune, Chicagoland Newsred, Mutual, Dumont Network and CBS-T. WGN's special features crew will be spotted throughout the city and state. Carl J. Meyers, engineering director, has supervised preparation of a special news center.

Programming, headed by Bruce Dennis, WGN program director, will feature Robert Hurleight, WGN news director, and Bruce MacFarlane, Holland Engel, Leslie Nichols, Spencer Allen and Stephen Fentress. TV reports will be sponsored by Westinghouse, with AM news paid for by Chevrolet Div. of General Motors and Chevrolet Dealers of America, network-wide. The Chicago Tribune will sponsor local portions.

Admiral Corp. has bought local coverage on WENR AM-TV (ABC). ABC Chicago will begin feeding its reports at 7 p.m. Con O'Dea, director of news and special events, will supervise news. Commentators will include Austin Kiplinger and Paul Harvey.

WBEM (CBS) Chicago men will cover candidates' headquarters in Chicago and Illinois, and other key Midwest areas, such as Wisconsin and Michigan. Julian Bentley is news director. Chuck Wiley, special events director, will head a crew in Springfield and others in Morris and Dixon. Newscaster John Harrington will handle most air work, aided by Fahey Flynn, Joe Foss and Larry Alexander.

WIND, 24-hour independent, will headquartered at the Chicago Daily News. News Director Jim Dale will broadcast from there. Newscasters will include Jack Quinlan, Bud Campbell, Tom Pickering and Bill Guthrie.

Ervin Lewis, news editor at WLS Chicago, and Bob Lyle will handle the bulk of the work there. Stationing remote crews at Democratic and GOP Chicago headquarters, WLS, which shares time with WENR, expects to carry full ABC network coverage.

Twelve commentators and newsmen will provide latest developments at all levels for WLW Cincinnati. They will broadcast directly from Indianapolis, Louisville and Charles P. Taft Headquarters in Cincinnati. Newsmen include Peter Grant, Dallas Dewese, William Hassler, Joseph Sagmuster, Jim Baker, Glen Wilson, Alan Storv, Dick Bruce, Dick Witty, Jim Bruce, Barry Lake and Howard Chamberlain.

On the West Coast, KPIX (TV) San Francisco is planning coverage of returns from nine counties in the Bay Area. Pre-election telecast from Hollywood by CBS-TV for an hour will start at 6 p.m., plus a quarter-hour of national coverage beginning at 6 p.m., before CBS-TV begins feeding from New York and Hollywood alternately at 6:15 and 6:30, plus 20-minute telescasts, respectively. William Winter, KPIX news analyst, and Sanford Spillman, program and news director, will head election programming, with Frank Schiro, promotion director, assisting. Local coverage will be backed by a KPIX film team coursing through the city, recording interesting events. Political notables also will appear before KPIX cameras.

AFRS to Overseas

Overseas, servicemen will get election returns from 50 specialists of Armed Forces Radio Service, Los Angeles, in a 1½-hour broadcast from 6 p.m. Tuesday to 8:30 a.m. Wednesday, according to Col. William M. Wright Jr., officer in charge. He said AFRS tabulated returns will be interspersed with election programs from the networks.

KSFO San Francisco, independent sister outlet of KPIX, will join forces with the Francisco News for complete national and local coverage, according to Alan Torbet, general manager. Newspaper will provide latest returns, even from correspondents in field. KSFO plans to start coverage at 5 p.m. Regular programming will be interrupted frequently for bulletins. KSFO program director Bob Hansen will head up the news crew, including Bob Colvig and Herb Kennedy.

Brewer Names W & G

TERRE Haute Brewing Co., Terre Haute, Ind., has named Weiss & Geller, Chicago, to handle advertising on its Champagne Velvet beer and 76 Ale effective Jan. 15. Radio and TV are expected to be used. Account executive is Eugene Cooper.
HOW
TO PUT THIS WAMPUM
IN YOUR TEPEE...

$5,746,872,800
effective buying income

A six-billion-dollar market ... 17 rich Northern
Ohio counties tuning in on WJW ... ready to spend
their money on the products you tell them about. Let
Cleveland's CHIEF Station Sell Ohio's Chief Market for You!

AIM YOUR SALES STORY THROUGH WJW

- Greater Cleveland's strongest signal
- Best local programs
- Favorite network shows
- Sales-minded merchandising

CLEVELAND'S CHIEF STATION

5000 WATTS BASIC ABC

WJW BUILDING
CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.
JONES WINS SUIT

AWARD of $300,000 was made to Duane Jones, President of Duane Jones & Co., New York, by an 11-
man jury in New York County Supreme Court Tuesday in his conspiracy suit against former
employee and Frank G. Burke, treasurer of the Manhattan Soap Co.

Exempted from the damages award was one of the nine former
employees, Donald Gill, now with Scheiderle, Beck & Werner, and the Manhattan Soap Co.

In a statement following the announcement of the award by
Judge Dennis O'Leary Cohalan, Mr. Jones noted that this was the first time in the history of adver-
siting that a verdict of damages had been won for "pirating of agency accounts and personnel"
by executives and employees.

The significance of this one, Mr. Jones declared, "is that, after a
series of steps and maneuvers by executives and employees of any advertising agency, or other ser-
vice organization, will think twice before staging the type of maneuver to attain a business of their own."

Neil P. Cullom, counsel for the defendants, made a motion im-
mediately after the verdict announce-
ment to set aside the verdict on the
grounds it was "excessive." Thomas Boyle, counsel for Mr. Jones, asked that Manhattan Soap Co. and Mr. Gill be included in the verdict. It was explained that this step was taken better to assure the collectibility of the damages.

Commenting on the verdict, Mr. Cullom issued the following state-
ment Wednesday:

Because we had expected complete
exoneration, we are more than sur-
pised by the verdict. The facts,
fully and competently reported . . .
in advertising publications, make the
true picture of our case clear to
anyone who is familiar with the
advertising and business.

It is our intention to press the
issue to final legal conclusion, which
necessarily is sometime in the fu-
ture.

Mr. Jones' announcement claiming

'TJVE BY NIGHT'

WMT Beams Show to TrucKers

TRUCK drivers in the WMT Cedar Rapids, Iowa, area will have weather and road condition reports
blended with music and news in a new "all night" program.

WMT has arranged a network of strategically located all night
truck stops in Iowa, Illinois, Mis-
nouri, Minnesota, and Wisconsin.

Truckers who have weather and road reports, news of accidents and other obstruc-
tions, may leave such information at these stops, from
where they will be relayed to WMT for
general broadcast.

Wally Pearson, former WMT
announcer, traded his Air Force
uniform for mufti, the same day
he took over the program.

Is Awarded $300,000

Mr. Boyle, who served as trial counsel, paraded witness after
witness on the stand, including Mr. Jones, to bolster his assertion
that the new 71-man SB&W agen-
ty and its 10 accounts could not develop without consequence.

Following the verdict, Mr. Jones
said he would not seek, through
the courts, an accounting of the profit made by the defendants on the accounts he claims agency took from him. According to Mr. Jones these include: Manhattan Soap Co., Wieson & Snowdrift Sales Co., P. F. Heublein & Bros., In-
ternational Salt Co., The Borden Co., McIlhenny Corp., and Mar-
lin Firearms Co.

In a separate legal action, the
nine former employees of the Jones
Agency on June 4 lost a $13,500-
1 slander suit against Mr. Jones [B'T, July 14].

JUDGES CHosen

For Voice of Democracy

NATIONAL judges for the sixth annual Voice of Democracy Con-
test for high school students were announced last week by Robert K. Richards, national chairman of the
committee and NARTB assistant
to the president-public affairs di-
rector.

Associate Justice Tom C. Clark,
U. S. Supreme Court, again will
serve as honorary chair of the
contest committee.

National contest judges will be Dr. Ralph Blanche, director, Dept. of Trus-
teeship, United Nations; Joseph John-
son, president, Carnegie Endowment
for International Peace; Charles Ku-
radio, winner in the 1946-49 contest; Theodore S. Reppier, president, Ad-
vertising Council; Dr. Susan B. Riley, president, American Assn. of Univer-
sity Women; John R. Rockefeller III, Anna Rosenberg, Assistant Secretary
of Defense; Eric Seaver, CBS news
analyst; FCC Chairman Paul A. Walk-
er; Judith Walker, NBC director of
education.

The contest is sponsored by the
U. S. Office of Education and ap-
proved by the National Assn. of
Secondary School Principals.

Co-operating in sponsorship are
NARTB, Radio-Television Mfrs.
Assn. and U. S. Junior Chamber of
Commerce.

WCKY Twist

C. H. TOPMILLER, station
manager, WCKY Cincinnati, is cooperating with the current
BAB promotion to "Use Radio to Sell Radio." Since Oct. 6, WCKY has been airing 35 spots weekly (five an-
nouncements daily) to boost radio.

The station has added a twist of its own with WCKY's own
reader or prospect. Typical of the spots is this one: "Here's a
word for Mr. George Farr, of Farr & Trade Mart, Reading, Ohio. 'If you come in with WCKY advertising.' A
BAB prepared announce-
ment, selected to fit the type of
business follows. Mike Top-
millier and Bob Fleming, WCKY promotion director, report much favorable com-
ment on the personalized se-
rieties, which are to continue
for three months.

ATKINSON NAMED

To ABC Radio-TV Co-op Post

PROMOTION of Frank Atkinson, managing director of the ABC
department, to the post of manager of the newly-integrated radio and television co-op department was announced last week by Alfred R. Beckman, ABC national director of radio and television station rela-
tions departments.

Mr. Atkinson joined ABC in February 1951 as a member of the sales service department. He was assigned to ABC radio's co-op department in March 1946, follow-

ing his discharge from the U. S. Army.

Mr. Beckman also announced the promotion of Ross Worthington
to assistant manager in charge of
television co-ops and James O'Grady to assistant manager in
charge of radio co-ops.

Pulse Extends Service

EXPANSION of Pulse coverage to Kansas City, Louisville, Denver, Salt Lake City and the Quad City group (Davenport, Moline, Rock Island) was an-
nounced last week by Pulse Direc-
tor Sidney Roslow. TV reports will be issued for all five markets with radio also reported in Kansas City. Dr. Roslow noted that Pulse now covers 45 TV and 70 radio areas throughout the country.

C-P-P's Net Income

NET INCOME of Colgate-Palm-
olive-Perix Co. for the first nine months of the year, $3,749,000, compared to $3,749,000 for the same period last year, President E. H. Little reported last week. Domestic net sales for the three quarters amounted to $18,900,405 this year as compared to $173,-
065,030 for the first three quarters in 1951. Third quarter domestic net sales were up from $82,168,164 in 1951 to $86,858,553 in 1952.
Although Milwaukee is a thriving metropolis, it's a small town in many respects. Milwaukee folks, you see, have an eager interest in both local and state news.

For 30 Years WTMJ has led the field in news broadcasting. WTMJ's news department alone numbers seven full-time newsamen, backed by the active co-operation of The Milwaukee Journal's 40 reporters, plus nearly 300 correspondents throughout Wisconsin.

Full local and state news coverage is one of the reasons why more people in Milwaukee and throughout wealthy Wisconsin listen to WTMJ than any other station.

Your Henry I. Christal representative will welcome the chance to give you all the compelling reasons why WTMJ dominates in Milwaukee and throughout Wisconsin. Why not call him?

WTMJ
THE MILWAUKEE JOURNAL RADIO STATION
5,000 WATTS • 620 KC • NBC

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
### RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—OKLAHOMA

#### Urban Areas

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Nonfarm</th>
<th>Farm</th>
<th>Total TV Sets</th>
<th>Nonfarm</th>
<th>Farm</th>
</tr>
</thead>
<tbody>
<tr>
<td>The State</td>
<td>2,323,351</td>
<td>663,203</td>
<td>1,660,148</td>
<td>649,690</td>
<td>610,630</td>
<td>54,064,154,045,096,460,280,170,200,2.7</td>
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<tr>
<td>Oklahoma City</td>
<td>275,091</td>
<td>87,677</td>
<td>187,414</td>
<td>82,875</td>
<td>86,180</td>
<td>5,315 6.2</td>
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<tr>
<td>Tulsa</td>
<td>251,686</td>
<td>78,003</td>
<td>173,683</td>
<td>72,710</td>
<td>74,495</td>
<td>3,240 4.9</td>
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<tr>
<td>Tulsa Urbanized Area</td>
<td>206,311</td>
<td>65,487</td>
<td>140,824</td>
<td>63,165</td>
<td>66,966</td>
<td>3,460 5.1</td>
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#### URBAN PLACES

<table>
<thead>
<tr>
<th>City</th>
<th>Total Population</th>
<th>Nonfarm</th>
<th>Farm</th>
<th>Total TV Sets</th>
<th>Nonfarm</th>
<th>Farm</th>
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<tbody>
<tr>
<td>Ada</td>
<td>15,999</td>
<td>5,107</td>
<td>10,492</td>
<td>4,795</td>
<td>93.5</td>
<td>3,380 100 3.6</td>
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<tr>
<td>Alfalfa</td>
<td>17,990</td>
<td>5,855</td>
<td>12,135</td>
<td>5,795</td>
<td>93.6</td>
<td>3,625 100 3.7</td>
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<tr>
<td>Atoka</td>
<td>12,047</td>
<td>4,882</td>
<td>7,165</td>
<td>3,475</td>
<td>90.6</td>
<td>2,383 100 3.3</td>
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<tr>
<td>Atoka County</td>
<td>13,548</td>
<td>5,049</td>
<td>8,502</td>
<td>4,520</td>
<td>93.3</td>
<td>3,166 100 3.1</td>
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<tr>
<td>Bartlesville</td>
<td>16,541</td>
<td>6,274</td>
<td>10,267</td>
<td>3,219</td>
<td>90.2</td>
<td>2,082 100 3.0</td>
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<tr>
<td>Bixby</td>
<td>10,997</td>
<td>4,265</td>
<td>6,732</td>
<td>2,865</td>
<td>92.9</td>
<td>2,077 100 3.0</td>
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<td>Broken Arrow</td>
<td>16,077</td>
<td>5,121</td>
<td>10,956</td>
<td>4,427</td>
<td>93.4</td>
<td>2,982 100 3.3</td>
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<td>Broken Bow</td>
<td>14,613</td>
<td>5,364</td>
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<td>Cushing</td>
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<td>9,172</td>
<td>3,855</td>
<td>93.5</td>
<td>2,583 100 3.2</td>
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<td>Cashion</td>
<td>13,073</td>
<td>4,691</td>
<td>8,382</td>
<td>3,340</td>
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<td>Cameron</td>
<td>22,948</td>
<td>8,726</td>
<td>14,222</td>
<td>5,975</td>
<td>93.6</td>
<td>3,725 100 3.2</td>
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<tr>
<td>Stillwater</td>
<td>22,777</td>
<td>8,485</td>
<td>14,292</td>
<td>5,996</td>
<td>93.6</td>
<td>3,735 100 3.3</td>
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<tr>
<td>Tulsa</td>
<td>282,740</td>
<td>84,680</td>
<td>198,060</td>
<td>76,470</td>
<td>93.8</td>
<td>59,575 2,725 4.8</td>
</tr>
</tbody>
</table>

#### STATISTICS IN ADJACENT TABLES ARE EXTRACTED FROM FINAL REPORTS OF THE 1950 CENSUS OF HOUSING, SERIES H-A, No. 36 FOR OKLAHOMA AND No. 34 FOR NORTH DAKOTA, WHICH WILL BE AVAILABLE IN ABOUT 6 WEEKS FROM THE SUPERINTENDENT OF DOCUMENTS, WASHINGTON 25, D. C., AND AT 35 CENTS PER COPY, RESPECTIVELY. STATISTICS ON DISTRIBUTION OF THE POPULATION IN THE STATES ARE PRESENTED IN FINAL REPORTS OF THE 1950 CENSUS OF POPULATION, SERIES P-A, NO. 36 AND 34, AVAILABLE FROM THE SUPERINTENDENT OF DOCUMENTS, AT 60 CENTS PER COPY. DESCRIPTIONS OF STATISTICAL METROPOLITAN AREAS, IF ANY, ARE PRESENTED IN THESE REPORTS. A STANDARD METROPOLITAN AREA IS GENERALLY DESCRIBED AS A COUNTY OR GROUP OF COUNTIES CONCENTRATED TO MAKE ONE CITY OF 50,000 OR MORE. IN NEW ENGLAND, IT IS DEFINED AS A TOWN OR CITY rather than contiguous urban areas.

An urbanized area can contain at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
KTUL Delivers
a Mighty Market...Tulsa!

Tulsa’s Metropolitan Area ranks 73rd in population in the U.S. (258,000)...

But... it also ranks—

- 65th-in TOTAL RETAIL SALES
- 47th-in RETAIL SALES PER CAPITA
- 56th-in DRUG STORE SALES
- 53rd-in WHOLESALE SALES
- 54th-in AUTOMOTIVE STORE SALES
- 46th-in FILLING STATION SALES
- 54th-in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th-in APPAREL STORE SALES
- 65th-in HOME FURNISHING STORE SALES
- 68th-in FOOD STORE SALES
- 62nd-in GENERAL MERCHANDISE STORE SALES

★ Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A. . . .

FROM 10% to 50% BETTER!

- KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST...with no waste coverage!
- CBS Radio...top local programing!
- Get the KTUL story from your nearest Avery-Knodel, Inc. office.

JOHN ESAU—Vice President—General Manager
AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

BROADCASTING • Telecasting

November 3, 1952 • Page 43
Rebroadcast Rule

(Continued from page 25)

sponsors desires to have that station carry the program, involves a restraint of trade, and that rebroadcasts are valuable both to sponsors, independent stations, and the public.

Explaining its attitude on property rights, the FCC said:

... we wish to make clear that we have not said, and we are not saying, that legitimate property recognized by law, may be freely appropriated by others through the mere device of demanding rebroadcast privileges.

Moreover, we have not implied, nor are we implying, that many, if not most, of the rebroadcasts which we are considering in this rulemaking are not public service.

It is clear, however, that a licensee may abuse its right to refuse rebroadcast privileges, just as it may abuse other rights. The principle involved is not novel. Thus, a broadcast station has the right to make or withhold its facilities and for what type of program, whether the request is made arbitrarily in this respect without due regard to the public interest, may be a well-rounded program service.

We do not attempt here to define the scope and character of public property interests in broadcast material which may be legally entitled to protection, or the effect of the antitrust laws in the field of broadcasting to determine whether the public interest would be served by exempting from the public service obligation all and any requested rebroadcast.

Such determinations, however, will obviously depend upon the facts of each particular case, and will be based on an evaluation of such facts as whether the rebroadcast may be in the public interest, through expired or implied agreements. Rejection, even if made in good faith, in concert with other or with other interests of the station, to the extent that the request is for permission to carry a simultaneous re-broadcast of a program at a subsequent date, whether the request is made in the area of the station whose program they wish to rebroadcast, or made in the area of a station whose program has been requested to be rebroadcast. Thus, the request is for permission to carry a simultaneous rebroadcast of a program at a subsequent date, whether the request is made in the area of the station whose program they wish to rebroadcast, or made in the area of a station whose program has been requested to be rebroadcast.

The FCC denied a petition by Mr. Brown requesting investigation of an alleged conspiracy to restrain rebroadcasting.

AYLESWORTH WILL

Estate Less Than $10,000

ESTATE of the late Merlin Hall Aylesworth, first NBC president, was valued at less than $10,000, according to a petition for probate of his will filed in New York County Surrogate's Court last week. Mr. Aylesworth died Sept. 30 [B*T, Oct. 6].

He bequeathed his residuary estate to his widow, Mrs. Caroline McEnter Aylesworth of Reading, Conn., and named his executors of his estate. Mr. Aylesworth left legacies of $1 each to a son, a daughter and former wife, but it was explained he had provided for them because he desired to help them as insurance beneficiaries.

Mrs. Aylesworth was quoted as reporting that the son, Barton Jerome Aylesworth, disappeared from his home in Manhattan in November 1948 and efforts to locate him during his father's last illness failed.

RECORDING of Beethoven's Ninth Symphony, autographed by Arturo Toscanini, carried by ballon, for Aylenworth (r), Librarian of Congress, by George Morek, RCA Victor Record Co., for the permanent archives. The presentation Tuesday was broadcast on NBC's Hi, Neighbor and Voice of America. The symphony manuscript is on exhibition at the Library.

RCA MOTION

Judge Explains Denial

REASONS for denial of a RCA motion to quash a government subpoena, regarded as the first step toward investigation of possible anti-trust law violations in the industry, came in a court order made available last week [B*T, Oct. 27].

Judge Edward Weinfeld of the U. S. District Court for the Southern District of New York ruled RCA's two principal objections to the subpoena invalid. RCA's position, outlined by Judge Weinfeld, was that the consent decree of 1932 covers all matters up to that date and "operates prospectively as a bar to any further proceeding, civil and criminal, and the sole and exclusive remedy remaining to the government is to move for an order in that court of Delaware which entered the decree, and (2) the subpoena was so "broad in scope as to render compliance unreasonable burdensome."

On the first argument, Judge Weinfeld said the subpoena was not limited to information of RCA's patents and licensing records but to many documents, dealing with color TV, FM and other items not touched by the consent decree. He asserted the grand jury's right to inquire into these matters "is not questioned ... and the connection, if any, between these latter items and the patent and licensing policies of RCA, may relate to the conduct of corporations other than the movant."

In ruling that the subpoena was not broad and burdensome, Judge Weinfeld cited that other companies had cooperated with it. He argued that "inconvenience" is no defense.

Okla., N. D. Radio Homes

(Continued from page 48)

WMAZ observes

30th Year of Broadcasting

GROWTH from a "dining room" operation to 10 kw fulltime was noted by WMAZ Macon, Ga., as the station observed its 30th anniversary last Thursday.

WMAZ, which actually began broadcasting in the spring of 1922 before its license was issued, claims to be the second oldest and second most powerful station in Georgia. Besides lesser awards, WMAZ received a duPont Award in 1943 and a Peabody citation for news in 1960. WMAZ is applicant for vhf Ch. 13 in Macon [B*T, June 16].

George P. Brown, Jr., president of Southeastern Broadcasting Co., the licensee.

Iglow Impact

STATIONS wishing to put in rival claims as a unique distinction credited to WWVA Wheeling, W. Va., may think twice before setting out to substantiate them. "WWVA is heard with the greatest regularity of all the American radio stations by Eskimos in the Eastern Arctic," reports R. D. Cowen, president of the Monanahel & Ohio Coal Co. and who recently completed a tour of several Hudson Bay posts.

Mr. Cowen said the station, which has been in operation since 1924, has seen a group of Eskimos dancing in a pattern similar to our square dance to the strains of your mountain music." This Arctic region he referred to is 3,000 miles from the WWVA transmitters.

ALMS Annual Meet

ANNUAL meeting of the Assn. of Independent Metropolitan Stations will be held Nov. 15-17 at the Conrad Hilton Hotel, Chicago.

Page 44 • November 3, 1952
To a time buyer who will vote
Dem. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

Iowa produced 781,231,000 pounds of slaughter beef the first 7 months of '52. Figuring 4 hamburgers to the pound, Iowa has the inside track on an awful lot of hamburgers.

Iowa hens are also working overtime. They laid 3,454,000,000 eggs so far this year—10% ahead of '51. Ref. the et cetera, the '51 total for all farm livestock was 6,392,238,000 pounds.

These are grass roots facts which politicos, time buyers and WMT like to stay close to. WMT is also close to Iowa's annual cash farm income of $2.125 billion; industrial income of $3.737 billion; and 338,480 radio families listening to WMT every week. After 30 years of cultivating the latter, we like to think we know what these folks vote for in the way of programming. (Up in Waukon, 110 miles hence, WMT was elected the favorite radio station of 71% of the respondents in a poll WMT had nothing to do with.)

... well, may the better man* emerge victorious.

* The Katz Agency man for example, our national rep.

To a time buyer who will vote
Rep. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

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... well, may the better man* emerge victorious.

* The Katz Agency man for example, our national rep.

This is a non-political advertisement published in the interest of WMT by WMT, Cedar Rapids, Iowa. 600 kc. 5000 watts. Basic CBS Network.
Strictly Business

(Continued from page 14)

in the Midwest, with high spots at Detroit, St. Louis, and Minneapolis. The company has represented three TV stations for about three years, one being the originally experimental WTTV (TV) Bloomington, Ind.

Mr. Jewett has been with the company since November 1951. Previously he was Chicago manager of Everett McKinney, station representatives. In 1945 he was eastern sales representative for Radio Market Guide in Cleveland. After leaving the magazine and data publication he joined WKAN Kankakee, III., as commercial manager. He stayed there about a year for on-the-job-training before going to Everett-McKinney.

For five years during the war, Cary Jewett served with the Coast Artillery and the Army Transportation Corps. He enlisted early in the war, and when discharged was a first lieutenant. His work included the procurement of and the shifting of amphibian trucks and was centered in France and Belgium, "very old countries" which he has no desire to re-visit.

Mr. Jewett worked briefly in the advertising department of the Diamond Ship Co., New York, after completing his schooling. He attended Salis bury Preparatory School in Salisbury, Conn., and the U. of Buffalo, where he majored in commerce and business administration.

He lives on Chicago's North Side, loves to go duck hunting along the Illinois River and dreams of playing golf next summer.

HEARING EXAMINERS

Court to Hear Argument

SUPREME COURT has agreed to hear arguments on the status of government hearing examiners—and its decision will determine finally just how independent federal agencies' junior judges are of the agency for which they work.

The court accepted certiorari two weeks ago on an appeal by the Civil Service Commission from a decision of the U. S. District Court and of the U. S. Court of Appeals which invalidated a Civil Service regulation concerning examiners.

At present, the Civil Service Commission's regulations involving hearing examiners' tenure, compensation and assignments. Opposing Civil Service Commission is Federal Trial Examiners Conference and others. Under present procedures, the FCC is following the practice upheld by the lower courts—single compensation for all examiners and rotation of assignments.

PEEWEE REESE, captain of the Brooklyn Dodgers, will star in 13 WAB New York programs begin ning in mid-November. Program will be directed to young audience and will co-feature Don Hill, area's play-by-play reporter of Louisville Colonels' games.

SALES ADVICE

Aids Advertising—Mitchell

ADVERTISING is "nothing but a sales help" and close attention to its effectiveness at the local level is a vital function of a manufacturer's sales staff, Maurice B. Mitchell, vice president of Associated Program Service, asserted last Friday.

Addressing the Sales Executives Club of the Missouri Valley at Omaha, he branded as "ridiculous" the idea "that advertising should be left to the advertising men." After suggesting that firms place advertising in the hands of "specialists" without first getting recommendations from field sales staffs.

Mr. Mitchell said that "nobod yis in a better situation for evaluating media than the man who must depend on it in his daily work for that vital, sales boost."

He urged the salesmen to "speak up about advertising," and continued:

"After all, it's no longer an optional sales aid. It's a must in today's selling world, and that means it's part of your working condition. ... You shouldn't have to take the rap for advertising that doesn't pay off for you.

"One sure way to decide about the advertising that is being done for you is to look at the selection of media. Copy appeal and other technical factors are simply not as important as media selection. If the advertising that is supposed to help you just doesn't reach the people to whom you are selling, or if it doesn't reach their customers, then it just isn't efficient advertising in your area and you owe it to yourself and your management to show them the facts. . . ."

SINGLE RATE

Set by WLV-AM-FM, KFGO

KFGO Fargo, N. D., and WLV-AM-FM Grand Rapids, Mich., have established a single rate for both day and night.

The KFGO new rate for all time between 7 a.m. and 11 p.m. becomes effective Nov. 15, Charles G. Burke, general manager, announced. At the same time, Mr. Burke announced that in line with the standardization, a 10% increase in its local charges for daylight hours has been effected.

WLV on Oct. 25 equalized the day and night rates, setting an overall base hourly rate of $90. This represented a 25% reduction from the previous base rate of $120. Rate cut was passed along to all advertisers immediately. Daytime clients are to be protected against a slight overall increase for six months.

The switch to a single rate has been the subject of much discussion among broadcasters [B*T, Oct. 27].
If you like the
GRAND OLE OPRY
You'll like WSM's
FRIDAY NIGHT FROLIC!

Now you can hear your favorite Grand Ole Opry stars on the big WSM Friday Night Frolic. Tune in this Friday night for the great lineup of shows:

7:30 P.M....Visitin' Time
7:30-8 P.M....Ernest Tubb and his gang
8:30-9 P.M....Roy Acuff's Housewarming
8:30-9 P.M....George Morgan Show
9:30 P.M....Eddie Hill

Hear the
FRIDAY NIGHT FROLIC
650
on your radio dial

Although WSM's Grand Ole Opry star-studded Friday Night Frolic is sold out solid, the 112 Central South newspapers, indicated on the map, were scheduled to carry the above copy the week of October 5th. Promotion like this helps to explain why there are radio stations everywhere but only one WSM.
Ask Irving Waugh or any Petry Man for the full story.

WSM Nashville 650
Clear Channel • 50,000 Watts

IRVING WAUGH, Commercial Manager • EDWARD PETRY, National Representative
ZIV 'FAVORITE STORY'

Brewers Take in 14 Markets

FOUR brewing companies have signed for Favorite Story, forthcoming Ziv television series, in 14 markets, J. H. Ritkin, sales vice president of Ziv Television Programs Inc., reported last week. He predicted the series, for release in January, will set a new company sales record.

Brewers which have bought the program, starring Adolph Menjou as narrator and actor, were F. & M. Schaefer Brewing Co., New York, for showing in the New York (WNET), New Haven, and Hartford markets; Genesee Brewing Co., Rochester, for Buffalo, Rochester, Syracuse and Binghamton, N. Y.; Blatz Brewing Co., Milwaukee, for Milwaukee (WITI-TV) and other markets not yet set; and Olympia Brewing Co., Seattle, Spokane, San Francisco, Los Angeles and San Diego.

Sold thus far on a regional basis, the series will be offered to local sponsors starting this week.

Buy 'Smith' Segments

TWO new advertisers have signed for 15-minutes of Kate Smith Hour on NBC-TN (Mon.-Fri., 4:45 p.m. EST). They are Block Drug Co., through Cecil & Presbrey, New York, which will sponsor the Tuesday 4:30-4:45 p.m. period for 50 weeks starting Nov. 20 and James Lees & Sons (carpets and rugs), through D'Arcy Adv., New York, which will underwrite the Monday 4:15-4:30 p.m. segment for 26 weeks effective Dec. 6.

FTC SUIT

Vs. Liggett & Myers

SUIT seeking a preliminary injunction against Liggett & Myers Tobacco Co. (Chesterfields) was filed in Federal District Court in New York last week by the Federal Trade Commission.

The injunction was asked to require the firm to cease certain advertising claims and to prevent "injury to competitors who are unwilling to use false advertising." Claim attacked was that Chesterfields "are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers."

Suit was filed on order of FTC Comr. Stephen J. Spingarn.

CBS-TV Post to Frank

MILO FRANK of the Hollywood office of the William Morris Agency, has been named chief talent scout for CBS-TV to operate on a roving assignment in line with CBS-TV's plans to find new talent. A graduate of the U. of California at Los Angeles, Mr. Frank entered the talent field in 1946 with the Sam Jaffe Agency, Hollywood. In 1949 he joined Century Artists as head of picture development and went to William Morris a year later.

'CWatchman' Clocked

LETTERS attesting listenership to WDOD-AM-FM Chattanooga's new all-night programming have been received from points as distant as Miami and Detroit. Vice President Norman A. Thomas reported last week. He said a number of all-night grocery stores, restaurants, and filling stations are sponsoring portions of The Night Watchman program, and that national advertisers have shown interest in early-morning spots. The stations commenced around the -clock operations in late September.

C. G. SIMS

Station Executive Succumbs

C. G. (Preacher) Sims, 45, technical director for WKYB and WKYC (FM) Paducah, Ky., died unexpectedly Tuesday at Illinois Central Hospital. Mr. Sims suffered a cerebral hemorrhage earlier that day while at his desk.

Mr. Sims entered radio in 1930 as chief engineer of WPAD Paducah. He was engineering consultant on construction of at least 20 other stations in Kentucky, Illinois, Tennessee and Missouri. Survivors include his wife, the former Ethlyn Roock, and two daughters.

METROPOLITAN PLANS

Opera Via Theatre TV

PLANS are under consideration by the Metropolitan Opera Co. to channel its productions by television into theatres throughout the country, it was reported last week. Anthony A. Bliss, chairman of the opera's TV committee, said the project would "give some 200,000 people throughout the country the experience of coming into the Metropolitan's home."

Mr. Bliss said plans are still in the formative stage. It was learned that the Metropolitan has been negotiating with Theatre Network Television for such a program.

Sawyer to Europe

SECRETARY of Commerce Charles Sawyer left New York Friday for Europe to study business conditions. Secretary Sawyer, owner of WIZE Springfield, WING Dayton and WCOI Columbus, all Ohio, will be accompanied by Henry H. Fowler, director of the Office of Defense Mobilization, and other officials. He is expected to return late this month.

SUCCESS stories of people in show business are recounted in a new book by Henry F. Woods Jr., How to Get the Breaks, published by Wilfred Funk Inc., New York. Author is manager of Young & Rubicam's publicity department.

WHAT BETTER PLACE than here?

to hit your point of purchase? John Marsich, Kudner Agency, Inc., 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.
New Jets Gulp Fuel 8 Times Faster Than World War II Planes

U.S. Oilmen Meeting Biggest Petroleum Product Demands in History

Defense authorities have issued an urgent call to U.S. oil companies for sharply increased supplies of jet fuel, as a result of greatly stepped-up air activity.

Since jet fuels are made from the same base stock as heating oils, this new demand adds to oilmen's present problems in meeting this winter's record heating oil needs. Motorists are also using more gasoline than ever before.

In spite of these sharply increased demands, U.S. oilmen are presently meeting all military and civilian needs. They are able to do this because they have constantly planned ahead, plowed back much of their profits into expansion, and taken great risks.

This is the only way America's demand for more and more oil can be met: under a system of free competition where privately-managed oil companies have a chance to stay in business by earning a profit while serving you.

For a free, intriguing booklet, "20 Questions," write to Oil Industry Information Committee, American Petroleum Institute, Box 14, 50 West 50th Street, New York 20, N. Y.
NEW steps to cut red tape out of FCC forms were taken last week by the Budget Bureau's Committee on Radio and Television Broadcasting, a unit of the Advisory Council on Federal Reports.

A series of changes in the FCC's annual financial report (Form 324) received committee sanction last Monday (B.T., Oct. 11). While no action was taken last Monday because the FCC's rule has been stayed repeatedly in line with industry protests, the committee will be consulted before the Budget Bureau decides whether it will approve any FCC proposals that would require reports from stations or networks (B.T., June 10).

NARTB Files Petition

NARTB last Tuesday filed a petition with the FCC asking it to grant a further stay of its order, slated to go into effect Nov. 1 (see story this issue).

The FCC's May order drew widespread protests from stations and networks. It became popularly known as the "legalized larceny rule" because it would put the burden on broadcasters to justify their refusal to give away programs to any broadcaster who wanted to rebroadcast them.

Under the Federal Reports Act of 1942 the Budget Bureau's approval is required any time FCC calls on stations to supply information. The bureau has determined FCC's authority from a policy standpoint but points out that a rule requiring information from broadcasters would be invalid without bureau approval.

The advisory council, which has just celebrated its 10th anniversary, is the central agency through which government contacts with business are made in an effort to ease the burden on those who must fill out federal forms. Russell Schneider is executive secretary of the council, and J. C. Cohn is the Budget Bureau's liaison on the radio-TV committee.

In the 10-year period, the radio-TV committee's activity has led to a reduction in the number of FCC application forms from 18 to eight, and from 379 to 52 pages. Originally the FCC forms were unsuitable, and the modifications of forms, benefiting both FCC and industry by making available more necessary information and reducing the cost and labor involved in preparation.

Committee's Function

Mr. Cohn put it this way, "Our function is to weigh the needs of information against those burdens the needs impose on industry."

Last Monday's committee meeting was devoted principally to improvement of FCC's annual financial report (Form 324). Under the committee's revision, applicants will now be able to submit their own schedule sheets to the FCC, providing the material prepared for their own use is substantially the same in which FCC reports.

This simple step will mean important savings to broadcasters, since it will not be necessary to have accounts drawn up special balance sheets for FCC use. The old balance sheet covered many items considered of minor importance by the advisory committee. These included listing of items such as goodwill, prepaid insurance and others. Stations will be able under the revised form to lump many current asset items. The Form 284 changes were discussed at the committee's June 10 meeting and submitted to FCC for suggestions. Most of the recommendations were accepted by FCC.

The 10-day rule was dropped for the following of reports May 1, a 30-day extension. The committee felt the present April 1 deadline is too close to the March 15 date for tax reports.

Another Project

Another project before the committee centers around the filing of contracts affecting management. Present FCC requirements are fuzzy and indefinite, according to committee members, with broadcasters often feeling obliged to file large stacks of contracts in which the Commission has no interest. The committee is now trying to find out just what types of contracts the FCC wants and then will suggest language to be used to clear up the confusion, with benefit to both government and industry.

In the last decade, the radio-TV advisory group has spearheaded hundreds of changes, with FCC cooperation. For example, the original CP application form required such detailed material as bank balances, and the present format is for four years, and each month for 12 months, from each principal. Bank references were required. Furthermore, each party had to include listing of assets and liabilities, with net worth. This has been simplified so each party must show ability to meet his obligations.

Budget Bureau officials point out that the government gets priceless technical advice without cost from leading figures in industry. The advisory council was formed October 1942. Its membership embraces major business organizations. These are American Chamber of Commerce Executives; American Radio Conference; American Telephone & Telegraph Co; Control Act of 1934; Foundation of American Men; Manufacturers; National Industrial Council, as well as members-at-large.

Attending last week's meeting of a panel representing the radio-TV industry were J. C. Cohn, Russell Schneider, Kenneth Berkeley, WMAL Washington Leon Brooks, CBS; Arthur W. Scharfeld, presiding chairman of the Radio Advisory Committee; Richard Steele, WTAG Worcester, Mass.; Gordon Hawkins, for Joseph E. Baudino, Westinghouse Radio Stations Inc; Richard Allison, WABC New York; James V. O'Brien, NARTB, and Elsie Caldwell of the committee staff.

First chairman of the radio-TV committee when it was formed a decade ago was J. Harold Reid of the Storer stations. He was succeeded by Wayne Coy then of WINX Washington and now KOB Albuquerque, who resigned when he became FCC chairman in late 1947.


Seeks Election STA

SPECIAL temporary authority to operate all night following national election day, tomorrow, was asked of FCC fortnight ago by WEEB Southern Pines, N. C., a 1 kw daytime outlet of 15 kw nighttime power. An approval of our request will make it possible for the people of this community to receive news of local election returns along with national returns," WEEB said, pointing out "ours would be the only primary signal rendered this section which is now without any nighttime service. The penetration of other signals is negligible and of poor quality in this area."

MESSRS. Diehm, Rollo and Magee at the mountain party.

DIEHM PARTY

TIMEBUYERS Are Guests

TIMEBUYERS were guests of Victor C. Diehm, WAZL Hatfield, Pa., at second annual party given by the Pennsylvania broadcaster at Magee Museum, Bloomsburg, Pa. Guests were flown to the mountain site in a chartered plane.

Aiding Mr. Diehm in entertaining guests were staff members from WAZL; WHOL Allentown, Pa.; WHLM Bloomsburg; WIDE Siddeford. Mr. Diehm is president of WAZL and managing consultant of WILM as well as part owner of WOLF and of WIDE.

Harry L. Magee is owner-operator of WILM.

Guests included: Sally Reynolds, Scheider, Beck & Warner; Frank Daniels, Lennen & Newell; Mildred Pellett, Arnet & Culbert; Charles L. Lennen & Newell; Ethel Weider, Bla; Tom McDermott, N. W. Ayer & Son; McDonald Danbar, Ted Bates Co.; Allen Eger, Ed Fillion, Lou Moore, Robert Meeker Associates; John Purves, N. W. Ayer & Son; Sherwood Heath, Russoff & Rau; Lucy Ker- ven, Kenyon & Eckhardt; Clyde Clem, NBC; Robert Carpenter, MBS; George Keel, Ketchem, MacLeod & Grove; Win Levy, Broadcasting & Telecasting; Reed Rollo, Washington attorney, and Phil O'Neill, Croyl Adv.

WINCHELL SUIT

"Post" Files Summons

LIBEL proceedings were begun last week by the New York Post and its editor, James A. Wechsler, against commentator Walter Winchell, ABC and Grum & Co., which sponsors Mr. Winchell's broadcasts and telecasts, and against Hearst Corp. and King Features Syndicate, which publish and distribute, respectively, Mr. Winchell's newspaper column.

The plaintiffs, in a suit begun in Supreme Court, New York County, filed a summons directing the defendants to file an answer of appearance by counsel within 20 days. The Post announced its intention to take legal action on Oct. 20 after Mr. Winchell's programs on ABC and ABC-TV the preceding day (B.T., Oct. 27).
**GROCING FAST!**

**TERRE HAUTE AREA**

... Spearhead of Industrial Development over all of Indiana!

**WTHI**

CBS RADIO 1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!

... **WTHI** is your best medium in this RICH, GROWING and ISOLATED MARKET.

OUR MOTTO: "Aggressiveness with Imagination"
Liibel Liability Haunts Broadcasters (Continued from page 28)

before air time, asserting it had no advance text to check for possible libel. The Ohio State Journal reported a "tornado of protest" at WTVN switchboards.

Some of the protests raised questions bearing on the political philosophy of Edward Lamb, owner of WTVN and other radio-TV properties. The Journal quoted one television as asserting he had written to the McCarran (Senate) Internal Security Committee. No protests had been acknowledged by that group, the Senate Interstate & Foreign or House Un-American Activities Committees.

Walter McGeough, WTVN sales manager, said he was advised by ABC in New York that "we would have to carry the speech at our own risk." He noted Sen. McCarthy was not a candidate in Ohio. Mr. Lamb issued this statement:

The rules governing political broadcasts are clear. A station may be held liable for libelous and slanderous statements even though the station is without power to censor the speech of the candidate himself. However, a non-candidate's speech can be examined for possible libelous statements. WTVN officials were merely enforcing the ordinary rules when they insisted on having copy of Senator McCarthy's speech for examination by the station attorney. There is no political preference shown in my stations even though I personally endorse Mr. Stevenson's candidacy. I suspect that the Republicans have had a vast majority of the broadcast time in this campaign. But every candidate must play according to the same rules.

Novik's Objection

Question of clearances also was posed by Mr. Novik in New York.

Mr. Novik, who is radio consultant to the Liberal Party and the New York Volunteers for Stevenson, and special assistant to the chairman of the Democratic National Committee in addition to serving as consultant to the AFL, the ILGWU-AFL, and the UAW-CIO, wrote in a letter released Thursday night:

The principle of voluntary clearance for competing products, an established practice in our industry, has seemingly been forgotten during the hectic closing days of the political campaign.

No longer in our business, thinks of scheduling a "Pepsi" spot after a "Coke" program. Yet, within the past week, network stations have aired Eisenhower spot announcements immediately after Stevenson programs: A clear violation of the concept of commercial clearance for competing products.

Due to the limited number of hours in the broadcast day it is patently impossible to avoid scheduling competing political programs in adjacent periods, especially during the hectic days at the end of a campaign. And even here the political buyer knows that a competing political program is adjacent.

But the same situation does not prevail where "spots" and "breaks" are concerned. It is inconceivable and indecent for our industry to permit such incidents to occur; after all, why buy a program when the station permits the competition to reach your audience through an announcement or station break.

This situation transcends party politics, as it is a direct assault on the people. However, on behalf of the New York Volunteers for Stevenson, on behalf of the Liberal Party, I ask you to consider this situation and to take whatever steps are required and at the same time to institute a political program with a "spot" of equal purchase. Political clearances are much needed.

For unless it is ended, I have only two alternatives:

A. To file a protest in behalf of the New York Volunteers for Stevenson and the Liberal Party, against the protestation or network permitting such practices.

B. To purchase the adjacent "spot" or "break" to protect my client.

Mr. Novik reminded networkers that Senate Elections and Privileges Committee "has already announced its intention to hold public hearings on radio and television.

Because Mr. Novik is a consultant to the New York Volunteers for Stevenson, his charge was reviewed in some quarters as another prong of the national volunteers' group's protest over the so-called GOP spot "blitz." A spot program had been prepared for Senators for Eisenhower Committee.

It was held doubtful Thursday whether the national group would re-pursue its complaint with the FCC before the approaching election. FCC refused to consider the original complaint which charged that large corporations and stations had conspired to set aside character limits.

FCC did say it would consider any additional specific information and the volunteers embarked on a drive to elicit data from about 300 radio-TV broadcasters on the amount of time used by GOP groups.

Whether the volunteers' protest has the sanction of Gov. Adlai Stevenson, Democratic Presidential nominee, was not known. In view of his high profile, the call to the GOP "blitz," it was presumed that he has given his blessing to the volunteers, to whom he himself had contributed $5,000.

The Governor told his Madison Square Garden audience last Tuesday that the Republican "air attack" would be over soon and the "all-clear will be sounded."

District of Columbia Republicans branded the "blitz" report as a "hoax" and the Democrats continued their attack on media coverage and advertising agencies in general.

$20,000 Spent

A report filed by the Citizens for Eisenhower-Nixon for the period Sept. 9-Oct. 20, sum of $20,000 in disbursements to Ted Bates & Co., which undertook the original creative and production work on the citizens' spot program. The sum covered three segments.

The agency is not involved in the timebuying phase of this campaign. The citizens' group parcels out recordings and films to GOP state directors which, in turn, buy time through their agencies on local stations.

The $2 million figure was originally recommended by Ted Bates as part of a plan since discarded as inoperative. The plan called for "saturation" of some 63 counties in 12 "key" states lost to the GOP in 1948.

George W. Ball, executive director of the volunteers, claims there is evidence of such a "blitz," and has denied any attempt by his organization to harass or intimidate stations which carry the announcements—a charge raised in FCC, broadcasting and other circles.

Mr. Ball has acknowledged the "extremely cooperative" attitude of broadcasters and in replying to the volunteers' questions is seeking time purchase data, and has said stations would be willing to offer equal time for a reply to the Eisenhower group.

Many stations filed replies while others declined.

In Hannibaland

They have money to spend!

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

The population of the rich Hannibal area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KHOME.

KHOME reaches and sells the buying power of the 249,470 radio families who live in this large, 41 county area.

Make your selling job easy in the middle-west in Hannibal—buy KHOME. Write, wire or phone KHOME or Pearson today for availability.
IDEALLY SUITED TO DIRECTIONAL ANTENNA OPERATION

The Continental Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.
WBS PROGRAMS
Holiday Slate Readied

WORLD Broadcasting System's af-
filated stations soon will receive
12 Christmas and New Year pro-
grams and features for local spon-
sorship, World's vice president
Robert W. Friedheim, announced
last week.

Some of the programs and features: "Christmas Lane," half-hour dramatic
show starring Pat O'Brien; 30 "Shop-
ping Days to Christmas" songs fea-
turing "The Jesters"; four half-hour
holiday programs of music and con-
tinuity; " Selling Sounds," a variety
of holiday sound effects and attention-
getting devices; music selection guides
for musical programs, starring Monica
Lewis and Dick Haymes; special pro-
grams presenting holiday readings by
show business personalities and seven
Christmas and New Year's prayers read
by Raymond Massey.

Retroactive Pay

SOME $1 million will be distrib-
uted to Hollywood film extras
within the next couple weeks. Sum
represents the retroactive pro-
vision contained in a Wage Sta-
bilization Board-approved bargain-
ing pact between Screen Extras
Guild and the Alliance of Motion
Picture Producers. Studios have
been paying the basic wage in-
crease since Sept. 21. Extras now
receive in a lump sum the differ-
ence between the old and new wage
rates retroactive to Oct. 25, 1961,
the effective date of the guild's new
contract.

WGN CORN PICKING CONTEST
Points Up Station's Farm Service Operation

POINTING up its farm service op-
eration, WGN Chicago, 50 w clear
channel station, co-sponsored the
first mechanical corn picking con-
test in southern Illinois as a safety
and public service promotion.

The competition, which took
place Oct. 11 on a 640-acre farm
near Bloomington, attracted an
estimated 50,000 persons, most of
whom, station officials believe, at-
tended in direct response to on-
to-the-air mentions.

Sponsored by WGN and the
Bloomington-Normal Junior Cham-
er of Commerce, the contest
brought together 23 downstate
farmers to husk and pick corn
along a four-tenths of an acre

Norman Kraeft, station farm
service director who broadcasts
nearly two hours of farm news
daily, handled most of the broad-
cast origination. A temporary
studio was set up atop two flat-
bed trucks, with Mr. Kraeft using
a portable transmitter to relay on-
the-spot reports from the corn
fields more than a mile from the
mobile unit.

Other staffers on hand were
Bruce Dennis, program director;
Jim Hanlot, publicity and public
relations director; Don Coleman

MISS ILLINOIS, Glenna Pohly,
was WGN's official hostess at its
 corn picking contest. Other par-
 ticipants were (1 to r) Measers,
 Kraeft and Long.

PROFIT RATE
FTC Releases Figures

REPORT on profit rates (after
taxes) for 512 companies in 28
major industry categories was re-
leased by the Federal Trade Com-
mission Oct. 22, comparing 1961
with 1940.

Categories showing lower profits
last year compared to 1940 were
cigarettes, cigars, smoking tobacco,
wool carpets and rugs, soaps and
cleansers, and motor vehicle equip-
ment. Substantial increases were
reported by companies engaged in
production of paper and allied
products, petroleum and refining,
tires and tubes, and matches. Elec-
trical machinery, equipment and
supplies, with 65 corporations re-
porting, showed a percentage in-
crease from 14.3% in 1940 to 15.2%
in 1961.

Cleveland Simulcast

CLEVELAND radio-TV stations
combined to present an hour-long
simulcast on behalf of the local
Community Fund. Participating
were Wayne Back's WYAC, WDKO;
Bill Mayer, Reg Merri-
dew, Henry Pilnder, the Karamu
Quartet, WGAR; Bill Gordon,
WHK; Bill Randel, Lee Sullivan,
WER; Johnny Leisy and Jake
Hines, Gay Minett, Seth Cary
with staff orchestra, WTM-WNBK
(TV); Bob Dale, WETS (TV), and
Ted Malone, WXEL (TV).

In an attempt to prove that giving
blood can be fun, the 13.1 mem-
ber of the Gagwriters held a "Gagwriters Day" at the Red Cross Blood Donor
Center, N. Y., Oct. 29.
HEEBNER NAMED
Succeeds Ogden at Capital

APPOINTMENT of Walter S. Heebner as general manager of the Studio and Recording Service Sales Div. of Capitol Records was announced last week by Glenn E. Wallach, president of Capitol Records Distributing Corp. His office will be in Hollywood and he will report directly to William H. Fowler, CRDC’s acting general manager.

Mr. Heebner was with Capitol Records’ Artists & Repertoire Dept. for the past year. He joined the firm after a decade with RCA Victor, where he was manager of the Custom Record Div. and later West Coast recording director.

In his new capacity, he absorbs the duties of Clifford Ogden, who resigned as vice president and general manager of Capitol’s Broadcast Div. to become supervisor of NBC’s West Coast TV films sales division [B&T, Oct. 20].

Mr. Wallach said the appointment of Mr. Heebner is part of a plan to strengthen Capitol’s position in the broadcast field.

FTC Penalty Order

CIVIL penalty judgment has been obtained against Domestic Short-Wave Diathermy Co., New York, for violation of an order prohibiting false advertising, the Federal Trade Commission announced Oct. 23. FTC complaint charged that a diathermy device was misrepresented in radio, newspaper and other advertising. Cease and desist order was issued by the agency on June 21, 1943. Penalty judgment of $20,058.20 was entered by Federal Judge Irving S. Kaufman of the U.S. District Court, Southern District of New York, when the respondent failed to answer charges of the violation. Principal in the diathermy firm is Maude S. Jarett.

ALASKA BIRTHDAY
Hailed by Territory Outlets

THE 85th anniversary of U.S. possession of Alaska was hailed Oct. 17 with simultaneous broadcast over all stations in the Territory, plus KVI Seattle.

Half-hour transcribed program was presented as a public service by the Alaska Steamship Co. and was arranged by its agency, Frederick E. Baker & Assoc., Seattle.

Program was rebroadcast Oct. 19 as one of the first shows of the new Midnight Sun Broadcasting outlet, KJNO Juneau.

AWRT MEETING
Program Creation Discussed

CHARLES C. CALEY, WMBD Peoria, Ill., general manager, represented management at a discussion on creating radio and television programs for sale before members at a meeting Oct. 24 in Chicago of the Illinois chapter, American Women in Radio & Television.

Mr. Caley appeared with Peter Cavallito, radio-TV director, J. Walter Thompson Co.; Fred Killian, ABC-TV program director; Tom Elvidge, assistant program director, WGN-AM-TV; Judith Walter, NBC director of education and public services, and Beat Zalman, ABC radio-TV home economist, all Chicago.

Meeting, which took place at the Normandy House, was planned by Josephine Wetzel, AWRT vice president and education director at WLS Chicago.

FETZER EXPANDS
Staff Promotions Announced

SERIES of executive promotions in connection with an expansion of Fetzer Broadcasting Co. have been announced.

Carl E. Lee continues as administrative assistant to the president in charge of all operations. Donald W. DeSmitt Jr. becomes sales director of WKZO-TV Kalamazoo. Martin Giamo is elevated to station manager of WJEF Grand Rapids.

John W. O’Harro, besides his national sales duties, assumes special assignments for the company. Otis T. Gaston, account executive, broadens his sales activities to include administrative duties in national sales. Thomas P. White continues as local sales director.

Arthur E. Covell becomes transmitter technical supervisor and Francis L. Morse will be studio technical supervisor for WKZO and WKZTV. Bruce M. Gleysiadis is given broader duties as technical supervisor of WJEF Radio. Harry E. Travis, radio and TV program director at WKZTV-AM-TV, is in charge of expanding TV production. Ellsworth L. Tait becomes comptroller.

FTC Order on TV Shows

The Federal Trade Commission has ordered two TV stations to cease broadcasting two programs, the Educational Foundation of America’s "Children’s Hour" and the National Educational Television Foundation’s "Junior Doctors for the United Nations." The programs were accused of containing false and misleading advertising.

AMPEX brings you these cost-saving operating advantages:

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of uninterrupted service.

- **MINIMUM “DOWN TIME”**
  AMPEX Recorders are designed for thousands of hours of non-stop operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

- **HIGHEST FIDELITY**
  Even when programs are repeatedly transmitted from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recording matches established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.
The "Sellingest" Station in the Nation

WCKY'S THE STATION PROGRAMMED TO SELL

A Small Investment on WCKY Will Net You TREMENDOUS DIVIDENDS IN SALES

Ask one of our oldest accounts...

BULOVA WATCH—ON WCKY 13 YEARS

OR

Ask one of our youngest accounts...

GULF OIL—ON WCKY 3 MONTHS

The Answer's the Same

WCKY's the Station
Programmed to Sell

WITH FIFTY GRAND IN SELLING WATTS
sell! SELL! SELL!

WCKY Sells

BECAUSE

WCKY's operation is based on sound policies developed over 23 years under the same management . . .

Management that is always eager to learn . . . willing to listen . . . and quick to act.

Management that takes pride in the fact that in 23 years this is its greatest selling year.

SELL ON WCKY WITH 50,000 WATTS OF SELLING POWER

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1608

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

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK
Prudent Programming

The Voluntary restrictions which WKZO-TV Kalamazoo, Mich., has imposed on crime programming and beer and wine commercials are a handsome example of self-discipline.

The example is the more significant for having been set by a station whose president, John E. Peters, is chairman of the NARTB-TV Code Review Board.

WKZO-TV has reorganized its schedule to offline crime shows to hours at which children are not apt to be in the audience and has limited the frequency and number of beer and wine commercials. The action was taken after careful study of the out-of-audience job and as such it represents the correct method of programming regulation, evolving from the will of the audience rather than the usque of government.

We do not say that the WKZO-TV model should be precisely imitated by other stations, since conceivably the tastes of their audiences may differ from the attitudes of those who view WKZO-TV. The motivation behind the WKZO-TV restrictions, however, deserves praise. It combines self-discipline with enlightened self-interest.

Here's a Proposition...

IT WILL be the natural reaction of the nation's newspapers to circumvent, with every wily resource at their disposal, the offer by Broadcast Advertising Bureau to underwrite the research costs of a conclusive test of radio's ability to move goods at a better profit than newspapers.

The local retailer has been kept so long as Exhibit A in the newspapers' private preserve that newspapers are bound to resent, as a poacher, anybody who wants to let Exhibit A out.

In the past, newspapers have regarded every radio development as a death threat to themselves and have reacted with more violence than objectivity. If they will but examine the purposes of the new BAB offer, they may find it possible to treat it calmly.

In making the offer, Kevin Sweeney, BAB vice president, pointed out that the 200 ARBI comparisons of radio and newspaper retail advertising effectiveness indicated that the two media "see to it that they complement one another and should be used together for maximum coverage" [B & T, Oct. 20].

These are not the words of a spokesman of the enterprise which hopes to kill off another. We venture that the major test which BAB hopes a big store or retail chain will undertake (with BAB financing the research cost) would only prove out what already is indicated.

Now if newspapers really believe in their own promotion, they should not be seriously confused over a test proved over years of comparative research. No one imagines for a moment that a comparative test would suggest elimination of newspapers from a retailer's schedule.

But what it would probably show is that the advertiser should distribute his budget between newspapers and radio, if he wants to get the most out of his advertising dollar.

Presumably, that newspapers are interested in improving the efficiency of retail advertising and thereby strengthening the financial status of retailers in their communities, we suggest that newspapers not only should refrain from attacking the test which BAB proposes but indeed should actively assist in conducting it.

BAB's counterpart in the newspaper world is the Bureau of Advertising of the American Newspaper Publishers Assn. Why shouldn't the Bureau of Advertising, which has a much larger budget than BAB's, chip in on the expenses of the test and participate in supervising it?

It would be revolutionary, we must admit. But it would also be intelligent.

Timing When it Counts

Whatever the outcome of tomorrow's elections, it is not mere optimism to hope that they will result in a clarification and improvement of the basic law governing political broadcasting.

In the 1952 campaigns, as in no others of the past, politicians realized the power of radio and television. What is more important, they began to understand the almost intolerable difficulties imposed upon broadcasters in an election year. Some of the difficulties were illustrated in the Voluntera for Stevenson complaint to the FCC regarding the alleged Republican blitze, the cancellation of a scheduled telecast by Senator McCarthy on KING-TV Seattle, the complaint to the FCC by the Progressive Party charging stations had violated the law by refusing to carry a speech by the Progressive Presidential candidate.

Enough of these problems have come up during this campaign to make politicians of both major parties acutely aware that an overhauling of the political broadcasting law is needed before another political season arrives.

We have reason to believe that at the next session of Congress the legislators will be receptive to suggested changes in the law. There will be a chance for broadcasters to present their case to a far more interested audience than they have heretofore been able to address in the halls of Congress.

It is a chance they cannot afford to squander. They must begin work now on proposed legislation which will improve their own lot in political years and yet will be acceptable to Congress.

At the last session, it will be recalled, at least four different amendments to the political broadcasting section of the Communications Act were offered, but none survived. For the legislators were hampered by the fact that it is probably just as well that all these pieces of legislation died, for although each had its own merits, each also had defects that could have added to the broadcasters' burdens.

All had one characteristic in common. They were drawn up in haste and without adequate consideration.

The next proposal to correct the law must not suffer from these shortcomings. It work is begun at once on framing proposed legislation, there will be time to prepare it carefully for introduction at the next session.

It is a job which should be given highest priority by the NARTB and the most skillful and experienced legal advice it can draw on. For once, the Congress will be not only willing but actually eager to listen. What it hears had better be good.
HERE'S WHAT YOU GET FOR A BUCK IN NEW YORK!

For every dollar you spend on New York radio stations, you reach

2700 homes on WOV

2564 homes on Independent Station A
2564 homes on Independent Station B
2380 homes on Network Station A*
2000 homes on Independent Station C
1886 homes on Independent Station D
1333 homes on Network Station B
1136 homes on Network Station C
1076 homes on Network Station D
883 homes on Independent Station E

Based on minimum published rates for one minute daytime announcements and station's own coverage claims. Ratings by Pulse, Inc. Detailed information on request.

* Station breaks only

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4
DALE ROBERTSON appointed general manager of WENT Gloversville, N. Y.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Ohio, to WJTV (TV) Jackson, Miss., in same capacity.

DON RICH, account executive, WOND Pleasantville, N. J., appointed representative at station's newly opened New York office in Suite 903, 1564 Broadway. Telephone is Judson 6-5647.

TERRY MANN, account executive, appointed sales manager, KHJ Los Angeles. He succeeds LEON WRAY, resigned to become Intermountain regional sales representative for Ziv TV Programs, with headquarters in Denver.

TED WORK, WBTM Danville, Va., to WNAV Annapolis, Md., as manager of station's Laurel, Md., studio.

CHARLES BERNARD, radio department of Music Corp. of America, N. Y., to sales staff of WJZ New York.

Ralph BROITMAN, Benton & Bowles, N. Y., to research and promotion staff of Headley-Reed Co., N. Y., station representation firm.

O. L. TAYLOR Co, station representative firm, appointed to represent KTBC-TV Austin, Tex., slated to start operation Dec. 1.

Personals . . .

WILLIAM M. SAVITT, president and co-owner, WCCC Hartford, Conn., presented 1952 Citizenship Award by Jewish War Veterans . . . JOSEPH H. McCONNELL, NBC president, named to head Salvation Army's 1953 fund-raising appeal in Greater New York.

HAROLD SEGAL, sales staff, WORL Boston, Mass., is teaching course in Radio-TV Promotion and Sales at Communication Arts Div., Boston U.


LAB TO CONVENE
Thursday at New Orleans

FALL MEETING and election of officers of the Louisiana Assn. of Broadcasters is set Thursday in New Orleans, according to LAB President George H. Thomas, KVOL Lafayette. The meeting will close with a dinner dance at the Jung Hotel that evening.

Featuring speakers will be Carl Haverlin, BMI president; Richard P. Doherthy, NARTB Employe-Employer Relations director; Henry Clay, NARTB Sixth District director, KWKH Shreveport; Max Thomas, Louisiana Press Assn. president; Thad Holt, WAPI WAFM-TV Birmingham, and others.

WLIR Block Increase

WLIR New York has revealed that business for its Negro programming block is up 39% for the third quarter of this year as compared with the same period last year. New accounts for the Negro programming, which runs from 7 a.m.-12 noon daily and 2-6 p.m. EST Saturdays, include Grove Labs, Miles Labs., Red Cross Salt and Black Draught Cough Syrup.

PSI-TV PLANS
Setup Near Completion

PHYSICAL organization of PSI-TV will be completed as soon as production studios in New York and Hollywood are acquired, Paul White, president, announced Tuesday before leaving for a business trip to Europe.

“Our schedule is well ahead of that announced two years ago,” Mr. White said. “We are in negotiations for studios in Hollywood and New York. In addition to executive offices in New York, we have a separate film center, also in New York, and sales offices in Boston, Chicago, Beverly Hills and London.”

Mr. White said PSI-TV had completed arrangements with Gaylord Hauser, author and lecturer, for a new series of quarter-hour TV films and radio transcriptions. Another PSI-TV film series, Play of the Week, will go into production shortly, Mr. White added.

While in Europe, Mr. White will inspect first rough cuts of Orient Express, a film series being produced on location in Berlin, Paris, London, Rome and Istanbul, and also plans to arrange for distribution of his company’s film series in England.
later under sponsorship of Admiral Corp. Heading overall operations will be Thomas Velotta, vice president for news and special events at ABC, assisted by John Madigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events.

Forty commentators, comprising a radio-TV team, have been lined up for the night, including Walter Winchell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolaksy, Ted Malone, Leo Cherne and Walter Kierman. ABC will have a staff of 300 at its New York headquarters.

DUOMONT

DuMont will use CBS-TV's Westinghouse coverage of the election on 14-0 stations plus WGN-TV Chicago, beginning at 9 p.m. From 8:30-9 p.m. election night, DuMont will present the "Keeping Posted" forum program with Martha Rountree and Lawrence E. Spivak as moderators. Archibald Crossley, John Roosevelt and James A. Farley will discuss the topic, "Who Will Win — Eisenhowen or Stevenson?"

Election night broadcast will be made available by all networks to Armed Forces Radio Service for transmission to U. S. troops overseas, by ocean vessels at sea.

Returns will be broadcast all over the world in 46 languages, starting at 7 p.m. Tuesday and continuing to Wednesday morning, by the Voice of America. A staff of 300 announcers, reporters, technicians and special correspondents will assemble material and broadcast it from headquarters in the General Motors Bldg. in New York.

The Voice will have at its disposal the facilities of the major press services and radio networks. Special repetition patterns have been worked out for broadcasts beamed behind the Iron Curtain, to circumvent Soviet jamming.

Other broadcasts around the world will be over the short-wave stations, WJZ, Boston, starting at 7 p.m. and lasting until 5:30 a.m. Wednesday. The program will be presented on three wave lengths: 6,015 mc in the 49 meter band, which becomes directly to Europe, and 9,585 mc in the 31 meter band and 11.79 mc in the 25 meter band, which are beamed at the western hemisphere especially, but reach other areas of the globe, including parts of Africa.

GENERAL Foods Corp., New York, has announced net sales for six months ending Sept. 30 were $524,248 compared with $583,640,951 in same period of 1951. Six month net earnings were $11,082,597 equal to $1.39 per share, as against net earnings of $8,613,071 or $1.47 per common share in the same period last year.

Network Election Plans

(Continued on page 27)
Baked beans in Boston--chili con carne in Texas

To capitalize on regional tastes and preferences, spot radio does a job, say Printers' Ink Editors.

Since the release of Printers' Ink's "National Spot Radio" report, radio stations across the country have solicited and sold spot campaigns to many local, regional and national advertisers.

Reprints of this remarkable study are now in the hands of hundreds of Radio executives. And advertisers tell us that it has helped them to a better understanding of your medium.

In its editors listed ten specific ways to use Spot. Specific No. 5, "To capitalize on regional tastes and preferences," points out clearly the differences every advertiser encounters. Baked beans sell well in Boston, but if you happen to make a good dish of chili con carne, Texas is a good place to start.

In the Far West sport clothes are worn for work and play. Everybody wears seersucker clothes in New Orleans, but you don't see many suits of this material in New York. Spice sales in California are about twice the sales in the Middle West. They like their groceries hot out there.

Even programming changes from market to market. On a 500-mile trip in any direction your car radio will bring you a variety of shows. "Often one section will prefer one radio personality or type of program, and will turn a deaf ear to the darlings of other areas," wrote our editors.

Any station, anywhere, that has not settled down to telling us its program in a way that makes us want to listen is missing a large part of its audience. It's a real surprise.

In Printers' Ink, the Voice of Authority, you can tell the advantages of a spot schedule and build up to capitalize on the tastes of your own region. Here, in one magazine, you can tell your story week after week, at a modest cost, to the buyers of advertising. Here, in one magazine, you can build up your market for your representatives and make your direct mail more effective.

We are ready to help you add new customers to your present list of successful accounts. When may we call and tell you our complete story? Contact any of our five offices, or write us direct.

Robert E. Kenton, Jr.
Advertising Director

P.S. If you haven't yet seen the National Spot Radio reprint, I will be glad to send you one without charge. Additional copies 50¢ each.

Printers' Ink

205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

Grade A—100% Pure
Vermont Maple Syrup

1932 Crop—ideal for Christmas Gifts

Hot-packed • Vacuum-sealed • Safe to store anywhere

Gallons .......... $6.50 Quarts ........... $2.00
Half-Gallons .......... $3.50 4 Quarts in Carton $7.00

Many firms ship their syrup to their gift lists annually.
F.O.B. Waterbury, Vt. Check with order, please.

We add a gallon to each 4 or 8 gallon case. Easy to refrigerate when opened. Beautiful laboratory-sealed containers.

Order forms will be rushed shipping charges added at cost.

Money-back guarantee of satisfaction

No order too large, none too small

L. E. & G. R. Squier, Waterbury 6, Vermont
date should now be "early 1953." It is seldom that you give anyone an opportunity for a display of righteous indignation by even your minor omissions. Perhaps it is your own high standards that generate a desire by your readers to add or correct?

James L. Rubenstein
President
Trans-American Television Corp.
Philadelphia

Fry's Fan
EDITOR:

There is no doubt that your story in the Oct. 27 issue was correct in stating Governor Stevenson's use of radio and television has been more effective than General Eisenhower's.

I had thought that this was probably due in the main to the superior skill of Ken Fry of the Democratic National Committee. Regardless of our political leanings, I think those of us in the business must admire Mr. Fry for his sensitive, imaginative and brilliant use of radio and television.

I feel he has set new standards.

J. C. Dine
Dir. of Public Relations
Zio Television Programs Inc.
New York

Great Day
EDITOR:

KFNF had complete coverage of the biggest day that Shenandoah has ever experienced. We not only had the President of the United States as a guest of the annual Harvest Jubilee, to ride in our parade and make a speech, but we also had his bitterest rival and opponent [Sen. Robert A. Taft] to duplicate his actions, nearly, on the same day, in the same parade and on the same platform.

To my knowledge nothing like this has ever happened to a town before—especially a town of this size. Our cup would have been running over if we could have had them meet. But I suppose you can't have everything.

Wip Robinson III
News Editor
KFNF Shenandoah, Iowa

Now!--you can get "buy Appeal" from bells

The world-famous bell tones of "Carillon Bells" can be a "soundmark" for your station with the new "Schulmertonic Radio Bells."

Bell music can help you sell air time. Sponsors and prospects easily recognize the added appeal of musical spots played with bell melody. Quicker attention can be secured for station breaks and commercial lead-ins.

You can put pleasing punch in station identification; seasonal and patriotic programs; religious periods and time-strikes. "Schulmertonic Radio Bells" are easy to operate. They play up to 25 strikes of any six notes in melodious pattern, sounding once or repeating as your desire—at the touch of a button.

An hour a week on WLS

Clear Channel Home of the National Barn Dance

Schulmertonic

SCHULMERICH ELECTRONICS, INC. • CARILLON HILL, SELLERSVILLE, PA.

Schulmerich Electronics, Inc.
94139 Carillon Hill, Sellersville, Pa.

Please send me copy of your folder "The 'Soundmark' of Your Station." There is no obligation on my part.

Name

Station Position

Address

City Zone State

November 3, 1952
KNEW COMPLAINT
Against KXXL-TV Tower Site

COMPLAINT against permitting use of Mt. Spokane, 25 miles north of Spokane, Wash., by KXXL-TV [At DEADLINE, Oct. 27] is based on two premises, according to the papers served on the Ed Craney-Bing Crosby TV station by applicant KNEW. It held that construction of a TV tower would mar the beauty of the state-owned park, and also that the Browne Mt. site chosen by the KNEW applicant is superior to the Mt. Spokane site in coverage of the Spokane area.

In addition to KNEW, plaintiffs include a Mr. and Mrs. Sidney W. Streeter, owners of Browne Mt., which KNEW opcioned for its TV site. If KXXL-TV is successful in transmitting from Mt. Spokane, KNEW said that it would have to join KXXL-TV there, due to the prestige involved. This would damage Mr. and Mrs. Streeter, in that they would lose their opportunity to sell their property because of competition from the state, the complaint stated. The summons and complaint were filed in the Washington State Superior Court in Spokane.

“GOOD NEWS” Sends 2,000 Sweaters to the Cleaners

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

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

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

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

Free & Peters, Inc.
Exclusive National Representatives

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

FCC CALL LETTER ASSIGNMENTS

AM Stations: WBNM, Montgomery, Ala. (The Southland Best. Co. of Montgomery, 1390 kc. 500 w day: B.T. Sept. 29); WKSB Milford, Del. (The Kent-Suex Best. Co. 1280 kc. 500 w day: B.T., Oct. 13); WDBY Binghamton, N.Y. (William Ayres Wynne, 1460 kc. 1 kw day: B.T. Sept. 1); WIMO Winder, Ga. (Winder-Morter Best. Co. 1300 kc. 1 kw day: B.T. July 21); KPFG Cedar Rapids, Iowa (Cedar Rapids Bestc. Corp. changed from KWCW); WYOK Baton Rouge, La. (Capital City Best. Co. 1360 kc. 1 kw day: B.T. Sept. 29); WPFX Lexington Park, Md. (Patentux Radio Inc. 1570 kc. 1 kw day: B.T. Oct. 29); WMDC Hazelhurst, Miss. (Southwestern Best. Co. of Mississippi, changed from WZL); KJHS Elmon, Mo. (Robert M. Smith, 1190 kc. 1 kw day: B.T. July 14); KMTZ Mt. Maryville, Mo. (Maryville Radio Television Corp. 1580 kc. 250 w day: B.T. Sept. 29); KGHR Grand Island, Neb. (Grand Island Best. Co. 1430 kc. 1 kw fulltime: DA-N: B.T. Aug. 18); KBHM Roswell, N. M. (New Mexico Television Commission 1990 kc. 500 w day: B.T. Sept. 1); WCIN Norwich, N. Y. (Radio Norwich Inc. 970 kc. 500 w day: B.T. July 14); WFMU Paterson, N. C. (Carolinas Best. Co. 860 kc. 1 kw day: B.T. Aug.); KWMA Huntsville, Ala. (North Alabama Best. Co. 1450 kc. 500 w day: B.T. Sept. 1); KLQK Portland, Ore. (Mercy Best. Co. changed from KBKO); WJAN Spartanburg, S. C. (James Crosby Byrd Jr. 1460 kc. 250 w fulltime: B.T. Sept. 15); WFTU Franklin, Tenn. (Williamson County Best. Co. 950 kc. 1 kw day: B.T. Aug. 25); KEMA Lamesa, Tex. (Citizens Best. Co. 1360 kc. 1 kw day: B.T. Sept. 8); KEKX San Antonio, Tex. (Manuel D. Leal, 1250 kc. 500 w day: B.T. July 21); KWRA Waxahachie, Tex. (Cen-Tex Best. Co. 1390 kc. 500 w day: B.T. Sept. 1); WSTK Woodstock, Va. (County Best. Service. 1250 kc. 250 w fulltime: B.T. Sept. 29); KTFT Tacoma, Wash. (Tribune Publishing Co., changed from KTTRW); WIEO Ponce, P. R. (South Puerto Rico Best. Corp. 1280 kc. 1 kw fulltime), and KANI Kaneohe, Oahu, H. (Tribune Broadcasting Co., fulltime; B.T. July 21). Be solicited.

FM Stations: WVBC-FM Tuscaloosa, Ala. (Tuscaloosa Best. Co. 95.9 mc (Ch. 245); ERP 17.3 kw, antenna 321 ft.; see FM Grants. FCC Thursday, this issue); WAMO-FM Patmos, N. Y. (Buffalo Best. Corp. changed from WFBS (FM)); WMRM-FM Salisbury, Md. (Citizens Best. Co. 950 kc. 1 kw fulltime: B.T. July 14); WAXI-FM Lincoln, Neb. (Lincoln County Best. Co., changed from KBKO); WFNN-FM Ponce, P. R. (South Puerto Rico Best. Corp. 1280 kc. 1 kw fulltime), and KAMI Kaneohe, Oahu, H. (Tribune Broadcasting Co., fulltime; B.T. July 21). Be solicited.

Note: Date refers to issue of B.T. in which notice of grant was published. For list of new TV station call letter assignments, see page 72.

KPAc PETITION
Would Enlarge Hearing Issues
PORT ARTHUR College, licensee of KPAc Port Arthur, Tex., and applicant for vhf Channel 4, there, petitioned FCC last week to enlarge the issues in the competitive hearing on that channel so as to require comparison of Port Arthur and Beaumont under Sec. 307(b) of the Communications Act. The section calls for fair and efficient distribution of facilities among the states and communities.

Other applicants for Channel 4 in that area Smith Radio Co., Port Arthur, and Lufkin Amusement Co., Beaumont. They are also parties to the hearing. KPAC noted that Beaumont is 16 miles apart and are distinct and separate communities, hence the applicability of the Sec. 307(b) issue as allowed by FCC in the Channel 21 hearing for Port Arthur and Ore, and VHF-FM Wash. [B&T, Oct. 13]. KPAC also asked FCC last week to accept amendment of its Channel 4 bid so as to increase daily hours of operation from 6% to 16% and changed estimated cost of construction from $289,128 to $320,128.

Air Coach Agency
COMPLAINTS that a Buffalo user of radio time, Royal Air Coach Agency, failed to provide air transport reservations purchased from it, have been referred to Civil Aeronautics Board by the Better Business Bureau. Similar types of complaints involving freelance ticket agencies have been received by BBB branches in Boston and Chicago.

MKC TIGUER to Air Baseball
McTigue to Air Baseball
PRESDENT and General Manager Harry McTigue of WINN Louisville and the station's sports commentator Jim McVitty, will air play-by-play broadcasts of the Louisville Colonels baseball games next year. Mr. McTigue is a former sports announcer.

The WINN program was planned Do ll, who for 14 years was "Voice of the Colonels" on WAVE that city, which did not bid for the baseball broadcasts for next season because of lack of radio commitments. WAVE had carried the American Assn. club's baseball games recorded at 10:16 p.m., with Mr. Hill announcing.

Only other time-of-play broadcasts before the new WINN arrangements had been those by WRXW (FM), a WAVE affiliate which went off the air Sept. 22 [B&T, Oct. 6].

TITO GUIZAR, star of KTTP (TV) Hollywood's program, Tito Guizar Show, has signed an exclusive two-year contract with the station.
Daytime's Flying Sorcerers

THE PAUL DIXON SHOW
—the best way yet for you to bewitch the network daytime TV audience — economically!

It's the nation's zaniest, most imaginative and most successful TV disc jockey show. It's live, too, in every sense of the word. Especially when Dixon and his distaff sergeants, Wanda Lewis and Dottie Mack, do their famous pantomimes to the tune of the country's top records.

And speaking of records, the PAUL DIXON SHOW had a not so zany average program rating of 10.1 from October '51 to September '52 when it was local (against 5.8 for Station B and 2.6 for Station C)*. Which gives you some idea of how this show will stack up now that it's on the Du Mont Network.

Far an across-the-board network program that will put across your sales message to the most entertained audience in daytime TV, find out today how the PAUL DIXON SHOW can help your Dollars Do More On Du Mont.

*Pulse, Cincinnati
REPRESENTING LEADING TELEVISION STATIONS:

Davenport WOC-TV*  
(Central Broadcasting Co.—WHO-WOC)

Denver KBTV  
(Colorado Television Corporation)

Fort Worth-Dallas WBAP-TV*  
(STAR-TELEGRAM)

Louisville WAVE-TV*  
(WAVE, Inc.)

Miami WTVJ  
(Wometco Theatres)

Minneapolis-St. Paul WCCO-TV  
(DISPATCH-PIONEER PRESS)

New York WPIX  
(THE NEWS)

St. Louis KSD-TV*  
(POST-DISPATCH)

San Francisco KRON-TV*  
(THE CHRONICLE)

*Primary NBC Affiliates
"HE SAID OVER 15,000,000 PEOPLE COULD BE WATCHING US TONIGHT!"

As of September 22, 1952, the stations listed at the left cover nearly five million television homes — offer a potential audience of perhaps 15,000,000 viewers, or nearly 10% of the United States' total population.

Actually, of course, no advertising medium ever reaches its total "potential" audience. But if you would like some conservative and reliable figures — and costs — for actually reaching television viewers in any or all the markets at the left, we have them for you. A lot of conscientious work has gone into this research. You'll be interested!

PETERS, INC.
Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
HELICAL DESIGN MAY BE APPLIED TO VHF ANTENNAS

Many Advantages Seen in New Application to VHF High Channels

A new twist is being used in development of the VHF high gain Helical TV antenna. Heretofore, most UHF advancements stemmed from VHF developments. This is one instance where the procedure is being reversed.

Design Used for VHF

General Electric engineers, realizing the effectiveness of the UHF helical design, are investigating its adaptation to VHF-high channels. Distinct advantages of this application would be: (1) very high gain per antenna bay—tests now indicate this gain might be as much as 4 per bay; (2) a single feed point per bay to eliminate a multitude of complex adjustments; and (3) application will find itself particularly useful since many stations at the same location would be able to stack or combine their antennas on the same tower.

G.E. equips highest transmitter in the country

New 5 kw transmitter and 3-bay antenna installed on mountain 9,054 ft. above sea level

The highest television transmitter in the country has just been installed by Station KSL-TV, Salt Lake City, Utah. The G-E 5 kw VHF transmitter and 3-bay antenna have been put on top of 9,054 ft. Coon Peak in the Oquirrh Range. The tower is 270 ft., bringing the combined total elevation to 9,424 ft. above sea level.

Vince Clayton, chief engineer for Station KSL-TV said, “On-the-air operation confirms our judgment that G-E equipment would perform most satisfactorily at our high altitude and under our extremely adverse weather conditions. We were also after wider coverage—and, again, General Electric filled the bill!”

NO RETUNING NEEDED AFTER WHEN-TV MOVES TRANSMITTER

In a letter to W. R. Baker, General Electric Vice-President, Paul Adanti, Station Manager and Vice-President of WHEN-TV Syracuse, told an outstanding equipment performance story resulting from the station’s recent move.

Mr. Adanti said, “On the night of September 6th, a crew of your engineers together with our people, moved our four year old G-ETT-ED transmitter from our Court Street studios to Sentinel Heights, a distance of approximately nine miles.

“There are several things about this move I should like to call to your attention. In the first place, under the supervision of your men, the move was completed in approximately nine hours from switch-off to switch-on, a feat which enabled us to make the change of location with no loss of air time. The second, and in my estimation, the most important thing, is that after being banged and bounced and otherwise subjected to treatment I’m sure your design engineers do not list under ‘normal operating conditions’, that four year old transmitter not only produced a perfect picture as soon as power was applied, but the meters registered the same readings as before moving, even though the transmitter was not retuned!

Crew Praised

“Finally, and by no means least, the General Electric engineering crew in charge of the move was tops and handled all the details smoothly, efficiently, and skillfully.”

Wells R. Chapin

After 32 years of amateur radio operation, Wells R. Chapin counts as many friends in that chosen field as in the business world.

A graduate of St. Louis University, Mr. Chapin has many years of experience in nearly all phases of commercial and military electronics. He was chief engineer of station WIL in St. Louis for a year and a half prior to joining General Electric.

War Experience

During World War II he worked as a field engineer for the Raytheon Manufacturing Co. His experience includes work on radar, sonar, and radio communications and the problems allied to using this equipment on airplanes and ships.
GRANT TEMPO RISES

INDICATING FCC's temporary "speed up" processing plan of Oct. 15 is beginning to take effect, the Commission last week issued grants for 10 more new TV stations, including post-thaw permits to 92 and the total number of TV stations in the U.S. to 200.

Of the 92 post-thaw construction permits, 83 are for commercial stations and 9 for noncommercial, educational outlets. Of the 200 stations, 170 were granted for vhf stations and more than 300 are for uhf, the report said.

An unofficial check of applications now designated for hearing or notified shows nearly 100 bids contested by about 80 channels in 25 different cities. Hearings for a few of these cities are already underway and several others are to begin in the next few weeks (see story, this page).

Hearing Backlog

The temporary speed up plan, announced in September and effective Oct. 15 [B&T, Sept. 22], seeks to expedite processing of applications for uncontested channels in cities presently without service. FCC ruled to suspend, for a limited time, further processing of contested channels when they are reached on the city priority lines in view of the large backlog of hearing cases already in hand. Cases already set for hearing will be worked on in the interim, however.

Last week's authorizations, including one to WEST Easton, Pa., for Ch. 61 at Bethlehem, Pa., to which three Commissioners dissented, were as follows:

Little Rock, Ark. (City priority Group A-2, No. 27)—Great Plains Television Properties Inc., granted uhf Ch. 32, effective radiated power 17.5 kw visual and 9.9 kw aural, antenna height above average terrain 510 ft.

Sioux City, Iowa (Group A-2, No. 35)—Great Plains Television Properties Inc., granted uhf Ch. 36, ERP 18.5 kw visual and 10.5 kw aural, antenna height 580 ft.

Charleston, S. C. (Group A-2, No. 55) WCSIC Inc. (WSCSC), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 319 ft.

Pueblo, Colo. (Group A-2, No. 63)—Star Broadcasting Co. (KCSJ), granted vhf Ch. 5, ERP 12 kw visual and 6 kw aural, antenna 300 ft.

Atlantic City, N. J. (Group A-2, No. 86)—Neptune Broadcasting Corp. (WFFG), granted uhf Ch. 46, ERP 18 kw visual and 9 kw aural, antenna 430 ft.

Muscle, Ind. (Group A-2, No. 67)—Tri-City Radio Corp. (WLBC), granted uhf Ch. 49, ERP 16 kw visual and 8.1 kw aural, antenna 500 ft.

Asheville, N. C. (Group A-2, No. 72)—Radio - Three WISE Inc. (WISE), granted uhf Ch. 62, ERP 23 kw visual and 13 kw aural, antenna 1,140 ft.

Waterbury, Conn. (Group B-1, No. 7)—WATR Inc. (WATR), granted uhf Ch. 55, ERP 245 kw visual and 125 kw aural, antenna 800 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Booth Radio and Television Stations Inc., granted uhf Ch. 64, ERP 50 kw visual and 14 kw aural, antenna 230 ft.

Bethlehem, Pa. (Group B-1, No. 80)—Associated Broadcasters Inc. (WEST Easton), granted uhf Ch. 31, ERP 2.25 kw visual and aural, antenna height 600 ft. Chairman Paul A. Walker and Comrs. Frieda B. Henlock and Eugene H. Merrill dissented, with Comr. Henlock issuing an opinion.

In other actions, the Commission set aside its order of July 23 staying the effective date of its July 11 grant of a construction permit to WKNB New Britain, Conn., for uhf Ch. 30. FCC ordered that the permit be issued, effective immediately. The stay order had been issued in connection with uhf channel reallocations in other cities to correct deficiencies in the Sixth Report [B&T, July 28].

The FCC also announced grant of the request of KGMB-TV Honolulu for special temporary authority to commence interim operation on a commercial basis Dec. 1 on Ch. 9 with ERP of 500 w visual and 250 w aural from a single-bay antenna atop KGMB-AM's existing tower. The STA is good until April 1, 1953.

KXOA Sacramento, Calif., former Ch. 10 applicant, was notified its amended bid for Ch. 3 has been set for hearing with applications of KCRA and KROY scheduled Nov. 17 at Washington, W. S. Butterfield Theatres Inc, former Ch. 16 applicant at Flint, Mich., was advised its amended bid for Channel 12 must be consolidated with bids of WJR Detroit and WPFD Flint, also seeking Ch. 12 at Flint, scheduled Nov. 17 at Washington. This leaves unopposed the Ch. 10 application of WTAC Flint, with which Butterfield earlier had been set for hearing Nov. 17.

KDZA Pueblo, Colo., was asked by the Commission to furnish additional information on financial qualifications and engineering data respecting its Ch. 3 application. By memorandum opinion and order, the Commission denied a second petition of WISC Madison, Wis., seeking further reconsideration of the Sept. 29 denial of WISC's request that vhf Ch. 3 now assigned to Madison for commercial use be switched to educational use and that uhf Ch. 21 reserved there for education be made commercial. WISC desired that all the uhf facilities there be devoted to commercial. Comr. Henlock and (Continued on page 109).

HEARINGS FACILITIES

POST-THAW comparative television hearings went into their fifth week before FCC examiners last week as the Commission, faced with commencement of several additional cases during the next fortnight, found itself without sufficient quarters to accommodate the proceedings.

By November 17, when hearings for five more communities are to commence, the Commission will have a total of 10 proceedings underway with another to begin Dec. 8.

Last week, Portland, Ore., Denver and Tampa-St. Peters hearings were in session in the Commission's existing hearing rooms. There are more rooms been found at FCC's present headquarters, it was reported unofficially, but there is only speculation now where the other four or five will come from when they are needed.

In the past, FCC has used rooms of the Interstate Commerce Commission, Labor Dept., Commerce Dept. and the Post Office Dept. for various hearings. It is believed the Commission will have to "borrow" such quarters again to take care of TV.

On Nov. 12, the Wichita hearing on Channel 3 is to begin, while on Nov. 17 the Harrisburg Channel 27 case is expected to get underway. On the latter date, FCC has also scheduled hearings for certain applicants in the following cities: Flint, Mich.; Beaumont, Tex.; Duluth, Minn.; Sacramento, Calif., and Fort Wayne, Ind. The Canton, Ohio, Channel 29 case is scheduled Dec. 8.

12 Hearing Examiners Now

The Commission has an even dozen hearing examiners and has funds to name two more. These are enough to handle the cases for which dates have been thus far scheduled.

There is, however, a total of some 100 applications designated or notified for hearing in about 80 different channel competitions involving some 50 cities. Thus far, one examiner has been designated to hear all applicants for all channels in a given city.

Highlights of the Portland, Ore., Channel 12 hearing last week: the arrival at the eighth hour of the earlier unexpected resignation of the general manager of one applicant during the proceeding [B&T, Oct. 27]—included:

Further details concerning the president of Oregon Television Inc. and the president of a Portland bank respecting latter's policy on bank officers making investments in competitive situations. Letter had been requested by the bank head.

Testimony by Russell M. Colwell, bank officer who is also stockholder in Columbia Empire Telecasters Inc., that there is no bank rule precluding its TV investment. He volunteered that Oregon Television principals involved in incident "apparently did it with malice and they are perfectly willing that I should be a stockholder."

Extensive cross examination of Columbia Empire witnesses who are also principals in Portland (Continued on page 82)
DENVER U. Ignores Non-Commercial TV, Favors Business Approach

THE U. of Denver has adopted an official television policy which is based on cooperation with commercial television stations and ignores the availability of a non-commercial, educational channel reserved in its area by the FCC.

The university stated that its policy, announced last week, was based in part upon the assumption that its favorable experiences with commercial radio broadcasters would be repeated with commercial TV operators.

The university said that since it and commercial operators are mutually concerned with the public interest, convenience and necessity, ways and means will be found for the finest possible relationship, guaranteeing to the people of our community the richest use of our resources toward the mutual objective of their cultural and intellectual enrichment through the medium of television.

Its own objectives in utilizing TV, the university said, would be threefold: To provide professional instruction in the field of communication, to provide adult education beyond the campus, and to keep the public informed of university activities.

It follows to its announced policy, the U. of Denver will not undertake a heavier programming load than it can produce with skill and finish. “The university will participate in television programming only when it can do so on a basis that will produce excellent results consistent with the high standards of the university itself,” its statement said.

Not only will the university cooperate with commercial telecasters but it also will offer its programs for sale to stations, agencies and sponsors.

The university said that “consistent with its belief in the American system of broadcasting based upon the sale of programs to commercial sponsors,” the university asserts that the commercial sponsorship of its programs is not only a proper and legitimate arrangement but also one at the moment best calculated to bring to the university the financial resources requisite to its optimum use of television.

The school, of course, will insist on the right to approve sponsors and to retain complete control over the content and presentation of its programs.

In working out cooperative arrangements with commercial stations, the university will ask the stations to provide mechanical and engineering resources for the instruction of students. What the university hopes to achieve is a cooperative relationship that will give the commercial broadcasters programs and give the university practical workshops in which to train its students who are preparing to enter TV professionally.

The university intends to be strictly independent in its television policies. It stated that although it has subscribed to the restrictive football television plan of the National Collegiate Athletic Assn., it did so of its own choice.

The university has entered certain agreements with other institutions and organizations [the NCAA] in regard to the release of its programs resources for television [football],” the policy said.

“The university has entered certain agreements with other institutions and organizations [the NCAA] in regard to the release of its programs resources for television [football],” the policy said.

“‘The university has entered certain agreements with other institutions and organizations [the NCAA] in regard to the release of its programs resources for television [football],” the policy said.

It does declare, however, that it is unequivocally opposed to any condition which, through threat of retaliatory action on the part of other institutions or organizations, would impose upon the U. of Denver any loss of its freedom to pursue any course consistent with its own judgment of proper conduct in the public interest.”

All U. of Denver TV activities will be coordinated by R. Russell Porter, chairman and coordinator of the radio department.

WNBK (TV) Sales Up

WNBK (TV) Cleveland reported last week that its local sales for 1952 have increased 26.5% over the same period in 1951. Charles H. Philips Jr., WNBK sales director, said also that the station’s national spot sales are showing a 44% increase. Combined figures of local and national spots business show an overall increase of 47.5% over 1951 figures.

BROADCASTING • Telecasting
PROBLEMS of costs, new talent and use of television film were ex-
cuded at the radio and TV pro-
duction group meeting at the 1962 Eastern Regional Convention of the
American Assn. of Advertising Agencies Inc., held at the Hotel Roosevelt in New York last Mon-
day and Tuesday.
Speakers saw these topics as
stumbling-blocks that have arisen
during the formative days of tele-
vision's growth and offered various
recommendations to meet them in
a manner consistent with the con-
ference theme of "Creative Prog-
ress Is Our Responsibility."
Summarizing the problems that
radio and TV personnel must solve
to achieve "creative progress" was
Lewis H. Titterton, vice president
and director of radio and TV pro-
duction for Colston Adv. Inc. Mr.
Titterton, who presided at the ses-
sion, subsequently outlined in de-
tail the difficulties of effecting
a wholly satisfactory solution with
talent unions on production of TV
films.
Basic disagreement at the pres-
ent time revolves around the prin-
ciple advanced by the unions of
increase of remuneration for addi-
tional showings, Mr. Titterton de-
clared. He claimed this principle is
"brand new in Hollywood" and
will create problems when the costs
of a feature film, for example, are
borne by sponsors other than the
original advertiser.
"If the negative is to be encum-
bered by certain re-use payments," Mr. Titterton contended, "then the
producer has to assess carefully
the business risk involved in deferr-
ing his recoupment part of his
negative cost through re-uses of the
film under secondary spon-
sorship."
Differing Approaches
Mr. Titterton emphasized there was no unanimity of opinion among
the various unions as to the method
of implementing the re-use prin-
ciple. He cited the case of the
Screen Writers Guild, which up-
holds indefinite re-use payments,
in contrast with the Screen Actors
and Screen Directors Guilds, which
specify a cut-off point after which
no further payments are required.
Mr. Titterton predicted that all
parties concerned with the making of
TV film would benefit by an
agreement patterned after those
effect by the Screen Writers and
Screen Directors Guilds. But he
warned that if writers balked at this
approach, producers who must rely
upon syndication to recoup part of
their investment face even
darker days.
The future outlook for syndi-
cated films was pictured as "sunny" by Dick Akerberg, president of
MCA-TV Ltd. He declared there is
a market for film which "by virtue of its quality and top stars is
expensive." Mr. Sutton conceded
that these programs initially met
resistance from advertisers be-
cause they were costly, but said
they soon won acceptance.
Mr. Sutton predicted that the
syndication film field will flourish
if the industry places the emphasis
on "good taste, competence of pro-
duction plus intelligence in distri-
bution." He saw need for enter-
tainment programs, including
children's dramatic shows and
family situation comedies, at a
price economically feasible for both
advertiser and syndicator.
Turning to the problem of find-
ing new talent for television, Rod-
ney Erickson, manager of radio
television contact service for Young & Rubicam, proposed a three-
way cooperative effort by the
networks, the sponsors and the tal-
ent agencies to meet this challenge.
He presided over a panel discus-
sion of the problem by Charles C.
Barry, vice president in charge of
programs for NBC; Gail Smith,
associate member of the advertis-
ing production division of the ad-
vertising department of Procter &
Gamble Co., and Herbert C. Rosenthal, vice president in charge of
programming for MCA.

NBC's Talent Technique
The network approach to the
new talent question as practiced at
NBC, is met by the auditioning
program, the comedy development
program and several other projects
in the formative stage, Mr. Barry
explained. He said the auditioning
department has more than 7,000
performers classified and tries to
 audition new talent to the fullest
possible extent.
"Our comedy development pro-
gram encompasses those comedians
who have won the NBC open
auditioning department as possible
comers," Mr. Barry continued. "We
put them on programs in our net-
work, where we invite talent, people,
agency people and advertisers." Mr.
Smith, speaking for the ad-
vertisers, confessed that assistance
for dramatic actors and actresses
was a perplexing problem though
his company was continually on the
look-out for talent that might be-
come a "personality." He said he
tries to encourage young actors
and actresses by using them in
minor roles when the occasion is
propitious.
Mr. Rosenthal advanced two rec-
ommendations for the development
of new talent. One encompassed a
commitment from all major net-
works to run a half-hour program,
52 weeks a year, on which aspiring
performers could "expose" their
talent. The other envisioned the
use of new talent during the months
of July and August.
During a question-and-answer
period, Mr. Barry expressed the
opinion that the new talent would
come from the stage and night-
clubs, rather than local television
stations throughout the country.
He decried the combination on the
realization that the local sta-
tion did not have the money to ex-
periment and attempt programs
that were different.
Live Shows' Merits
In a discussion on costs, Paul
Philips, radio and TV director of
the Aitkin-Kynett Co., Philadel-
phia, defended the live show, rather
than film, as the saviour of te-
levision's future, both on the na-
tional level and "to a very great
degree on the local level." He
emphasized the cooperative effort
among station, agency and adver-
tiser and cited case his-
tories of success stories to support
his contention.
The cost question was further
explored by Arthur Bellaire, head
of television and radio commer-
cials for BBDO, and E. Carl Winck-
ler, manager of production for
CBS. Mr. Bellaire outlined cases
by which old commercials could
be re-edited and re-used, old indus-
trial films could become part of a film
commercial and shots in commer-
cials that run over a long period
of time could be repeated in later
stages. Mr. Winckler illustrated the
use of new production tech-
niques to reduce costs and to en-
large the range of story material.
He listed such developments as a
special paint for use on new type
of flats that results in cleaner pic-
ses and an electronic process
that creates rain with no water at
all.
At an international advertising
group meeting Tuesday afternoon,
Alfred J. Scaplone, vice president
of McCann-Erickson, reported on
"Television Overseas—Its Problems
and Its Opportunities." He de-
nounced thearious advertising
 opportunity existed in South
America but warned that "if you
want to take full advantage of TV's
opportunities abroad . . . you've got
continually help all phases of TV" there.
Entertainment was provided at
the Tuesday morning's session by NBC
comedians "Bob and Ray" in a skit
on how to become a successful
junior advertising executive.
The two-day meeting opened
Monday with a talk on "The Chal-
lenge of Creative Thinking" by
Marion Harper Jr., chairman of the
conference and president of
McCann-Erickson. Other first-day
speakers were Bayard Pope, vice
president and account group head
of BBDO, on "A Look at the
Account Executive," and John P.
Cunningham, executive vice presi-
dent of Cunningham & Walsh and
chairman of the AAAA board, on
"The Creative Challenge in the Job
Ahead."
At the two-day sessions were
special panel discussions aimed at
such specialized phases as mechan-
ical production, research manage-
ment and copy.

ABC-TV Signs KGMB-TV
KGMB-TV Honolulu will become
an ABC-TV affiliate Dec. 1, its
target date for commencement of
operations, Alfred R. Beckman,
national director of the ABC radio
and TV station relations depart-
ments, announced last week. The
station, assigned Ch. 9, is owned
by Hawaiian Broadcasting System,
limited, and is under the general
managership of Vice Presi-
dent C. Richard Evans. Signing
gave ABC its 67th affiliate, KGMB-
TV also will be with CBS-TV [8*7,
Oct. 27, also picture above].

AT premiere luncheon in New York for CBS-TV's Heaven for Betsy are (l to r) John Allen, manager, radio-TV shows for Lever Bros. Co.; Mike Roche, Lever
general advertising manager; Jack Lemmons and Cynthia Stone (Mr. and Mrs.
Lemmons), stars of show; West Woodridge, PepsiCoadvertising manager, and Len Erickson, vice president, McCann-Erickson. Lever sponsors show for PepsiCoad and Shadow Wave.

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NEW STATION GRANTS

Listed by States

LITTLE ROCK, Ark.—Great Plains Televising Properties Inc. Granted uhf Ch. 23 (534-536 mc); ERP 17.5 kw visual, 4.9 kw audio; antenna height above average terrain 515 ft., above ground 454 ft. Estimated construction cost $257,610, first year operating cost $125,600, revenue $235,000. Post office address 541 Fort Street, Reading, Pa. Station location to be determined. Transmitter location 321 West Fifth St., Transmitter location on mound.

PUEBLO, Colo.—The Star Besty Co. Granted uhf Ch. 49 (880-886 mc); ERP 15 kw visual, 5 kw audio; antenna height above average terrain 335 ft., above ground 245 ft. Engineering estimated cost $198,955, first year operating cost $204,469, revenue $255,000. Post office address 803 Grant Ave., Pueblo, Colo. Station location to be determined. Transmitter location 803 Grant Ave., West End, Pueblo, Colo.

WATERBURY, Conn.—WATR Inc. (WHTC-TV) Granted uhf Ch. 22 (524-526 mc); ERP 15 kw visual, 15 kw audio; antenna height above average terrain 370 ft., above ground 260 ft. Engineering estimated cost $253,875, first year operating cost $205,000, revenue $235,000. Post office address 440 Meadow Street, Waterbury, Conn. Station location to be determined. Transmitter location on Scenic Hill, Waterbury, Conn.

ASHEVILLE, N.C.—Radio Station WISE Inc. (WISE) Granted uhf Ch. 62 (852-856 mc); ERP 15 kw visual, 5 kw audio; antenna height above average terrain 30 ft., above ground 24 ft. Engineering estimated cost $194,141, first year operating cost $122,950, revenue $185,000. Post office address 130 College Street, Asheville, N.C. Station location to be determined. Transmitter location 14,000 ft. west of Asheville, on mountain. City priority status: Gr. A-2, No. 63.
GATES offers three speech input consoles that fully meet every TV need. Whether you select the ultra complete SA-50 dual channel equipment, the much used SA-40 single channel console, or the very popular SA-2-2 studioette, you can be certain of top quality through advanced GATES engineering. For 30 years now, GATES has been building fine speech equipment — and for TV there is nothing finer!

**GATES SA-50 Dual Channel Console**

Nine mixing channels, dual program amplifiers, dual V. U. meters, 10 watt monitoring amplifier, self-contained cueing amplifier, five preamplifiers with room for two more where required. Complete remote, override, cueing and talk back facilities. Extremely low cross talk combined with high gain. Deluxe equipment all the way!

**GATES SA-40 Single Channel Console**

Perhaps the most used speech input console in TV and radio today. Nine mixing channels, wide circuit selection, low cross talk, high gain and extreme ease of servicing are but a few of the SA-40's many features. GATES will gladly send detailed circuit data on request.

**GATES 52-CS Studioette**

All GATES consoles have the same top quality components. This popular, modestly priced console is made possible by combining functions through key control. Many TV stations will prefer to use several 52-CS Studioettes instead of a single larger console. Every progressive TV engineer will find it worth while to investigate the 52-CS Studioette!
NEXT STEP in the theatre TV hearings, which ended suddenly early last week, will be the submission by AT&T of costs and approximation of earlier this year by movie counsel.

Telephone company promised a few weeks ago that it would submit answers to a long list of questions and required costs for exclusive theatre TV microwave hookups [B+T, Oct. 27].

Court for the second phase of the FCC en banc hearings on the request for the allocation of theatre TV frequencies is scheduled to go up Jan. 12. At that time, Manfred K. Toeppen, Los Angeles cost consultant, will testify on overall costs.

Following Mr. Toeppen's testimony, it is possible that cross examination of engineers and cost accounting witnesses may be the first order of business. That may mean AT&T, which has had a battery of scientific and legal counsel continually on the stand, may get the opportunity to present its side of the case.

Direct, formal policy presentations are scheduled to begin next January also. A long list of motion picture executives are scheduled to testify in support of their industry's request for an allocation of frequencies for theatre TV.

Requested was 360 mc in the common carrier 5925-5875 mc band for a six-system service, comprising two 30 mc channels for each service. An additional 60 mc was requested in the mobile services frequencies, for pickup purposes, on a share basis.

Last witness was Dr. John W. Clark, sales manager of Varian Assoc., Palo Alto, Calif. Dr. Clark testified there were available Kystron tubes capable of meeting the power and bandwidth requirements.

MONRONEY SEES

New TV-Bred Polticizing

TELEVISION will "make completely obsolete the old-type [Presidential] campaign" with whistle-stop politicking in the future," Sen. A. S. (Mike) Monroney (D-Okla.) has asserted. He spoke at the Advertising Women of New York's first fall luncheon meeting Oct. 21.

Agreeing in essence with Sen. Monroney's opinions of radio and television, it sees growth as "the best medium for reaching the voting public," Republican Gov. John Lodge of Connecticut added that there is still great need for individual campaigns and praised the efforts of the nationwide, non-partisan "Get-Out-the-Vote" campaigns.

AT&T to Give Cost Data

AT&T requested by theatre TV proponents.
Cost for the elaborate intercity and intracity microwave hookup supported by motion picture witnesses for a New York to Washington nine-city theatre TV network, may be expected to be between $50 and $60 million to build and more than $2 million a year to operate.

This is the best estimate of total costs, based on segment breakdowns submitted two weeks ago by motion picture witnesses.

The capital investment figure is based on an approximate $6.5 million construction cost to link the following cities in a six-program service: New York-Trenton-Philadelphia-Wilmington-Baltimore-Washington, with feeders to Allen-town - Bethlehem, Reading and Atlantic City. It also envisages a building cost of $500,000 for program source links in five of the cities—New York, Philadelphia, Baltimore, Washington and Atlantic City.

Although the construction cost for linking up all indoor theatres in each of the nine cities could not be estimated, the detailed plan for hooking up greater Washington's 93 theatres was figured at 1.8 million. Overall, approximately 1,500 theatres may be considered to be involved in the nine cities chosen as a sample theatre TV network.

Operating costs were based on a three-year amortization for capital equipment and on a six-hour daily operation.

WKRC-TV CHANNEL SWITCH

Chief Engineer Wins Battle With Elements

AT channel-switching ceremony were (1 to r) Hal Condo, GE field engineer and Messrs. McEIlroy and Taft.

WKRC-TV Cincinnati switched from Ch. 11 to Ch. 12 Oct. 22 but only "after as peeky a group of problems as ever haunted an engineer's nightmare."

Chief Engineer George A. Wilson had to cope with rain, sleet, fog, broken parts, high winds and other obstacles before he could announce that everything was ready for the switch.

When Neil H. McEIlroy, president, Procter & Gamble, pushed a button to put Ch. 12 in operation, Engineer Wilson was babeling after 36 sleepless hours.

Suggested plan, executive vice president, Radio Cincinnati, licensor of WKRC-TV, considered sending Mr. Wilson to a quiet South Pacific island to recuperate. Trouble began compounding immediately after the start of the installation of a new 12-bay super- gain turnsite, Rain and sleet made them invisible on the 545-foot antenna. Winds up to 50 miles an hour added further complications.

The target changeover date—Sept. 27—passed. Each week thereafter was set as the changeover time. But each time mishaps pushed the date back.

Climax came Oct. 20. Just as WKRC-TV was taking full page newspaper ads to announce the change for the following day, the vital "T match assembly" was bent while being hoisted. After hours of work, it was straightened.

Then, after dark, it was sent aloft again. This time it caught in a girder and was broken beyond repair.

A hurried phone call to Syracuse was made to order a new part. An airplane took off and ran into 65-mile-an-hour headwinds. Meanwhile, Mr. Taft and U. A. Latham, WKRC-TV general manager, were directing switchboard operators who answered 6,000 inquiry calls. Mr. Wilson, Special engineering and Co. engineers and local technicians worked around the clock. At 7:27 p.m., Oct. 22, the switch finally was made.

Hooper Adds 22

SUBSCRIBERS to the new Los Angeles and San Francisco TV-Area Hoopertins, as announced by C. E. Hooper Inc., include the following agencies and agency branch offices:


B. Hatterson & Asso., Biltmore Hotel, Washington.


D. Hqrs., Washington.

Amends Bid

W. S. BUTTERFIELD Theatres Inc., TV applicant at Flint, Mich., has petitioned FCC to amend its bid to specify Channel 12 for all of Los Angeles as a lieu of presently requested Channel 12 of Channel 16 at Flint. The FCC will also seek Channel 12 at Flint. There is only one other bid pending for Channel 16, that of WJRT, at Flint. The FCC will then dispose of Channel 12 application in September [B+T, Sept. 29].
WTVJ
YOUR BLUEPRINT FOR FUTURE SALES

NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS
- Largest Television plant in Southeastern United States
- "A" Studio area to 10,000 sq. ft.
- "B" Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS
TO SERVICE: 825,000 year-round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ
Florida's First TV Station • MIAMI
**N. J. GROUP**

**Named on Educational TV**

APPOINTMENT of a 10-member commission on educational television in New Jersey was announced last Wednesday by Frederick M. Raubinger, state commissioner of education.


New Jersey's group is to study the possibilities of educational TV and to submit a report by next Jan. 1. Six channels have been reserved for non-commercial television in New Jersey.

Other commission members are Mrs. A. Hobart Anderson, president, New Jersey Congress of Parents and Teachers; State Sen. Samuel L. Bodine, State Budget Director J. Lindsay de Villier; Charles W. Hamilton, executive assistant to the State Commissioner of Education; Assemblyman Thomas J. Hillery; Sampson G. Smith, County Superintendent of Schools, Somerville, and Robert W. Perdue, president, New Jersey Farm Bureau.

**COLORCASTING**

San Diego Applicant Set

PROPOSAL to "start right off with 30 hours" of color telecasting weekly upon beginning operations was made last week by T. B. C. Television Inc., applicant for Channel 10 in San Diego [B*T, Oct. 27], if it is granted the channel. T. B. C. Television is the first applicant to propose color telecasting since lifting the TV freeze by FCC on April 14.

In a statement to BROADCASTING • TELECASTING, T. B. C. General Manager L. N. Papernow said his firm proposed 30 hours of color telecasting of a total of 91 hours weekly, "and we will go to 100% at the earliest possible moment."

T. B. C.'s application is mutually exclusive with those of Airframe Radio Corp. (KFSD) and Charles E. Salik (KCBQ). The statement: (1) Did not indicate how soon T. B. C. would go on the air in case of a grant, (2) expressed belief government restrictions on color equipment would be removed before any FCC hearing over the channel grant and (3) said T. B. C. did not anticipate network affiliation.

**Studebaker Plan**

STUDEBAKER Corp., South Bend, Ind., reportedly may make a major entrance into network TV next year after its current 100th anniversary observance. Studebaker is expected to look for a prestige show of the non-variety, non-commercial type. Meanwhile, Studebaker dealers in Chicago have bought 20 spots weekly on WENR-TV (ABC) Chicago for minimum of eight weeks. Agency is Roche, Williams & Cleary, Chicago.

**A long drive is very "soul-satisfying"...**

...but put 'em both together and you'll really score!

to sell the great 2 billion dollar Memphis market

you need BOTH

**WMC and WMCT**

NBC-5000W

Memphis' Only

TV Station

owned and operated by The Commercial Appeal

National Representatives The Branham Company

**DAY TV IMPACT**

**Stressed by Lawrence**

ADVERTISERS have at last found out how good daytime television really is, a discovery the home viewers made long ago, Craig Lawrence, general manager of WCBS-TV New York, said Thursday at a news luncheon in New York.

Last April, Mr. Lawrence said, WCBS-TV had 27 daytime clients, using 58 announcements a week. Today, he reported, the number of daytime advertisers has increased to 46, the number of announcements to 267. He credited much of the increase, which is running at the rate of $1 million a year, to the station's "12 Plan" offering 45% discounts on daytime spots to advertisers using 12 or more announcements a week. The rest, he said, is due to an intensive WCBS-TV sales drive, pointing out the advantages of daytime.

"Launched cleverly in the summer [B*T, July 14], when 85% of daytime TV advertisers in New York were using three or fewer spots a week, the 12 Plan has encouraged advertisers to use daytime TV frequently enough to achieve real penetration with the 25% to 35% of the more than 3 million TV homes in the New York area, who see the advertiser's message twice a week on the average."

Tom Dawson, general sales manager of CBS Television Spot Sales, said that the success of the 12 Plan at WCBS-TV had led to the adoption of this or a similar daytime volume discount plan by all other TV stations represented by the network's Spot Sales division except WCAU-TV Philadelphia, and that station is going to begin such a plan soon, he said.

**WNBQ OPEN HOUSE**

Drews More Than 300 Guests

BUYERS with a yen for television satisfied their curiosity in Chicago last Wednesday and Thursday as they toured facilities of WNBQ (TV), the NBC station there.

More than 300 executives from advertising agencies and manufacturing companies in the area were guests at the station's first TV open house [B*T, Oct. 20]. NBC Chicago personnel, headed by Vice President Harry C. Kopf, were hosts. The special promotion was coordinated by John Keys, WNBQ promotion and advertising manager, and by George Heine- mann, TV program manager, working with John McPartlin, sales manager.

**Skippy Renews**

SKIPPY Peanut Butter has renewed You Asked For It on ABC-TV (Sun., 7:30 p.m.), for 52 weeks effective Dec. T. Agency is Guild, Bascom & Bonfigli, San Francisco.
...on top of the highest in the Minneapolis-St. Paul Market of WCCO-TV

Everyone up here knows the Foshay Tower, site of our antenna, is the tallest building in the Northwest; but few will notice the 80 feet added by the new WCCO-TV—6-Bay antenna; even fewer know an mv/m countour from an end run—can't count the 11,400 watts in power we added on November 10th.

But thousands of viewers know that WCCO-TV is better than ever before . . . down around Owatonna, out Hutchinson way, up at Pine City . . . in scores of towns 50 to 70 miles and more from WCCO's extended antenna.

This is just the first step . . . power up . . . higher antenna . . . 2964 new square miles of fine, consistent TV service from WCCO-TV; and that means more everyday viewer-buyers.

Early in 1953 we will have* the maximum allowable power on the air . . . 100,000 watts . . . for still better service . . . to still more people . . . from WCCO-TV.

*FCC permitting
Specia Release for Breweries...

NEW CARTOON SERIES OF TV FILM COMMERCIALS!

Since ancient times, beer has played a prominent role in the life and pleasure of people around the world. A beer shortage, for example, was the key reason why the Pilgrims landed at Plymouth Rock! Such highlights from history furnish the interest-compelling theme for the new series of Alexander film commercials for the brewery.

Thirteen 20-second and four 60-second films are included in the series, and are done in cartoon animation! The result is TV advertising that is packed with appeal and impact!

Available under a low-cost licensing plan, the films can be used as a fraction of their production costs. Breweries interested in sponsoring the series should act now, as display rights are allotted on an exclusive basis in each of the TV markets.

Write or wire today for full details!

E. J. ALEXANDER

COLORADO SPRINGS

New York • Detroit • Chicago

Hollywood • Dallas • San Francisco

Broadcasting • Telecasting

(Continued on page 80)
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 1 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU FRI.
1 TO 2 P.M.

Television Baltimore
WBAL-TV
NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
TV Grants, Applications

(Continued from page 78)

cident and Treasurer William Henry Albright (99.25%), sole owner of the Orlando Post weekly newspaper. Vice Presi-
dent Elizabeth J. Albright (6.4%), wife of Mr. Albright and business manager of Orlando Post, and Secretary Gwen W. Hurley (4.1%), father of Mr. Albright and passenger and freight agent for Southern Railway System (freight agent), Orlando. In addition, Carl Kasarian has subscribed to 100 shares of Class B (non-voting) stock, for

DECATUR, Ill. — Prairie Television Co., uhf ch. 17 (488-494 mc); ERP 18.03 kw visual, 9.72 kw auroral; antenna height above average terrain 314 ft., above ground 389 ft. Estimated construction cost $255,000, first year operating revenue 15,000. Post Office address 100 N. St. in Decatur. Ill. 62521. Location of station to be determined. Antenna height above ground 50 ft. Long, Transmitter and antenna General Electric Co.; license to the effect that antenna will be located at the top of the tallest structure in the center of the city. Geographic coordinates 40° 32' N. Lat., 88° 32' W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 40° 32' N. Lat., 88° 32' W. Long. Transmitter and antenna General Electric Co.; license to the effect that antenna will be located at the top of the tallest structure in the center of the city. Geographic coordinates 40° 32' N. Lat., 88° 32' W. Long.

LANCASTER, Pa.—People's Best Co. (WLAN), vhf ch 9 (180-186 mc); ERP 25 kw visual, 14.5 kw auroral; antenna height above average terrain 505 ft., above ground 603 ft. Estimated construction cost $191,000, first year operating revenue 30,000. Post Office address 308 W. Lancaster Ave., Pa. 17601. Antenna height above average terrain 300 ft., above ground 365 ft. Estimated construction cost $165,231, first year operating expense $70,000. Post Office address E. P. O. Box 312, Lancaster, Pa. 17601. Transmitter and antenna on Brandywine Bridge, West Cleveland, Pa. Site AMY transmitter site. Geographic coordinates 40° 20' 45" N. Lat., 76° 51' 30" W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 40° 20' 45" N. Lat., 76° 51' 30" W. Long.

FAYETTEVILLE, N. C.—Fayetteville Beits, Inc. (WFLB), ch. 18 (488-500 mc); ERP 95 kw visual, 52 kw auroral; antenna height above average terrain 342 ft., above ground 365 ft. Estimated construction cost $164,000, first year operating revenue 30,000. Post Office address E. P. O. Box 312, Fayetteville, N. C. Director of transmission on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 30° 13' 47" N. Lat., 82° 9' 51" W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 30° 13' 47" N. Lat., 82° 9' 51" W. Long.

TULSA, Okla.—Arthur R. Olson, uhf ch. 17 (488-494 mc); ERP 251.1 kw visual, 14.5 kw auroral; antenna height above average terrain 861 ft., above ground 951 ft. Estimated construction cost $652,000, first year operating revenue 60,000. Post Office address P. O. Box 3860, Tulsa, Okla. 74104. Transmitter and antenna in the center of the city. Geographic coordinates 36° 04' 50" N. Lat., 96° 03' 55" W. Long. Transmitter and antenna General Electric Co.; license to the effect that antenna will be located at the top of the tallest structure in the center of the city. Geographic coordinates 36° 04' 50" N. Lat., 96° 03' 55" W. Long.

PITTSBURGH, Pa.—J. Frank Gallaher, uhf ch. 47, (468-474 mc); ERP 27 kw visual, 12 kw auroral; antenna height above average terrain 478 ft., above ground 500 ft. Estimated construction cost $250,000, first year operating revenue 50,000. Post Office address South Jefferson St., St. Louis, Mo. 63101. Transmitting site to be located on top of the St. Louis Bank Building. Geographic coordinates 38° 45' 45" N. Lat., 90° 21' 30" W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 38° 45' 45" N. Lat., 90° 21' 30" W. Long.

ROCHESTER, N. Y.—First Independent Broadcasting Co., uhf ch. 65 (572-578 mc); ERP 70 kw visual, 14.5 kw auroral; antenna height above average terrain 348 ft., above ground 375 ft. Estimated construction cost $160,000, first year operating revenue 30,000. Post Office address 2 South Jefferson St., St. Louis, Mo. 63101. Transmitting site to be located on top of the St. Louis Bank Building. Geographic coordinates 38° 45' 45" N. Lat., 90° 21' 30" W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 38° 45' 45" N. Lat., 90° 21' 30" W. Long.

SHAMOKIN, Pa.—Radio Anthracite Inc. (WLSL), uhf ch. 65 (776-782 mc); ERP 170 kw visual, 12 kw auroral; antenna height above average terrain 384 ft., above ground 405 ft. Estimated construction cost $387,500, first year operating revenue 50,000. Post Office address Rock and Sunbury Streets, Shamokin, Pa. 17872. Transmitting site to be located on top of the tallest structure in the center of the city. Geographic coordinates 41° 00' 30" N. Lat., 77° 38' 30" W. Long. Transmitter and antenna General Electric Co.; license to the effect that transmitter will be located at the top of the tallest structure in the center of the city. Geographic coordinates 41° 00' 30" N. Lat., 77° 38' 30" W. Long.
... as a school room accessory, went out with high-button shoes! Today's school room methods look to the future instead of the past. Today's children are taught by reason instead of rule. In Houston, children and adults alike look through the word "Education" and see the machinery that makes it work... look behind the vine-covered walls and examine techniques, observe activities, meet the educators.

From January 18 through July 4, 1952, KPRC-TV and the Houston Public Schools presented a total of 73 television programs designed to extend education in Houston beyond the borders of the school room. The series, entitled, "Know Your Schools," was conducted by the Supervisor of Television Programs for the Houston Public Schools, Dorothy Sinclair.

Mrs. Sinclair, acting under the direction of the School Board, utilized the facilities of KPRC-TV to present nine different types of programs: Interviews, with teachers, students, and personnel of professional, community and cultural agencies; Panel Discussions; Films of Activities Within Schools; Master Teacher Demonstrations (elementary, junior, and senior schools); Pupil Demonstrations, music, dance, civil defense, scientific and others; Exhibition, driving, home economics, hobbies and others; Dramatizations, folklore, citizenship, safety and others; Musical, instrumental, choral, ensembles and others; and Film Discussion groups.

A total of 529 school children from 38 schools, 45 school administrators and 61 teachers and principals plus 32 persons from community, cultural and other educational institutions took part in "Know Your Schools."

"Know Your Schools" makes no attempt to fabricate any program. Rather, it presents the schools as they are and situations as near reality as possible, striving to bring the schools to the people informally and naturally.

Another series of "Know Your Schools" is now under way. Each afternoon at 5:00 p.m. on KPRC-TV Dorothy Sinclair greets Houston televiewers with more information about the schools they support. Reporting, demonstrating, showing and interviewing, Mrs. Sinclair proves that Channel 2 in Houston is the direct path to community comprehension of its educational facilities and the stimulation of greater interest and cooperation throughout the community.

DOROTHY SINCLAIR
and Elementary School students.
"Know Your Schools"
KPRC-TV, 5:00 p.m. daily.

The Hickory Stick—

C H A N N E L  2  •  H O U S T O N

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.
Hearings Facilities Problem
(Continued from page 49)
Oregon Journal, part owner of applicant, respecting paper's financial qualifications.

Disclosure there have been informal talks on possible merger of the Journal and the Newhouse-owned Portland Oregonian, with both sides deciding not to hold further "discussion" of the subject. Newhouse group owns KGW Portland, Channel 6 applicant.

The witness who resigned during the Portland hearing a fortnight ago was Walter J. Stiles Jr., general manager of Oregon Television, who had not yet been called to testify. He gave "personal reasons" for his action.

Oregon Television petitioned FCC last week to amend its application to show removal of Mr. Stiles as manager and show different stock distribution since he relinquished his subscription to 50 shares. Oregon Television also proposed to increase its board of directors from five to six members.

On Monday, Henry A. White, Oregon Television president, returned to the stand to relate further details of his correspondence with Frank Belgrano, president of the First National Bank of Portland.

Earlier, it had been brought out that Julius L. Meier Jr., Oregon Television director, met Mr. Belgrano at a party Sept. 21 and Mr. Meier mentioned an amendment of Columbia Empire's bid showing the addition of Mr. Colwell, the bank official, as stockholder. Because of Mr. Belgrano's expressed interest, it had been related, Mr. White showed him a photostat of the amendment the next day and upon Mr. Belgrano's request, wrote a letter inquiring as to the bank's policy.

Mr. White, after reading his letter into the record last Monday, testified it was dated Sept. 22 whereas the copy shown him earlier by opposing counsel was dated Oct. 15. The letter to Mr. Belgrano stated:

"Our Washington lawyer, [Maurice] Barnes, who is processing our television application for Channel 12 here in Portland, has forwarded to us the amended application of Columbia Empire Telecasters Inc. showing change of ownership . . . by adding Portland people. We are very much surprised that [Wesley I.] Dunn of San Francisco has sold a portion of his stock to local people, probably in the attempt to strengthen their case by showing a larger percentage of local ownership. The original application reflected that Mr. Dunn had 60% of the stock of Columbia Empire and the Journal and KPOJ had the remaining 40%.

Included in this amended application is Mr. Russell M. Caldwell (Colwell), vice president of the First National Bank of Portland, who has agreed to purchase 6.67% . . .

We were rather surprised to learn that the officer of the First National Bank would be a party to this application and are making inquiry as to whether or not this is the policy of your bank.

Mr. White also read into the record Mr. Belgrano's reply of Sept. 24 which stated bank rules forbid employees from becoming officers in other organizations without prior approval, but "while there is no specific reference to this matter in our rules, we do view with disfavor any investment made by any of our employees, and particularly officers, in any new undertaking or organization that may be in conflict or competition with any customers or friends of this bank."

"Does it make any difference to you personally whether or not Mr. Colwell is a stockholder in Columbia Empire Telecasters Inc.?'" Mr. Barnes asked.

"No, it does not," Mr. White testified.

In response to questioning by James Juntilla, FCC counsel, Mr. White said two other bank directors are interested in applicants "who have made proposals for channels other than Channel 12."

Hearing Examiner Elizabeth C. Smith, however, indicated she was not certain how this was material to the Channel 12 case.

Budget for Application
Under cross examination by Jack Blume, counsel for Columbia Empire, Mr. White testified Oregon Television budgeted "about $38,000 or $39,000" for prosecuting its application, including hearing costs.

"Do you expect that that sum will be somewhat increased over your original estimate?" Mr. Blume asked.

"In view of the extent of time involved here, it probably will be, I don't know," Mr. White replied. Of initial funds of $65,000, he said, less than $18,000 is now unexpended.

Harry Becker, counsel for Northwest Television and Broadcasting Co., third competitor for channel 12, noting Oregon Television's original application specified estimated cost of $250,000 while an amendment specified $658,000, asked Mr. White, what happened . . . that caused the estimated cost of operation for the first year to go up roughly 135%.

"As we analyze our project there, on the basis through our engineer, our business consultant and our counsel, it was determined that the figure referred to was not an adequate figure," the witness said.

"Did you conclude that after examining the applications filed by the other two applicants in this proceeding?" Mr. Becker asked.

"No, sir," the witness responded.

"Then your bid was not in the nature of an auction?" Mr. Becker continued.

"No, sir," was the answer again.

Mr. Colwell was called to the stand by Mr. Blume to testify on the Belgrano matter. The witness, vice president of the First National
(Continued on page 84)

1,235,000 TV SETS
IN CHICAGO METROPOLITAN AREA*

Representing a receptive and active buying audience available to you on WGN-TV.

Currently, nine national and regional advertisers are successfully sponsoring programs on WGN-TV during Class A time on a local basis.

If you are seeking a solution to sales in the Chicago Market (and who isn't) WGN-TV is your answer.

*Estimate November 1 based on Electric Association figures

Page 82 • November 3, 1952

BROADCASTING • Telecasting
NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today’s methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast...so that 99% of the country’s television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM
Hearings Facilities
(Continued from page 8)

Bank in charge of its investment department, related Mr. Belgrano "was quoted concerned" over his inspection in Columbia Empire and said he "had gone against the regulations of the bank." The witness said he replied "that I felt I had no

He continued, "Mr. Belgrano then produced the regulation book... and after spending considerable time in reading... advised me that he was wrong and that he had not violated any regulation."

Mr. Colwell testified he discussed his continued investment in Columbia Empire with Mr. Belgrano but no decision was given.

"What is your present intention with regard to continuing your investment in Columbia Empire Telecasters?" Mr. Blume asked.

"I sincerely hope if we are successful in getting this channel," Mr. Colwell replied, "that the powers to be in the bank will permit me to carry on and hold my stock, even though the network directors have written the letters and talked to Mr. Belgrano apparently did it with no malice and they are perfectly willing that I should be a strawman." Mr. Colwell, to questions by other counsel, said his position at the bank is not in jeopardy because of the incident and his relations with Mr. Belgrano are totally congenial.

On Tuesday, Mr. Meier returned to the stand to relate efforts to obtain a general manager to replace Mr. Stiles. He testified he would like to state that the persons he contacted relative to recommending to Oregon Television qualified, competent personnel for our consideration were Joseph McConnell and Harry Bannister of NBC Television, after I found in speaking to them that Mr. McConnell was a resident, a personal friend was still in Europe and that Mr. H. B. DuMont, president of DuMont Labs, employed by ABC had told him he would give a full cooperation to our group and would submit names for our consideration.

Philip L. Jackson, editor and publisher of the Portland Oregonian, president of his KOPJ there, testified on Tuesday and Wednesday. He is chairman of the board of Columbia Empire.

He was asked by Mr. Blume, "How much cash did you think it would take to get you into television when you filed the original application for the license?"

"As I remember," the witness said, "we thought it might cost $100,000 in cash and the rest would be in credit, but that did not turn out to be the case."

"What happened to the financial condition of the Journal and KOPJ in the period between 1947 and 1952?" his counsel inquired.

Mr. Jackson related, indicating a total of $2.5 million was borrowed in 1948. The cash investment cost of the Journal and KOPJ had increased from $800,000 to about $1,500,000 in the period between ordering it and having it installed in our building," he continued, "and other cost estimates went up too, and we were forced to borrow."

"What security were you required to post in connection with these loans?" Mr. Blume asked.

"Everything the Journal had," the witness said, "including Mary Cullen's [KOPJ] kitchen stove. He explained KOPJ stock was included as security, but all voting rights were retained.

Mr. Jackson was examined by opposing counsel respecting the earlier testimony of William W. Knight, general manager of the Journal and vice president of the applicant. Mr. Jackson affirmed Mr. Knight's view that the financial condition of the paper is sound.

Mr. Knight, testifying Oct. 24, was cross examined on the Journal's balance sheet. Asked if he felt the firm is sound in view of the fact the ratio between total current liabilities and total current assets is 97%, he replied, "On the face of it, no, but I repeat that knowing the details as I do, the company's position is sound."

He reported deferred liabilities are first mortgage 4.5% bonds, issued in 1948, at present totaling about $1.9 million. Payment is $18,000 a month, he said.

Mr. Becker, in questioning the witness, brought out that the Journal's monthly payroll is about $320,000 and the firm's "cash situation" on Aug. 31 was $297,000 plus and on Oct. 21 was $326,000.

Mr. Becker on Wednesday asked Mr. Jackson if he had ever discussed with Samuel Newhouse the merging of the Journal and the Oregonian.

"We have talked with Mr. Newhouse but never gotten to the point of discussion," Mr. Jackson answered.

"How far did those discussions go?" the attorney questioned.

"To say that we would not talk," the witness replied. "Did Mr. Newhouse ever make a definite offer for the Oregon Journal?"

"No," the witness said. "Did you ever enter into discussion as to how much more economic it would be to operate out of one plant?"

Mr. Becker inquired.

"Yes, we have done that," the publisher acknowledged. "In entering that discussion, what conclusions did you reach?" the attorney pressed.

"Mr. Newhouse would not act and we would not act," Mr. Jackson affirmed.

Choice of John Sullivan, Denver investment banker and prominent civic leader, as the seventh KOA director highlighted last week's testimony when the hearing for Denver's Channel 4 entered the final stretch. KOA is contesting with KMYR for the last remaining Denver TV channel.

Mr. Sullivan, who heads Bosworth-Sullivan & Co., was chosen at a stockholders meeting Friday in Washington. KOA is half-owned by a Denver group, headed by Mayor Quigg Newton, and half-owned by Bob Hope and associates. Don Searle, former ABC west coast vice president and owner, 6.57% of each class of stock. Mr. Searle is executive vice president and general manager of KOA.

The board was comprised of three Denver directors and three Hope directors, with the seventh to be chosen by the six directors. Exhibits introduced last week showed that KOA plans to spend $521,050.51 on construction of its TV station, with $602,244.60 for operating costs the first year. A net loss of $44,692.00 is estimated for the first year. Payroll amounting to $371,958 is also planned. First rate card carries a $600 Class A time charge for a one-hour live program.

The KOA exhibit also showed that Mr. Searle is a 40% stockholder in KMMJ Grand Island, Mont., a station owned by a subsidiary of Double J Broadcasting Co., and is associated in an application for 950 kc in Columbia, Mo. He is also half owner of Searle & Parks, radio-TV package producer.

On Thursday, the cross-examination of KMYR's A. G. Meyer, alienation of hidden ownership was made by KOA counsel. It was claimed that he was a one-third owner of KMYR from 1941 to 1944, although FCC records showed F. W. Meyer reporting as sole owner during that period. It also was charged that he was a Securitas & Exchange Commission complaint. A. G. Meyer suffered a heart attack as his cross-examination was drawing to a close and has been in Doctors Hospital, Washington, since.

In the Tampa-St. Petersburg, Fla., hearing for Channel 8, WTSF, and WSNF, manager Joseph Kelley was on the stand when the hearing was recessed until Nov. 12 due to a prior commitment of Hearing Examiner Basil P. Cooper.

HEARING SPEEDUP
Rule Changes Adopted

FIRST steps to simplify and speed up television hearings were taken last week with suggestions developed at a series of conferences between the Commission and Federal Communications Bar Assn.

The proposed rule changes led to issuance of a report and order liberalizing rules on depositions by cutting down paper work. Another action specifies that Commission attorneys, in stipulations, henceforth will rely on information already sworn in to applications if such matter is not disputed by any party to a hearing. The order also rules a motion and order will not be required before depositions are taken, and the fixed time limits were relaxed.

In admission of criticisms, the Commission adopted this step.

The provision that depositions of "parties in interest" may only be admitted in evidence upon a showing that "the witness is dead or seriously ill or that the requirement to produce the witness at the hearing would seriously prejudice the party."

The provision was designed to exclude from our hearings, except in the circum-

stances of a corporation's or person's ownership relating to controverted matters of persons with a substantial interest in or who hold positions of responsibility in the proposed proceeding. The term "parties in interest," however, may be defined to include, for example, a large group of persons than was contemplated. In addition the present rule does not provide for the admission of a deposition where in view of the nature of the testimony no useful purpose would be served by insistence upon oral testimony at the hearing. The rules adopted herein relating to the admissibility of such testimony have been in light of these considerations.

AFTRA L.A. Talks

WITH current contracts expiring Nov. 30, American Federation of Television & Radio Artists started negotiations Thursday with the seven Los Angeles television stations for a new basic agreement calling for an overall 20% wage increase. The new agreement would work for talent and staff announcers.

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KLING NOW IN HOLLYWOOD

ADVERTISING KNOWLEDGE PLUS

HOLLYWOOD SHOWMANSHIP

When you need Hollywood stars, top-notch writers, the finest directors, unlimited technical facilities, coordinated by established advertising savvy — you need Kling!

Long a leader in graphic arts for advertising, Kling Studios is the first to combine practical selling and Hollywood art into one organization.

Only this combination can create bigger shows for smaller budgets!

THE FINEST IN ANIMATION, TOO!

Hollywood's Award-winning Ray Patin Productions now a division of Kling's.

SPECIALISTS IN:

CUSTOM TV COMMERCIALS
TV FILM SHOWS
SYNDICATED TV SPOTS
SYNDICATED TV SHOWS
INDUSTRIALS TRAINING FILMS
DOCUMENTARIES SLIDE FILMS

KLING STUDIOS

*HOLLYWOOD

Ray Patin Productions
6650 Sunset Blvd.
Hollywood 2-1147

NEW YORK

Thompson Associates
40 East 51st St.
Plaza 9-4770

CHICAGO

601 N. Fairbanks Ct.
Delaware 7-0400

DETOIT

1920 Guardian Bldg.
Woodward 1-2500

Broadcasting • Telecasting

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Mark Twain must have been referring to WSB-TV.

Because if anybody talks about the weather, we sure do! Six times daily, either as straight weather shows or as summaries included in news programs, WSB-TV provides this area with weather information. This long established service is another of the reasons why WSB-TV has such an overwhelming degree of audience dominance in the Southeast. If you are interested in weather or in news why not contact a Petry man? He might have something good for you.

*Popularly attributed to Mark Twain, most authorities claim the expression originated with Charles Dudley Warner. Take your pick.
TELEVISION brings political life to its original emotional basis of personal contact, Dr. Ernest Dichter, psychological consultant and president of the Institute for Research in Mass Motivation Inc., reported last week in announcing results of a study on voting habits. "Television has brought the candidate so close that he is unable to disguise sufficiently his full reaction to a situation," Dr. Dichter said. "The voter can tell when the candidate is tired, less enthusiastic than he might be, concerned about the effects of his words and in any way inconsistent with his verbal pronouncements."

CTPN Distributes First Rate Card
RATE CARD No. 1 of the newly formed Columbia Television Pacific Network has been sent to advertisers and agencies, James T. Aubrey Jr., general manager of KNX-TV (Hollywood and CTPN), announced last Monday. Besides KNX-T, stations in the regional network are KFMB-TV (San Diego), KFEP (TV) (San Francisco), KSL-TV Salt Lake City and KPHO-TV Phoenix.
Advertisers may buy four listed station combinations using CTPN facilities. Charges for talent and production facilities vary with the type of program.

One-time charge for the various CTPN combinations for a half-hour, Class A program, follows:

No. 1: Station time (KNX and KFEP) $3,190. Cable charge $1,250. No. 2: KNX-KFEP KFMB-TV $2,600. Cable $1,150. No. 3: KNX-KFEP KFMB-TV KSL-TV $2,750. Cable $2,000. No. 4: KNX-KFEP KFMB-TV KSL-TV KPHO-TV $2,990. Cable $2,500.

CBS Television Spot Sales represents CTPN nationally.

September Videodex Lists Top 10 Shows

TOP 10 network television programs listed by national Videodex Report for the Sept. 8-14 period for both number of TV homes reached and percentage of TV homes reached in the number of cities indicated are as follows (in order listed):

| No. | Title of Show | Network | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY | CITY |
|-----|---------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1   | Toast of the Town | CBS    | 3,195 | 2,600 | 2,475 | 2,285 | 2,100 | 1,920 | 1,700 | 1,500 | 1,300 | 1,100 | 900  | 700  | 500  | 300  | 100  | 0    | 0    | 0    | 0    | 0    | 0    | 0    |
| 3   | Your Hit Parade | NBC    | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| 4   | Godfrey and Friends | NBC    | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 |
| 5   | Dragnet | NBC    | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 | 2,995 |

‘52 TV Advertising Listed by Rorabaugh
TELEVISION advertising for the first three quarters of 1952 is well ahead of such advertising for the comparable period in 1951, exclusive of political billings, N. C. Rorabaugh reports.

The Rorabaugh Report, issued last week, covers 104 stations in 100 markets.

For the third quarter of 1952, the report showed that there had been 145 network advertisers, 1,144 regional radio spot advertisers and 4,652 local-retail advertisers.
TV Grants, Applications

(Continued from page 80)

kw aural; Antenna height above average terrain 1,420 ft. above ground 484 ft. Estimated construction cost $893,109. First year operating cost $564,000; revenue $422,000. Post Office address 21st and Q Streets, Sacramento. Studio location 22nd and Q Streets, Transmitter location Folsom Lake, 1,3 ft. NW of rescue, Calif., on Green Valley Road. Geographic coordinates 39° 47' 00" N. Lat., 120° 56' 22" W. Long, Transmitter and antenna. (For application, see TV Applications, B.7, July 7.) City priority status: Gr. A-2, No. 11.

COLUMBUS, Ga.—Georgia-Alabama Broadcasting Corp. (WGAH), vhf ch. 4 (67-72 mc); ERP 100 kw visual, 60 kw aural. Satellite location 2000 Lumpkin Road, transmitter location 6 mi. N.W. of Lumpkin, Geographic coordinates 33° 22' 17" N. Lat., 83° 56' 16" W. Long, Transmitter and antenna RCA. (For application, see TV Applications, B.7, July 7.) City priority status: Gr. A-2, No. 42.

LEXINGTON, Ky.—Central Kentucky Broadcasting, Inc. (WLEX), change to uhf ch. 64 (776-796 mc); ERP 19 kw visual, 9.9 kw aural; antenna height above average terrain 36 it. above ground 383 ft. Studi and transmitter location on Russell Cave Pike, 8.4 mi. outside Lexington, 11 mi. from center of Lexington. BAS formerly used by WLEX (AM), Geographic coordinates 38° 07' 45" N. Long, 84° 08' 49" W. Long, Transmitter and antenna RCA. (For application, see TV Applications, B.7, June 30.) City priority status: Gr. A-3, No. 70.

LAFAYETTE, La.—Camellia Broadcasting, Inc. (WLLY), vhf ch. 13 (69-74 mc); ERP 111.2 kw visual, 87 kw aural; antenna height above average terrain 400 ft. above ground 422 ft. Estimated construction cost $300,000. First year operating cost $76,000, revenue $99,000. Post Office address P. O. Box 962, Lafayette, La. Studio and transmitter location on Mass St. Extension, 2.9 mi. north of Lafayette, City limits, Geographic coordinates 30° 14' 39" N. Lat., 92° 02' 25" W. Long, Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutchinson, Arlington, Tex. Principal applicants include President Paul H. DeCesare, (25%), Vice President Thomas A. DeCoeut (25%), Vice President J. Deibomm (25%) and Secretary-Treasurer John W. Mitchell (25%). Application is refiled because of change in table of television assignments giving vhf ch. 16 to Lafayette. (For original application, see TV Applications, B.7, June 12.) City priority status: Gr. A-2, No. 142. Jackson, Mich. — WIBM Inc. (WIBM), uhf ch. 48 (746-766 mc); ERP 253.2 kw visual, 112 kw aural. Antenna height above average terrain 1,056 ft. above ground 444 ft. Studio location 2515 Kibby Road, Jackson, Transmitter location on Brown's Lake Road, between Kimmel and Crouch Roads, 6.5 mi. south of Jackson and 9.7 mi. SW of Prospect Hill. Geographic coordinates 42° 06' 09" N. Lat., 84° 24' 30" W. Long, Transmitter and antenna GE. (For application, see TV Applications, B.7, June 12.) City priority status: Gr. B-1, No. 13.

MANCHESTER, N. H.—Union Leader Corp. Change to uhf ch. 48 (746-766 mc); ERP 253.2 kw visual, 112 kw aural; antenna height above average terrain 1,077 ft. above ground 231 ft. Studio location to be determined. Transmitter location on South Mt., about 9.5 mi. west of center of Manchester (site formerly used by WFMX-FM, 95.3 NW of proposed transmitter location). General Manager, John J. Milner, 171 35' 19" W. Long. (For application, see TV Applications, B.7, June 30.) City priority status: Gr. A-2, No. 28.

ALLENTOWN, Pa.—Alenthal Television Corp. (WFAST), uhf ch. 87 (788-794 mc); ERP 252 kw visual, 161 kw aural; antenna height above average terrain 1,077 ft. above ground 231 ft. Studio location 1128 Colorado St., Transmitter location at intersection of State Highways 145 and 329. Geographic coordinates 40° 07' 09" N. Lat., 75° 31' 26" W. Long, Transmitter and antenna RCA. (For application, see TV Applications, B.7, June 12.) City priority status: Gr. A-2, No. 40.

KCBJ CLOSED CIRCUIT TV BONUS

gets jump on community video, trains crews

TV BONUS for advertisers on KCBJ Minot, N. D., is one way an AM operator can train a TV crew and also get the jump on community TV systems, according to John W. Boler president of North Dakota Broadcasting Co., licensor of the Minot station and also of KCBJ Jamestown, N. D. Both stations are TV applicants.

And camera and small crew, KCBJ entered telecasting closed circuit last July during State Fair week. Crew operated 13 hours daily, covered automobile races, livestock shows and highlights of the station's AM schedule which was originated at the fairgrounds. Subsequently, the telecasting was cut back to nine-hour daily operation—from 4:45 a.m. to 6 p.m. and from 8 p.m. to 10:30 p.m.

Programs are mostly simulcasts—including coverage of disc jockey shows to AM copy, community events, local sports and other events of topical nature.

Most of the station's 50 TV subscribers are Minot business establishments. If they are KCBJ ad-
voters, they pay only $100 installation fee, if not charge, is $200 installation and $25 monthly. Most such TV sets are in store windows. Home subscribers pay $110 installation fee plus $10 monthly; multiple home residences pay $67.50 installation and $5 monthly. Potential "circulation" is believed to be from 300 to 500 sub-
scribers. Mr. Boler estimates.

There is no charge to KCBJ ad-
voters; they get TV coverage as a bonus, according to Mr. Boler.

"We think we have the formula for small town TV," Mr. Boler said. "But we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how can we lose?" Mr. Boler added: "AM broadcasting is a very competitive field, outside promoters to set up a [community TV] system in their communities will find that they have made a grave mistake. It can be operated very economically in conjunction with your broadcast station."

LIU CLASSES started at wcbs-tv

LONG ISLAND U. is conducting workshop classes of its new TV writing and production course in studios of WCBS-TV New York, started last Saturday, it was an- nounced Wednesday by officials of the college and the station.

WCBS-TV General Manager Craig Lawrence asserted, "This is another step where commercial broadcasters can cooperate with educational institutions in utilizing and furthering the television medium. WCBS-TV's association with Long Island U. in this new off-the-air educational activity augments substantially the station's existing on-the-air educational endeavors."

Friedland Appointed

MILTON D. FRIEDLAND has been appointed national TV spot sales manager at WBBR (TV) Chicago. Mr. Friedland, with the station four and one-half years, is succeed-
ed in his former post of traffic manager by Julian P. Kanter.

SIGNING contract affilling WBBR-TV Wilkes-Barre, Pa., with NBC-TV (to 1) David Baltimore, son of owner who will hold executive post; Sheldon B. Hickox, NBC-TV di-
rector of station relations, and Louis Baltimore, NBC-TV owner-general manager. Station will operate new uhf ch. 28. Target date is Dec. 15.
In Philadelphia

PEOPLE WATCH

WPTZ

MORE THAN ANY OTHER

TV STATION*

WPTZ

NBC - TV AFFILIATE

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

*Not our estimate, but ARB figures for the entire year of 1951 and first 6 months of 1952
A revolutionary NEW TV ANTENNA—via Graybar

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to “overshoot” near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter—permits the installation of smaller, less expensive transmission lines... minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, plus any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements—whether AM or TV. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N.Y.

Schlitz 'Playhouse'

HEEDING union and guild pleadings that TV shows filmed abroad cause unemployment among technicians and talent in this country, Schlitz Brewing Co. has assured the Hollywood AFL Film Council that all future productions of Schlitz Playhouse of Stars on CBS-TV will be made in the U.S. The beer company, through its agency Lennen & Newell Inc., told the council that a new company (Meridian Pictures) has been signed to film future productions. Edward Lewis Productions formerly filmed the series.

CLAUDE McCue, West Coast representative, American Federation of Radio Artists, was named West Coast executive secretary of American Federation of Television and Radio Artists following merger of AFRA with Television Authority.

PARENT GUIDANCE

Theme of Kaufman Series


As for Childhood Education International acted as the series' adviser. It has arranged special showings in principal cities before educational, civic and community leaders. It sponsored a preview Oct. 28 at the Museum of Natural History in New York.

"We found the reaction among these leaders excellent," asserted Aaron Buckworth, UTP sales director. "We feel this series will do well as inexpensive, daytime programming pointing up problems that are highly important to all parents."

SAG MEET SET

Pidgeon Succeeds Reagan

WALTER PIGEON, by acclamation, will be elected president of Screen Actors Guild at its annual meeting next Sunday night in the Academy Award Theatre, Beverly Hills. SAG's president, Ronald Reagan, retires after more than five years, but continues on the board. Others to be elected without opposition are:

Leon Ames, John Lund and William Holden, first, second and third vice presidents, respectively; Paul Harvey, recording secretary; and George Chandler, treasurer. New board members are Ward Bond, Richard Carlson, Fred Clark, John Etel, Millard Mitchell, Emory Parnell, Barry Sullivan, Audrey Totter, Robert Wagner, Rhys Williams, all for three-year terms; Bob Lima, two-year term; Frank Lovejoy, one-year term. Class A-J members of the board, elected for three-year terms, are Anne Corwally and George Sowards. One-third of the board is elected annually.

Heavy attendance is anticipated at this meeting to support SAG's strike threat against the American Assn. of Advertising Agencies and New York film producers [BROADCASTING, Oct. 27].

Schlitz 'Playhouse'
RTMA APPEAL

To Oppose OPS
Parts Recontrol

AN APPEAL to "higher governmental authorities" was being mapped last Thursday by Radio-Television Mfrs. Assn. in a move to reverse OPS recontrol of the component parts industry.

RTMA has challenged the reimposition of controls on radio-TV parts levied by the Office of Price Stabilization Oct. 24 after granting a stay of 90 days to the trade and production. Price controls were restored last Monday.

What action RTMA would take was not known Thursday pending analysis of legal ramifications by its attorneys. The appeal to authorities "who we believe will be more inclined to follow the clearly expressed intent of Congress" with respect to controls over products selling below ceilings.

James D. Secrest, RTMA executive vice president, claimed that while industry had "kept faith" with the government during the period below former ceilings, OPS reigned on its own promise to restore controls only after prices had passed a "trigger" point.

In announcing its recontrol action, OPS had noted that there has been a "continued demand" by the Defense Dept. for components, and also a "stable increase in demand" for TV sets which multiplied the supply of parts [D. T. Oct. 27]. OPS also cited some price increases within the industry on new models.

In another action more favorable to RTMA, OPS last Tuesday announced that clock radio receivers and early "radio receivers" and therefore suspended from price controls. RTMA had asked for specific decontrol through a clarifying order.

Text of Protest

Partial text of Mr. Secrest's protest over the OPS action follows:

The decision of the Office of Price Stabilization to place controls on radio-TV parts in the face of an uncontradicted facts presented by industry witnesses in an authoritative and impressive review is high-handed in the view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

A top-level committee representing parts, tube, and set manufacturers rejected every argument advanced by OPS in support of its action at an RTMA-OPS conference on Tuesday (Oct. 27). Then, to our astonishment, OPS officials reached into their bag of tricks and came up with a new excuse for their decision. It was that some standard radio-TV components have been kept off control.

All of these facts were well known to the RTMA members who were present at the conference. Their charges were discounted by the OPS administrators who were held as not being supported by OPS, our industry, OPS officials, who have now overruled their predecessors. No evidence had ever been submitted to us of anything that had led or no contact with our industry. We submit that it adds fuel to the discovery that some radio-TV components are being excluded from price control--a fact long known to every member of the industry and the public who do with the electronics industry.

At a hearing granted by OPS Oct. 21, an RTMA member cited a National Defense industry survey which showed that prices of radio-TV components remain well below their former ceilings. The group categorically challenged OPS claims that suspension of controls over component parts threatens to impair efficiency of competing radio-TV industries and renders controls over repair services ineffective.

Overwhelming percentage of industry production is used in manufacture of radio-TV replacement RTMA cited a survey showing that not more than 3% of cathode ray tubes and not more than 8% of receiving tubes are used in other products. Estimates on resistors were placed at about 5%.

Service contracts provide for replacement of parts within a warranty period and for service calls, usually one year, without charge, RTMA said. The average TV set owner calls a service man about twice a year, with average cost between $8 and $12. Any OPS suspension is attributable to labor, and 30% to parts.

Nearly 90% of all calls involve repair in the home, with between 60% and 70% requiring merely that receiving tubes be replaced. The balance can be effected by minor adjustments or use of components of negligible cost.

Pending Release Order

The committee also noted a pending OPS order which would raise prices of same service establishments from controls.

The RTMA survey also found that cathode ray tubes, principal components and replacement parts are selling at an average 30% below ceilings. Receiving tubes are 8% below. OPS also observed that average list prices on TV sets have been raised 10% above TV prices on radio receivers 5% to 7.5% under. These end products have been decontrolled, though OPS is eying table model sets.

TOWER CRASH

Delays WSBA-TV's Debut

TOWER of WSBA-TV York, Pa., fell while being hoisted last week and was irreparably damaged, thereby crashing hopes of the station making its debut early this month on uhf Ch. 43.

The 39-foot antenna was to have been atop the 400-foot tower of WSBA-FM. It fell from a height of 300 feet as the lifting equipment gave away. A workman on the hoisting crew was slightly injured. The $12,000 antenna was insured.

WSBA-TV said late last week that RCA was rushing a duplicate antenna to York and that the station hoped to get on the air about Dec. 1. The station reported that it already had taken orders from commercial sponsors for November. Station said, however, that it had not estimated what financial loss may ensue.

THEATRE TV

Lees to Air Sales Meeting

SIGNING of what was said to be the first contract for use of theatre TV for a national sales conference--a contract by James Lees & Sons Co., Bridgeport, Pa., carpet manufacturer, on Dec. 8--has been announced by Nathan L. Halpert, president of Theatre Network Television.

Lees will present its program "live" over closed circuits to a network of theatres in 15 key cities: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. A two-way audio hook-up will permit questions from viewers.

The programs are called "Theatre Salesmen" and are under the direction of Victor M. Ratner, formerly vice president of CBS. Mr. Ratner said the telecasts will enable business organizations "to hold national business meetings with a minimum of travel, time and expense and, at the same time, provide discussion and demonstration as planned by the company."

The Lees program will originate in NBC-TV's New York studios. D'Arcy Adv. Co., New York, assisted in negotiating the contract with the network. Mr. Lees said no agency or production firm has been selected thus far to supervise production details.

KDUB-TV Debut Plan

KDUB-TV Lubbock, Tex., will go on the air with a test pattern on Wednesday and commence regular programming Nov. 13, spokesman Raymond D. Smith of the station announced. President W. D. (Dub) Rodgers has announced the preceding week that the station, on Channel 13, would commence operations "within three weeks" (B+T, Oct. 27).
Sales . . . . . .

NBC-TV's film division has sold half-hour Hopalong Cassidy TV film series in 45 markets with the latest sale to Roberta Dairy Co., Omaha, for 52 weeks. One-hour version of the same series is now appearing in 84 TV areas.

* * * * *

Jamieson TV Productions, Dallas, announces that its 15-minute film series, Betsy and the Magic Key, is now being telecast by KFRC-TV Houston.

* * * * *

Sarra, Chicago, has completed commercial assignments for Zenith Radio Corp. and Haman's Beer. Zenith, via Young & Rubicam, Chicago, will use 20-second spots to show its new K-53 chassis. Three one-minute commercials were produced for Haman's Beer, which is handled by Campbell-Mithun, Minneapolis.


* * * * *

W. E. Long Co., Chicago agency, has completed a series of 60-, 20- and 8-second spots for Holsum Bread at United Broadcasting Studios, San Francisco.

United also has completed several film spots for Studebaker Corp., through Roche, Williams & Cleary, Chicago.

* * * * *

Volcano Productions, Hollywood, is in alternate weekly production on three one-minute combination animated and live action TV film commercials for Liggett & Myers Co., N. Y. (Chesterfield cigarettes), to be shown on NBC-TV's Gangbusters. Agency is Cunningham & Walsh Inc., Hollywood.

* * * * *

INS-Telenews has sold daily film service and regular INS wire report to WDBU (TV) Lubbock, Tex., starting Nov. 13, and the complete package—daily news film, special TV news wire, regular INS news wire, INP service, two weekly Tele-news film programs, weekly news review and This Week in Sports to WTVU (TV) Scranton, which expects to get on the air Jan. 1.

* * * * *

Distribution . . .

United Television Programs Inc., New York and Chicago, distributing new 15-minute film series, Thrill of a Lifetime, presenting Quentin Reynolds in interviews with people whose exploits and experiences made headlines in other years. The series was produced by Lifetime Productions.

* * * * *

Harry S. Goodman Productions, New York, has signed an exclusive sales distribution contract with Galt-rex Pictures, Fort Wayne, Ind., for its TV film series, King Calico and Bert and Elmer, both 15-minute presentations.

* * * * *

M. C. Pictures Inc., New York, has acquired U. S. TV distribution rights to two British full-length feature films, "Close Quarters" and "Life in Her Hands."

* * * * *

Documentary & Experimental Films, New York, has completed series of five 50-second TV films on what to do in case of atomic attack. Films, produced in cooperation with New York civil defense authorities, have 10 seconds open at end for sponsor's commercial or local civil defense announcement.

* * * * *

Beck Productions, Burbank, Calif., has been signed by Gyro Skid-Control Co. (anti-skid device), Beverly Hills, Calif., to produce a series of television commercials and dealer-training films. TV campaign is planned for Chicago, Kansas City and Seattle.

* * * * *

Arrow Productions Inc., Hollywood, begins the second unit of 13 half-hour Ramar of the Jungle TV films on Nov. 3.

* * * * *

Telexpix Corp., Hollywood, begins production Nov. 10 of the pilot film in The Traveling Salesman half-hour TV series... a production of Traveling salesman, a panel of four traveling salesmen. Grace Lenard will act as m.c. for questions concerning each contestant's most humorous experience and ability to sell unknown products.

* * * * *

Paramount Pictures Corp., Hollywood, tomorrow (Nov. 4) starts filming a series of TV spot announcements, featuring top stars, for use during Infantile Paralysis fund drive.

* * * * *

Random Shots . . .

Reid H. Ray, President of Reid H. Ray Film Industries, Minneapolis, has formed Reid Ray Telefilms Inc., with headquarters in that city, to produce TV films. Saul Elkins, producer-director for Warner Bros., is vice president in charge of production and will headquarter in Los Angeles at 5702 Holloway Drive. New firm is reported to have access to $1 million. First video film series, A Sporting Chance, is a mystery show.

* * * * *

Shannon & Shallow Inc., Hollywood, with headquarters at 1552 Highland Ave., has been formed to produce TV series and commercials. Partners are Bob Shannon, Hollywood radio-TV m.c., and Jack Shallow, motion picture producer. Firm is currently in production on 12 TV film spot announcements for Whiz Kids, Culver City (used car dealers). Agency is Hunter & Scott Inc., AdW., Hollywood.

* * * * *

Robert Frost, a Pulitzer Prize poet, will appear in a film, At Home With Robert Frost, on NBC-TV on Nov. 23 from 5:30-6 p.m. EST. The program will be second in the NBC-TV series of conversations with "elderly wise men." The firm will conclude its first month on the air.

(Carried on page 105)

PACKS A WALLOP . . .

THE AL MORGAN SHOW

with 27/4% million sales impressions a weekend*

Al's back and singing the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 220, 533* viewers a day in WVLW Television's rich 4-city market.

Average weekly ratings—Gallup—14.3
Average weekly rating in all 3 cities—11.4
3 peak-week-days, Tues., Weds., Thurs.—15.4
Lowest competition, well established kids—show—4.4

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan phenomenon. Thousands tune in specifically to watch his show.

Average sets in use preceding 1/2 hour show—17,274.
Average sets in use during his show—255.*

Let Al Morgan sing a Song of Sales for you!

The Best Buys to see are on WVLW

Cincinnati-Dayton-Columbus

WLWT-WLW-D-WLW-C

*AAB (American Research Bureau)

CINNATI • DAYTON • COLUMBUS
RADIO'S VALUE

Stressed by Retailer

RADIO offers retailers an effective means of becoming an integral part of the community, C. B. Dulcan Sr., vice president of the buying and managing director of the Hecht Co., Washington, D. C., said Tuesday at a luncheon celebrating the fifth anniversary of the Store's Community Reporter program on WGAN Silver Spring, Md.

"It's good business to participate in community life," Mr. Dulcan said. He recalled that the store, one of the top-ranking retailers in the nation, had set out some years ago to study the difference between a store that just sells goods and a store that realizes a community is more than "just people with money in their jeans."

Mr. Dulcan lauded radio and WGAN for a "great job on behalf of Hechts." He commended Joseph L. Brechner, WGAN general manager, and Ernie Tannen, program conductor, for their contribution "to mutual good."

Plaques commemorating their five years of participation in the project were presented to Mr. Dulcan, Mr. Tannen, as well as to James Rotto, Hecht Co., assistant vice president and publicity director.

Presentation were made by Harold E. Fellows, NARTB president. Guests at the luncheon included civic leaders; John W. Kluge, WGAN president, and Harwood Martin, head of the agency bearing his name.

The program has attracted nationwide attention as an example of effective use of broadcasting by a major department store [B'T, July 11, 1949]. The Hecht Co. operates a downtown store and two large suburban stores.

RUSSELL COMER CO.

Mrs. Comer Now Manager

MRS. ELOISE COMER, wife of the late Russell C. Comer who died Oct. 17, has assumed management of the Russell C. Comer Co., it was announced last week. Mrs. Comer has been an active partner in the radio transcription firm since 1945.

Shortly before his death, Mr. Comer made arrangements with C. Alec Pollard, of New York city, to join the firm as head of its Public Relations Dept. Warren Comer, son of the late Mr. Comer, is soon to join the company at termination of his Naval Air Force service.

Hoosier Theme

"EDUCATIONAL TV for Hoosiers" is the theme of the Indiana U. video conference scheduled for Dec. 5-6. The conference will be held at Bloomington and at South Bend. William H. Sulzer, director of radio and TV communications for the university, has planned a Saturday session on "Low Cost Educational TV Production."

book reviews...

ENCYCLOPEDIA OF ADVERTISING. By Irwin Graham. Fair and Publicity Inc., 7 E., 12th St., N. Y. 3, N. Y. 600 pp. $8.50.

MORE than 1,100 terms, in advertising and allied trades, have been catalogued in this reference source and working manual. Explanations of existing laws affecting the advertising industry, postal regulations and the various services available to advertisers are described in detail. An additional section lists trade associations directly or indirectly related to advertising.

Mr. Graham heads an advertising agency bearing his name.

* * *

RADIO & TELEVISION COMMUNICATION. By Charles Frederick Lindsay. Published by McGraw-Hill Book Co., 330 W. 42d St., New York, N. Y. 492 pp. $6.50.

DESIGNED as a college text, this book offers the reader a not-too-technical course in the historical and vocational aspects of the broadcast media, and is of interest to both the embryonic broadcaster and the seasoned veteran. To the student, it can be an intelligent discussion of broadcasting's past, present and immediate future. To the veteran, it should afford a kaleidoscopic view of many developments which have taken place within the span of his professional career.

Mr. Lindsay is a professor of speech at Occidental College and is director of radio at the Pasadena Community Playhouse.

* * *


PURPOSE of this book, authored by two staff members of RCA Labs. Division, is to explain in concise form the fundamental operation of different types of storage tubes, to agree with the data provided in an easily accessible form. Substantial part of book originally was prepared for U. S. Army Signal Corps in a report. Book comprises sections on

equilibrium factors, definitions, methods of reading and writing, signal converter storage tubes, viewing tubes, computer tubes and TV camera tubes.

* * *

MR. WIZARD'S SCIENCE SECRETS. By Don Herbert. Published by Popular Mechanics Press, 290 E. Ontario St., Chicago 11. 244 pp. $3.

A BOOK of sheer entertainment, this volume by Don Herbert, who is "Mr. Wizard" on the NBC-TV Saturday program of that name, brings together under cover the home-type scientific experiments which have been the TV series' mainstays.

As in the network show, the stress is on entertainment but viewers—in this case, readers—of all ages cannot but help to gain some knowledge of the scientific principles pointed up by the experiments. The book is illustrated profusely with photographs and drawings. Featured in the book are the show's stars who in addition to Mr. Herbert are the youngsters, Willy Watson and Betsy Taylor. One has the feeling that the book is a study of the show's star and the wizardry consists in showing that science can be fun."

Ruppert Radio Buying

JACOB Ruppert Brewery, New York (Knickerbocker beer), has expanded its radio advertising for the Negro market in metropolitan New York. Company now sponsors 15-minute segments of After Hours Swing Session starring Willie Bryant and Ray Carroll on WHOM New York five nights a week, in addition to the Bryant and Carroll afternoon program on WHOM. Participations also will be used on the station's Negro women's shows. Ruppert sponsores Ralph Cooper's Spotlight in Harlem, Monday, 10-11 p.m. EST over WIZ-TV New York. Agency is the Blow Co., New York.

more LISTENING COMFORT with lightweight TELEX HEADSETs!!

*MONOSET
The modern styling and dependability and superior performance of the TELEX Mono- set have made old double headsets obsolete. Magnetic.

*TWINSET
This lightweight 14 oz. TELEX Twinset pipes signal directly into the ear, blocking out background noises and making fatigue, magnetic.

*EARSET
Sensitive TELEX Earsets slips onto ear and is preferred by all who use single-head headphones. Weight only 1/2 oz.

*STANDARD OF THE WORLD FOR QUALITY HEADSETS

*TELEX, ELECTRO-AcouSTIC DIV.

![TELEX HEARING AT ITS BEST](image)

Commercial Communications - Electronic Laboratories Office Transcribing Machines - Radio Monitoring Telephones - Amateur Radio - Service Centers - Telephone Order Boards - Wired Music Installations

For complete information on any of the above headsets, write

TELEX, ELECTRO-AcouSTIC DIV.

Department O.C. St. Paul 1, Minnesota

In Canada, ATLAS RADIO CORP., Toronto

November 3, 1952 • Page 95
New Daytimer

To Take Air in February

WWOY Tarpon Springs, Fla., which received a grant for 5 kw-D on 1470 kc [B+T, Sept. 8] will be on the air by mid-February, Amherst H. (Ted) Turner, executive vice president-general manager, announced last week.

Principal WBOY owners include Mr. Turner (25%), who is former commercial manager of WPAG-AM-FM Ann Arbor, Mich.; Gail D. Griner (25%), former owner of WABJ Adrian, Mich., and former 50% owner of WGOO Bay City, Mich., and Frank Beauregard (25%), owner of department store in Milan, Mich.

Ann Hagen to IIA

MRS. ANN S. HAGEN, former correspondent for the UP, has joined the International Information Administration, Washington, D. C., as officer for press and radio. Mrs. Hagen returned to the U. S. from Europe this past summer after a tour of service with the UP. She is working with Ben Crosby, director of Congressional and public information for IIA.

Our Respects To
(Continued from page 58)

received the Peabody Award. Foote, Cone & Belding is Hallmark's agency.

At the Hallmark president's personal direction, all these programs have been presented on a high plane. Mr. Hall feels his company's programs must meet the same high standards of quality claimed for its greeting cards; thus, the Hallmark program formula aims at constructive entertainment, suitable for family listening or viewing, which will give the audience a lift.

Friends describe the Hallmark president as a happy combination of sentimentalist and realist. He has, they say, an unshakable conviction that most people are good, that the old-fashioned virtues never go out of style and that character, loyalty and hard work will decide a man's success.

Born in David City, Neb., in 1981, Joyce C. Hall attended school in Norfolk, Neb., where the Hall family later moved. Working as a youth in a Norfolk book store owned by his brothers, Rollie and William, he became acquainted with picture postcards, then becoming popular.

The engraved Christmas cards and ornate Valentines of that era later caught young Mr. Hall's fancy. In 1916, he enrolled in a business college in Kansas City, Mo., attending school evenings and during the day jobbing postcards, Christmas cards and Valentines. Within three years he had formed the Hallmark greeting card company, beginning with four employees.

Mr. Hall today supervises the Hallmark operations from his farm just outside Kansas City. His daughter, Elizabeth Ann and Barbara, are married, and his son, Donald, is in the Army.

An insight into Mr. Hall's lack of pretensions or artificialities is revealed in his address to employees last year in which he disclosed two of his New Year's resolutions:

"To think a little longer and a little harder before I speak."

"To have all my pants let out another inch."


ROBERT L. KLAUS, publicity director, WCAU Philadelphia, to Phil Edwards & Assoc., same city, TV packaging and producing agency, as promotion-publicity director.

ALLEN H. CENTER, public relations director, Parker Pen Co., to Montecila little Chicago, in same capacity.

CHARLES MARCHLING Jr., general counsel office, Dept. of Air Force, to RTMA, Washington, D. C., as government relations officer.

DON W. LYON, TV program director, Syracuse U., Syracuse, N. Y., to U. of Rochester, Rochester, N. Y., as director of radio-TV.

KEN MacASKILL, production staff, WNAC-TV Boston, and MAJOR LAURENCE, former manager of Dublin Pictures, to WOR TV, Communication Arts Div., Boston U.

MILES BOHM Auer, artists' manager, Stemple-Olenick Agency, Hollywood, opens own office at 6335 Yucca St., that city.

PEERLESS ELECTRICAL PRODUCTS Div., Altec 'Lansing Corp., Beverly Hills, Calif., has released an enameled transformer catalog and price list containing 92 items.

CROSBY LABS. Inc. relocates at Robbins Lane, Hicksville, N. Y., Box 238. Telephone is Hicksville 3-3191.

Equipment ...

GENERAL ELECTRIC TUBE Dept., Schenectady, N. Y., announces production of new high-persistence triode, type 6AK5GT, for vertical output service in TV receivers, particularly useful in those with large-definition-angle picture tubes.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, announces manufacture of new 25 kw radio frequency generator for use on long production runs where readjustment of r-f generator will be infrequent.

INDUSTRIAL INSTRUMENTS Inc., Cedar Grove, N. J., announces production of Type BI-C indicator-controller primarily designed to meet the needs of industrial control and measurement of solution concentrations. Instrument is entirely self-balancing and requires no adjustments or resetting.

LEE ELECTRONIC LABS, Roxbury, Mass., announces production of precision engineered, professional quality electronic test set for field or bench servicing of radio, TV, radar and communications equipment.

Technical ... 

DAVID J. MILLER Jr., appointed director of technical operations, WEEU-AM-FM-TV Reading, Pa. HAROLD SCHEARER, chief engineer there, promoted to assistant director of technical operations.

ROBERT J. SINNETT, chief engineer, WHIPF-AM-TV Rock Island, Ill., elected senior member of American Assn. of Engineers.

NORMAN GERMANI, chief announcer, WHFP-AM-TV, Los Angeles, Calif., promoted to chief engineer.

Canadian Research

SPECIFIC STANDARDS for methods of radio audience measurement now being used in Canada are being worked out by the research and development committee of the Bureau of Broadcast Measurement, Toronto. The committee is making an analytical study of the co-recall method being developed by Gruneau Research Ltd., Toronto, and hopes to make a report at the next annual meeting of the BBM and Canadian Assn. of Broadcasters at Montreal in March. Technical advisers on statistical and psychological factors are Dr. A. H. Sheppard and Prof. K. S. Bernhardt of the Univ. of Toronto.

Cincinnati IRE Meeting

SEVENTH annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers will be held in that city April 18, it was announced last week. R. W. Lehman, Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati, is in charge of exhibits and advertising.
BINAURAL BROADCASTING

"Almost As Old As Broadcasting Itself"

WDRC, operating as binaural station in 1924, shows studio containing right-ear and left-ear microphones and transmitters.

By FRANKLIN M. DOLLITTLE
PRESIDENT, WDRC HARTFORD

There have recently appeared in trade publications several articles describing new "firsts" in the use of binaural broadcasting. Actually binaural broadcasting is almost as old as broadcasting itself.

Its first use was, I believe, by WDRC Hartford (then WPAJ) in 1924 when two channels were assigned for this purpose by the Department of Commerce, a station employing two microphones and two transmitters was actually built and operated for about a year, and several demonstrations of reception were given at Yale's Dunham Lab. of Electrical Engineering.

This work was described in the April 1925 issue of the Electrical World. Soon after these experiments the demand for broadcast channels became acute and the system was abandoned, for anyone who had then suggested that all radio stations be assigned two frequencies instead of one would have received an understandably cool reception from the regulatory authorities.

When in May 1939, WDRC established an experimental FM station atop Meriden Mt., the possibility of using AM for one channel and FM for the other because evident, and the original experiments were repeated, using WDRC for the transmission of one ear and WDRC-FM for the other.

For the benefit of those who have never heard binaural transmission, the effect obtained may be described as a kind of auditory perspective or stereophonic effect comparable to that obtained with the stereoscope in vision. Program sounds appear to come from the actual location of the instruments in the original performance. If the source of sound moves during the program the listener is aware of it, even though he may be miles away. This three-dimensional effect is quite startling in its realism and contributes a great deal to the enjoyment of a radio program.

In Sets of Twos

Ideally, the full binaural effect requires the use of two microphones at the transmitting station, spaced about the same distance apart as the human ears, two transmitters radiating independently on separate channels and two receivers at the receiving point, each separately connected to one receiver of a double headset.

With this arrangement the ears are in effect transferred to the location of the microphones and the slight differences in time of arrival of the sounds at the two ears, which the brain interprets as direction and distance, is maintained.

When loudspeakers are substituted for headphones at the receiving location, some of the ability to detect accurately the source of sounds is lost. The reason for this is that if headphones are used, each ear hears a separate version of the program, but when loudspeakers are used each ear hears not only the version intended for it but also, somewhat diluted, the version intended for the other ear.

Nevertheless, there remains a diffusion of the sounds into three dimensions, which gives an effect quite superior to monaural listening and which contributes much to the realism.

Any broadcaster who has both AM and FM can transmit an occasional program binaurally for the benefit of high-fidelity fans, whose number has greatly increased.

The regular reception of the station is not interfered with in any way, but to take advantage of the binaural transmission, two receivers must be used, tuned to the AM and FM transmissions. Reception may be either with headphones or with loudspeakers properly spaced in the room. Some experimenting is necessary to find the proper spacing for maximum effect if loudspeakers are used.

Although binaural broadcasting will probably not revolutionize broadcasting as a whole, it provides a fascinating field for the broadcaster who desires to render a service of unique kind to those who are interested in high fidelity reception.

CBS RADIO'S Dr. Christian series, Wednesday, 8:30-9 p.m. EST, has been chosen by Layden's National Committee as "the outstanding program contributing to moral growth and individual family responsibility of the American people."

THE QUAD-CITIES

16TH IN EFFECTIVE BUYING INCOME PER FAMILY

Among Sales Management's 162 Metropolitan Areas

If your advertising dollar is working the quality market first—then the Quad-City area belongs on your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-City residents.

Les Johanson, V. P. and Gen. Mgr.
LADIES who win prizes on the Club 1500 show aired daily on WFBF Baltimore also are getting shopping bags to transport their loot. Dozens of contestants each week promote the show by carrying the bags clearly printed with "Another prize winner on Club 1500 Monday through Saturday on WFBF."

WTVJ (TV) PARTY PLANS
THREE weeks of festivities beginning Nov. 5 have been planned by WTVJ (TV) Miami to celebrate the opening of the station's new studio and offices. Invitations for all employees will inaugurate the ceremonies on that date. Parties for the local press, network officials and sponsors are scheduled by the outlet. All southern Florida viewers are being invited to tour the station so they will have a chance to see their favorite local show just as it is telecast.

TRIPS TO INAUGURAL
CASH prizes up to $1,000 plus a pair of plane tickets to Washington for the inauguration to each of three winners will climax the "Operation Vote Count" contest on WSSR Cleveland. Contestants, chosen at random by the number of citizens who will vote in Cuyahoga County on Nov. 4. Estimates are sent to the stations and the three persons whose numbers come closest to the actual figure will win.

KBIG'S 'BIG PLAY'
MAILING piece from KBIG Avalon, Calif., states that "KBIG is making a $100 bet on getting it!" Station points out that all media are used to promote its music-news programming.

ELECTION COVERAGE PLUG
COLORED map showing tradition-ally Republican, Democratic, and States' Right states has been distributed by WAVE-AM-TV Louis-ville, Ky., to promote election coverage on the stations. Map is accompanied by a handout containing the number of electoral votes each state has.

WBNS-TV HISTORY
FOUR-PAGE folder, giving the history and background of WBNS-TV Columbus, Ohio, was used by the station to tell viewers and clients of the station's third anni-versary celebration during October. Wide circulation of the promotion folder was assured when it became decided that in addition to sending it to agencies and clients WBNS talent would distribute folders when they made personal appearances.

ALTRUSTIC BROADCASTER
BELIEVING that "people have diversified tastes in entertainment and if they can't find what they want they should be briefed on others," Harry Maizlish, president and general manager of KFWB Hollywood, has inaugurated new policy of two-minute broadcast every hour, which lists all other local stations' radio-TV programs.

NEW AM PROMOTION
STORY of WFOB-AM Portoria, Ohio, which has just been com-pleted is being told to potential listeners and advertisers in brochure form. Map of the stations' coverage area, population statistics and station location are included. WFOB-FM has been on the air since 1946.

ADS BOOST RADIO
MEMBERS of the staff of KTUC Tucson, Ariz., are airing 15 spot announcements daily promoting station facilities, using the theme "There's something good to hear right now on KTUC. . ." Station sponsors are also fleecing the bill for newspaper ads which utilize the same phrase.

Lucky Number Promotion
MEMBERSHIP of 864,000 is being claimed by WOKY Milwaukee in its second lucky Number Shopper League promotion. Every home in the Milwaukee area has been mailed a membership card and is eligible to win a new $15,000 home or $2,000 in other prizes. WOKY campaign broadcasts lucky num-bers 18 times daily. Winners' names are published in local newspa-pers and announced over WOKY.

Winner to Bermuda
LUCKY winner of Leif Eriks new show on WNBW (TV) Washington will soon be on the sand si's Bermuda. Dunhill Cigarette Co., in cooperation with the station, is offering the trip to the person who comes up with the best reason for switching to "The Voice of Virginia.

WNBC Backs Arts
THIRD annual American Art Festival over WNYC New York was to begin Oct. 2 and run through Nov. 1 with more than 50 hours of air time allotted for information on New York City's museums, art galleries and art treasures. The show is sponsored by the American Art Assn., which is handling promotions.

Religious Series
RADIO Gospel Fellowship, Denver, has tape recorded a new series of 22 quarter-hour devotional progra-ms Strength For the Day at Radio Recorders Inc., Hollywood. Released in groups of five tapes, the series features Al Saltier in Bible readings, with Joseph Barclay, tenor soloist, and Paul Mickelson, organist.

Sports Commentary
KECA Los Angeles Elroy "Crazy Lapa" Hirsch Show, features sports commentaries by the Los Angeles Rams end, and will be sponsored by Miller Brewing Co., Milwaukee, on thrice weekly basis for 13 weeks from Oct. 22. It is packaged by Larry Cotton Presentations, Holly-wood. The agency is Mathisson & Assoc., Milwaukee.
**POLITICAL DILEMMA REVIEWED**

_Saltan Says Sec. 315 Needs Re-examining_ (See Editorial, Page 58)

Political broadcast requirements of the Communications Act result in "giving less, not more, to the people" and should be revised after the elections, Richard Saltan, CBS vice president, declared last week.

Discussing the complex problem on Dwight Cooke's _You and the World_ broadcast on CBS Radio on Friday (6:15-30 p.m.), Mr. Saltan singled out the confusion. Eisenhower warned Virginia speech at the time of Nixon's broadcast explaining the so-called Nixon fund.

Because Ben. Eisenhower was expected to make some statement on the Nixon fund, Mr. Saltan, said, CBS Radio covered the general's speech as news, even though in doing so "we put ourselves under the obligation of some eight and a half or nine hours of free time to other candidates." He continued:

"It happened that we were the only network to do that. I think that's undesirable. I'm pretty sure that the other networks didn't do it just on account of Sec. 315 (equal-opportunity provision of the Communications Act). That isn't the kind of result that 315 should have. I think Sec. 315 results in giving less, not more, to the people."

Mr. Saltan and Mr. Cooke also brought out that the equal-opportunity requirements minimize the feasibility of using Congressmen to debate important issues on the air, even though they may be the foremost experts on the subject under discussion. For all Congressmen, and one-third of the Senators, are running for re-election (except those who have decided to retire), and to put one in a broadcast debate automatically requires the broadcaster to make equal time available to his opponents."

"It just restricts the kind of people you can have," Mr. Saltan said. "You can't have the best possible people on the particular issue."

He asserted that "after the heart of the campaign is over and while the experience of all these difficulties is still fresh in our minds, we should - all of us: Congress, the other broadcasters, the FCC - take a long look at 315 and see whether it works out as it is expected to. Obviously it's in the best American tradition that everybody have equal opportunity to get their views to the people, but 315 also tends to keep aways from the people in the way that I've just described."

Mr. Saltan added that he realized that "radio and television are so powerful ... that we simply cannot use them to ride our own political hobby horses if we happen to have any," and that whether Sec. 315 is changed or not, "we'll always stand by the policy that we try to follow now - to present all the facts to the people."

As evidence of the complexity of the equal-time requirements, he noted that 18 major and minor parties are putting up Presidential candidates this year and that if each of these were given an hour of prime time a week they would, altogether, account for 18 out of the 21 hours a week between 8-11 p.m. He continued:

"Largely on account of Sec. 315 we have just had to adopt the general policy, with the exception of a matter like the [Eisenhower speech which was covered as spot news], of not giving time to the candidates but of selling it. I admit that doesn't seem to be very attractive. It does mean that the party with the most money gets what's left out of this very powerful medium. But on the other hand, that is a fact of life."

"The party with the most money can take out the most newspaper advertisements, they can issue the most number of full color pamphlets. There really isn't any reason in that area why radio and television should be treated any differently from any other method by which a candidate reaches the people. It would be awfully nice if all the parties had all the money they wanted. That would solve our problem. They don't and we can't do much about that."

New Series Available

**DOROTHY OSHLAG**, manager, Communications Materials Center, last week announced the availability of a new transcription series in which is told true stories of criminals and delinquents, using their actual voices. Series is entitled, _Why Did He Do It?_ The center, a division of Columbia U. Press, has offices at 413 W. 117th St., New York 27.
Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

October 24 Decisions . . .

BY COMMISSION EN BANC

AM—1220 kc
KIBE Palo Alto, Calif.—Granted CP to increase D power from 250 w to 1 kw.

AM—1250 kc
KPOS Powell, Wyo.—Granted CH to increase D power from 1 to 5 kw.

Change to DA-1

KSDN Albuquerque, N. M.—Granted CH to change from DA-DA to DA-A.

AM—960 kc
WHAK Rogers City, Mich.—Granted CP to increase D power from 1 to 5 kw.

KVVO Provo, Utah.—Granted CH to increase D power from 1 to 5 kw and install new trans.

Change Studio Location

KVSM San Mateo, Calif.—Granted CP to change studio location and increase power from 150 w to 1 kw.

WTOB Wilton-Salem, N. C.—Granted extension of CP to increase D power from 1 to 5 kw, install new trans., and change from DA-DA to DA-DA.

Advised of Hearing

South Plains Broadcasters, Stanton, Tex.—Hearing on question of multiple ownership.

Merchants & Farmers Station, Raleigh, N. C.—Announcing that application for new station on 1400 kc 250 w-unl. indicates necessity of hearing on question of multiple ownership.

October 27 Applications . . .

APPROVED FOR FILING

License for CP

WHHK Akron, Ohio.—License for CP which authorized installation of new trans. AMENDED to change name of applicant to The WHHK Bcstg. Co.

License Renewals

Following stations request renewal of license:

KIVH Seward, Alaska; WTEM Taylorsville; WPDM Ayr, Ill.—AMENDED.

TENDERED FOR FILING

AM—480 kc

WDMG David, N. D.—CP to change from 1 kw-D to 5 kw-D.

APPLICATION DISMISSED

Applications for Completion of the KJNO Juneau, Alaska.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

October 28 Applications . . .

APPROVED FOR FILING

Modification of CP

WOZQ Mobile, Ala.—Mod. CP which authorized new AM for approval of ant. and trans., location, AMENDED to change type trans.

WKSB Mixon, Del.—Mod. CP, which authorized new AM, for approval of ant. and trans., location, AMENDED to change type trans.

WXOK Baton Rouge, La.—Mod. CP, which authorized new AM, for approval of ant. and trans., location, AMENDED to change type trans.

KVWO Reports Theft

KVWO Cheyenne, Wyo., last week reported that thieves forced their way into a studio and made off with a Model PT6 Magneconder. At least seven station managers said they would either broadcasters to let him know if they learn of anyone trying to sell such equipment.

October 29 Decisions . . .

ACCEPTED Filing

Change Studio Location

WPEO Peoria, Ill.—CP to change

SERVICE DIRECTORY
JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1928—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Natch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
Dl 1319
WASHINGTON, D. C.
P. O. BOX 7637
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGQUIST
982 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7777

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSEL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas, Seattle, Wash.
4212 S. Buckner Blvd., 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abrem
ARLINGTON, TEXAS

Robert M. Silliman
John A. Mottet—Associate
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNN C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX 8073
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
300 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—Electronics—Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 2128—Executive 5473
(Member AFCCE)

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRATHALL
Apart, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
APTS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W. December 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOmandy 2-6715

Vandiver, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 2489
1420 New York Ave., N. W.
Wash 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3546
WILLIAMSBURG 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, Kya.
33 Elm Ave.
San Francisco 8, Calif.
Mill Valley, Calif.
D’Ouanne 1-8286
D’Ouane 1-4871

studio location and mount TV ant. on
top of AM ant.
Change Name
WJMO Cleveland—Mod. license to change name of licensee to Friendly Bost. Co.
Increase Antenna Height
WBVP Beaver Falls, Pa.—CP to in-
crease ant. height.
Modification of CP
WLAP La Follette, Tenn.—Mod. CP
which authorized new AM. For ap-
proval of ant., trans. and studio loca-
tion: make ant. changer change type
trans., change frequency control equip-
ment.
Renewal of License
Following stations request renewal of license:
WJOI Florence, Ala.: KGLN Glen-
(Continued on page 107)
Help Wanted

Managerial

Assistant & commercial manager for CBS station in Southern city with 250,000 market. Must have good sales record. Excellent opportunity for further advancement in group-owned stations. Reply, stating salary desired, experience and photo. Box 289E, BROADCASTING • TELECASTING.

Sales manager, Little Falls, N. Y., MBS affiliate. Must have proven sales record. Top opportunity for right man. Information to Bob Erte, WLGF, Little Falls, or Art Feldman, MBS, 146 Broadway, New York 24, N. Y.

Salaemen

Special radio program telephone salesman (comm.) for CBA campaigns throughout Southern state. Box 290E, BROADCASTING • TELECASTING.

Is your problem more money? Then write now for full details in radio selling. Over 600 stations, fulltime. $25,000 market. If you sell a daytimer close to metropolis zone, you will clean up in these little tickets $500.00 per month or more is possible. Investi- gators - salesman. Box 291E, BROADCASTING • TELECASTING.

Immediate opening aggressive salesman who can produce. 25% commis- sions and top opportunity for right manager, if contactable. Contact Carson, WRAN, Long Beach, Calif.

If you can sell radio advertising in a 12,000 metropolitan market or would like to try, pay $75.00 a week plus guarantee for the right person. WRAC, Racine, Wisconsin.

Announcers

Florida coast station. Need two combina- tion men. Both must be heavy on announcement and have good disc experience. Work reference, first. Reply Box 292E, BROADCASTING • TELECASTING.

Announcer—engineer, 250 watt Virginia station. Good salary. Box 293E, BROADCASTING • TELECASTING.

Announcer—engineer with first phone. Must have top announcing ability. Reply to Box 294E, BROADCASTING • TELECASTING.

If you announce, and are interested, Box 295E, BROADCASTING • TELECASTING.

Two announcers. Top salary. Only experienced announcer considered. Box 296E, BROADCASTING • TELECASTING.

Regional NBC station in thriving Southern market has opening for top-flight announcer. Good pay, plus talent. Reply, stating experience, photo and full information. Box 297E, BROADCASTING • TELECASTING.

Wanted: Two announcers for progressive station in Southwest. Experience preferred, ability necessary. Good pay and working conditions, conditional staff. Reply, stating experience, photo and full information to first letter to Box 298E, BROADCASTING • TELECASTING.

Mature announcer, authoritative voice, special events experience, for station in the West. Box 299E, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted—Fulltime announcer with ex- pense. Salary, $2000. Must work 4 weeks. Submit audition disc, other references, and first ticket. Box 300E, BROADCASTING • TELECASTING.

Combination announcer-engineer with first phone and contact. Good pay. Reply Box 301E, BROADCASTING • TELECASTING.

Announcer—Must have network stationed news experience. Good work- ing conditions. Reply, stating experience, photo and references to Box 302E, BROADCASTING • TELECASTING.

Combination announcer, KEVT, Kerrville, Texas. Send disc or tape and photo to Box 303E, BROADCASTING • TELECASTING.

Company is interested in all announcer positions. Reply, stating full information, references, and if you can produce. WAVE, Des Moines, Iowa.

Immediate opening for announcer-engineer, fulltime. Good pay. Reply Box 305E, BROADCASTING • TELECASTING.

Wanted—Two announcers, one good first phone and one good engineer. Reply Box 306E, BROADCASTING • TELECASTING.

Technical

First class engineer. No experience re- quired. Must be available 24 hours. Box 307E, BROADCASTING • TELECASTING.

Transmitter engineer, 5000 watt station, Iowa, 40 hours week. Box 308E, BROADCASTING • TELECASTING.

engineer—Permanent employment. Im- mediately, opening Give full details. Box 309E, BROADCASTING • TELECASTING.

Small market opening for first phone holder. Announcer-engineer preferred. Box 310E, BROADCASTING • TELECASTING.

Wanted—First class engineer with an- nouncer experience. Box 311E, BROADCASTING • TELECASTING.

Operator with first phone for daytimer in Ohio. No experience needed. Start- ing, $800 a month. Box 312E, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer with first ticket. Send details plus first phone information to Box 313E, BROADCASTING • TELECASTING.

Immediately: fulltime first phone engi- neer, Wisconsin progressive station. No experience required. Box 314E, BROADCASTING • TELECASTING.

Colorado—KCOL, Fort Collins has opening for first class engineer with opportunity to become chief. Mail complete information and refer- ences. Box 315E, BROADCASTING • TELECASTING.

Local newspaper wanted to cover 80,000 population county. Prefer applicant who can produce good selling copy and traffic—immediate opening. Box 316E, BROADCASTING • TELECASTING.

Television

Salesmen

Help Wanted (Cont’d)

Announcers
Announcer-television—Television experience not essential. Being selected as background, photography and tape, Box 850R, BROADCASTING • TELECASTING.

Situation Wanted
Managerial
Will trade 15 years broadcasting experience not essential. Will be an opportunity general manager or commercial manager with GM future in your terms. Successful record time sales, man, program manager, program director tough competitive area. Family man, age 34 in residence New York area, will go anywhere right offer. Available February 18. Top references. All inquiries confidential, Box 7290R, BROADCASTING • TELECASTING.

Administrator to assistant to P.O. manager. Woman, skilled all phases AM and TV, Box 849R, BROADCASTING • TELECASTING.

My boss could be the man you’re seeking for sales. General manager. He’s a hoot-of-fire with know-how and experience—all phases radio and TV. Many years in the business, he’s a terrific sales man. He sold me seven years ago and I’m still sold on him. Confidentially: ‘I can be had—if you want to proposition me. (his wife) 9:00 P.M. stop pop. (Junior) Box 80UR, BROADCASTING • TELECASTING.

Manager now available. More than 20 years radio newspaper. Unquestioned record of efficiency and economical operation based on thorough background in sales and management and the knowledge that successful operation relies on the enterprise and subjective relations West Coast or Northwest preferred. Eight years experience. Personal appointment any place. Will purchase interest in station. Box 81W, BROADCASTING • TELECASTING.

Winston-Salem, N. C. Little stations. Reliable manager-program director soon available. Four years programming, seven promotion, public relations. Respected community man. Box 89UR, BROADCASTING • TELECASTING.

Want the plus profit sales? Broadcasting since 1925. 12 years with one station. Now employed. Twenty years in advertising. Prefer West or South but not essential. Earnings high five figures. Box 825R, BROADCASTING • TELECASTING.

General manager available immediately. Experienced executive twenty years. Finest references. Radio or TV. Details on request, Box 827R, BROADCASTING • TELECASTING.


Announcers

Experienced woman announcer-copy writer available November fifteenth. Versatile, with good vocal delivery. Box 820R, BROADCASTING • TELECASTING.

News editor—590 AM, ready to move up. Solid background in gathering, writing, and editing. Top delivery. Experienced producer and scheduling. Prefer employer, College 28, Eastern AM-TV preferred. Box 799R, BROADCASTING • TELECASTING.

Graduate of broadcasting school interested in board along Eastern Seaboard. Disc and resume available. State parks Radio. Box 850R, BROADCASTING • TELECASTING.

Lady program personality, experience all-around. A driver but a pleasant alye-dlye-AM or PM show. Can operate own station. Wants nice surroundings. Box 880R, BROADCASTING • TELECASTING.

Woman broadcastes: TV and AM: newspaper, rewrite, production, best references, Box 889R, BROADCASTING • TELECASTING.

Chief announcer in five station market, with first phone. Two years experience. Eight years show background. Family man, veteran, refers. Box 889R, BROADCASTING • TELECASTING.

Announcer—News, sports, disc staff. Three years experience. Can operate junior board, also excellent in script and continuity writing. Over two years current experience. Will go anywhere. Box 899R, BROADCASTING • TELECASTING.

Chief announcer—TV and AM. Wanted. Wife, too. Box 900R, BROADCASTING • TELECASTING.

Help! Uncle Sam releases me January 30, 1942. My radio and television direction, announcing, music, children activities, plus Top 10. Reply Box 910, BROADCASTING • TELECASTING.


Announcer—copywriter, sports, play-by-play specialty, one year experience, prefers permanent Midwest position. Veteran, 26, available immediately. Phone 23, Fritz Van Duyse, Sturgeon Bay, Wisconsin.

Five well trained staff announcers, all operate board, do news, etc. Al Powers prefers Southeast; Fred Massey prefers Northwest; John Morgan prefers Penn- sylvania, John Rodgers formerly with State Department, Virginia or Maryland, Vivian Waters, colored, college, writes copy, music and DJ from board. Phone 11711, Pathfinders School of Radio, 11th Street, N. W., Washington, D. C.

Toomitch, all sports, basketball, baseball outstanding. All phases. Box 915R, BROADCASTING • TELECASTING

(Continued on next page)

Need Television Equipment in a Hurry?

EXTRAORDINARY OPPORTUNITY TO NEGOTIATE FOR EXCELLENT EQUIPMENT AT BARGAIN PRICES

One new GE Co. type TT-6-D high band TV transmitter, CH. 7-13, 5 kw visual, 2.5 kw aural, complete with:

- two complete sets of tubes and crystals, control console and two cabinet racks with complete standard monitoring and control equipment.

One used RCA TT-5-A, low band TV transmitter, CH. 2-6, 5 kw visual, 2.5 kw aural, complete with tubes and some spares, plus a CH. 2 sideband filter.

2000 ft. of new 1-1/8" Communications Products transmission line, 20 ft. sections with all necessary fittings.

One new GE Co. 9-bay antenna, type TY-12-A with de-icing equipment, dummy load and 50 kw CH. 9 hybrid diplexer, type FY-16-C.

Two RCA 16 MM TV projectors.

One GE iconoscope camera channel.

Picture and waveform demodulator, GE type TV-21-A.

Visual frequency meter, type GR-1175-BT.

Visual frequency meter, type GR-1176-A.

Aural station monitor, GE type TV-3-A.

Write Box 919R, BROADCASTING • TELECASTING
Radio Copywriter: Experienced in News, YMCA, Sherlock, position. $350.00 work, First design, Engineer in or TV first.

905R, coverage. Write, 896R, experience with on.


station operation. Excellent references, established in Chicago.

W. Maine.

Nearby owners six.

must have knowledge of.

voice!


Radio

Copywriter: Prolific, prodigal, persuasive. Colorful, creative and intelligent, ingenious, expert, expen-

tiveness.

Copy-continuity writer: Prodigal, prodigal, persuasive, creative, intelli-

tiveness. Experience, 10 years program director. Must return to native Southern area. First-

ary first. Married, family, years ago. Box 892R, BROADCASTING • TELECASTING.

Combination, six years experience, first fifteen years program director. Return to home area.

by January.

Radio

Copywriter: Excellent in News, YMCA, Sherlock, position. $350.00 work, First design, Engineer in or TV first.

905R, coverage. Write, 896R, experience with on.


station operation. Excellent references, established in Chicago.

W. Maine.

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Radio

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ary first. Married, family, years ago. Box 892R, BROADCASTING • TELECASTING.

Combination, six years experience, first fifteen years program director. Return to home area.

by January.
Film Report
(Continued from page 94)

telecast last May, featured Bert-
rand Russell.

* * *

WPIX (TV) New York announced
last week that its First Show pro-
gram, full-length film on a five-
times-a-week schedule, had com-
pleted 23.5 average cumulative
weekly rating. Shown from 7:30-9 p.m.
EST weekdays, the program presents widely-acclaimed
films. New feature begins each
Wednesday.

* * *

J. Armstrong & Co., New York,
ofering new series of syndicated
television commercials for banks
titled Bank Show.

* * *

Arrow Productions Inc., Hollywood,
moved to new quarters at Eagle-
Lion Studios last Saturday.

* * *

Screen Televidious Productions, Hol-
lywood, has moved to RKO-Pathe
studios, Culver City.

Film People . . .

Les Goodwin, motion picture di-
rector, to Golden Key Trust Pro-
ductions, Hollywood, to serve in
same capacity on NBC-TV's My
Hero. Film series, starring Rob-
ert Cummings, starts Nov. 8 for
Philip Morris & Co. (Duinhill ciga-
rettes). Agency is Biow Co.

* * *

George T. Shupert, vice president
of Peerless Television Productions,
New York, has resigned effective
Nov. 18. While his future plans
are not definite, Mr. Shupert will
remain in the TV syndication field.

* * *

Reno Cesana ("The Continental"
has been signed by Dynamic Films
Inc., New York, for a series of 104
film programs. Production has
started in New York.

Vernon Clark, motion picture pro-
ducer and more recently released
from active duty with the Air
Force, has been named general
manager of California Studios,
Hollywood. Plan calls for a heavy
schedule of TV film and motion picture
production.

* * *

Rosemarie Hickson, motion picture
cover of Carasel Productions, New
York, to Sterling Television Co.,
same city, as supervisor of TV film production
department.

Kingman Moore, NBC-TV Holly-
wood director, to Revue Produc-
tions, North Hollywood, in same
capacities. He succeeds George Cahan,
who joins Chet TV as TV's My Friend
Irma as director, replacing Richard
Whoef. Mr. Whoef returns to New
York as star of the new Broadway
play, "A Burglar in the House."

* * *

Marc Daniels, director on CBS-TV's
I Love Lucy during 1951-52 season,
to NBC-TV's I Married Joan in
1953-54 show. He succeeds Hal
Walker who will fulfill motion pic-
ture commitments.

* * *

Frank Wisbar, producer-director,
NBC-TV's Fireside Theatre for
Procter & Gamble, will personally
introduce each film instead of the
program star.

* * *

Frank Capra, who is set to produce
direct and long science docu-
mentary TV film series for Ameri-
can Telephone & Telegraph Co.
(Bell System), will retain direc-
tion rights to the films. First pro-
gram, "The Sun," is in pre-produc-
tion.

‘GOOD MUSIC’
WITH-FM Airs WGMS Shows

BALTIMORE listeners of WGM-
SF Washington were surprised
last week to hear a WGMS an-
nouncement that they had swung
their dials to WITH-FM Balti-
more. WGMS last Wednesday began
an arrangement with WITH-FM
whereby the Baltimore station will
receive WGMS programs by direct
FM relay. Announcement of the
arrangement was made jointly by
Tom Tinsley, WITH president, and
M. Robert Rogers, general man-
ger, WGMS-AM-FM.

Heretofore, WITH-FM simply
duplicated programs of its AM
station, WTOP, to a limited FM
period. Now, WITH-FM operates
from 11 a.m. to midnight.

Mr. Rogers said that more than
10% of the subscribers to WGMS’s
monthly program publication lived in
the Baltimore area. WGMS commercial
will be blocked out on WITH-FM and Baltimore
commercials substituted.

WGMS is the key station of a
Good Music Network which has af-
filiates in Philadelphia, New York,
Northeasten and Hartford. Mr. Roge-
said the addition of the Baltimore outlet brings in be-
ing a Good Music Network opera-
tion which covers homes from Port-
land, Me., to almost as far south
as Richmond.

WFLN (FM) Growth

WFLN (FM) Philadelphia ex-
tended operations Nov. 1 to 7 a.m.
night, according to Raymond S.
Green, general manager. Formerly
the station had gone on the air at
noon. The FM-only outlet will con-
tinue to program good music, news
and special cultural features, Mr.
Green said.

EXECUTIVE PLACEMENT SERVICE

We have selected General Com-
mercial and Program Managers:
 Chief Engineers, Disc Jockeys
 and other specialists. Delays are
costly, tell us your needs today.

HOWARD S. FRANK

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

BROADCASTING • Telecasting

Miscellaneous

WPHO WATL 1180 830
WOMA 940 740
J. M. HAMILTON & CO.

215 W. Center St.

CINCINNATI, OHIO

45202

November 3, 1952 • Page 105
in public service...

K WNO-AM-FM Winona, Minn., has received national Community Service Award for "outstanding radio service" to the city of Winona last April during the flood. Award was presented by the Neville-Lien Post of the Veterans of Foreign Wars. In an accompanying letter to M. H. White, KWNO president, said "KWNO was the single most influential weapon in the hands of city officials in their highly successful efforts to avoid public hysteria on the one hand while presenting at all times an accurate picture of flood danger."

* * *

WALK Trips Stork WALK-AM-FM Patchogue, Long Island, N. Y., was instrumental in bringing together a maternity patient and her physician when both feared they would lose the race with the stork. The patient felt birth was imminent but the doctor was spending a few hours out on a local emergency, interrupted a program to ask the physician—if he happened to be listening—to get in touch with his office immediately. The Main Street Press commented that "in less time than it takes a brand-new father to fold a diaper, the doctor reached shore, made the call and outraced the impatient stork."

* * *

Radio Aids Unfortunate FURTHER proof that a radio appeal is a key which often unlocks the hearts of the public was demonstrated by WTHI-AM-FM Balti more's All Night Show, starring Mitch Reed. One feature of the show is called "Party Line" during which listeners phone in complaints, appeals, etc. A listener told of an invalid who seemed to have had more than his share of setbacks. Listeners responded with money, notes of cheer and—a television set.* * *

Community Chest Marathon FLOYD OTTOWAY, WSYR Syracuse staff announcer, conducted a 30-hour marathon from the display window of a department store to spur donations to the Community Chest. WSYR was on the air throughout one night with Mr. Ottoway broadcasting. Throughout the 30 hours, prominent Syracus ans were guests of Mr. Ottoway and aired appeal for the civic campaign. Meals were served in the window and a local barber dropped in to shave Mr. Ottoway. His marathon stunt won the praise and gratitude of Syracuse.

* * *

WTMJ-TV Chest-Cast A 90-minute local video show replaced Milwaukee's downtown parade as the kickoff feature of the city's 1952 Community Chest campaign. Many entertainers, most Milwaukee-born, took part in the WTMJ-TV telecast. Station's Lewis and Alan Beaumont directed the telecast.

* * *

WKEI Sets Record FEW DAYS after WKEI Kewanee, Ill., went on the air [9*7, Sept. 22] the station took part in a Red Cross blood donations drive and obtained 361 pledges, with 324 showing up at the bloodmobile and 144 actually donating a pint of blood each to exceed the quota of 174 pints, which, according to WKEI President E. D. Scandrett, has never been met previously with newspaper promotion. Mr. Scandrett said the donations established a 14-state record.

* * *

WPIC Political Service WPIC Sharon, Pa., as a public service, made series of quarter-hourly shows available without charge to local political organizations to present their views on tomorrow's election.

* * *

KFAB Tells Public KFAB saw fit to broadcast a story which other Omaha media were careful not to touch, according to the station. But the broadcast of the story—that overcrowding and lack of sanitation facilities in a South Omaha parochial school were responsible for an outbreak of yellow jaundice—earned plaudits from parents organizations, the superintendent of parochial schools in Omaha, and the city-county health director. As a result of KFAB's publicity, the school was closed for necessary repairs, station reported.

* * *

KYW Aids Emergency KYW Philadelphia has received a letter from the medical director of Hahnemann Hospital, that city, thanking the station for helping to fill a patient's urgent need for a rare type of blood. Only 3-4% of the population reportedly has rare O-Rh negative blood. Yet within an hour after the emergency appeal went out over KYW, about 100 persons with that type of blood contacted the hospital.

* * *

WOC Aids Destitute SINGLE broadcast on WOC Davenport, Iowa, brought a destitute family a complete living room suite, kitchen furniture, a bed, washing machine and other household equipment and clothing. A family of eight, from nearby Argo, Iowa, was left homeless by fire. WOC made a special appeal on its Saturday morning program Free For All, and the contributions began pouring in.

* * *

WFMY (TV) Plasmathon WFMY (TV) Greensboro, N. C., has celebrated its third anniversary by presenting The Plasmathon, a three-hour show designed to stimulate blood donations from area listeners. Aim was to get a gallon of blood for every week the station has been on the air. Arthur C. Stringer, WFMY promotion manager, said the Plasmathon turned out to be a big success and drew considerable favorable comment throughout the area.

* * *

KYA Aids Charity KYA San Francisco has been credited with helping the United Crusade, a new combined charity, to a good start Oct. 6 through its assistance in presenting a variety show from the Emporium department store there. Ed Sullivan will fly from New York to m. c. the program, which attracted an estimated 10,000 spectators.

* * *

Emergency Appeal AN EMERGENCY appeal by Ernie Kovacs on his Kovacs Unlimited program on WQBS-TV New York was credited by a spokesman for King's County Hospital in Brooklyn last week as having given "exceedingly great help" in saving the life of a patient suffering from a blood disease.

* * *

WAGM-Rotary Auction ANNUAL Rotary Club radio auction on WAGM Presque Isle, Me., will be held Nov. 25-27. Goods donated by firms and individuals in that city since Aug. 25 will be auctioned with proceeds will be used for equipment for Presque Isle General Hospital. Auctions in the past four years have brought in $61,000 for the hospital.

Canadian Set Sales NEW records are being set each month in sales of TV receivers by Canadian manufacturers. A high of 19,241 sets valued at $8,625,781 was reached in September, according to figures released by the Radio TV Mfrs. Assn. of Canada. In August, 12,790 sets were sold and in September 1951 a total of 5,250 sets, $6,584' sets have been sold in Canada in 1952, valued at $32, 016,000, of which 40% are in the Toronto area, and 24% in the Montreal area. A total of 148,647 sets, valued at $99,530,000, have been sold in Canada.

Court Broadcast WSMI Airs Final Arguments WSMI Litchfield, Ill., aired the final arguments of both defendant and prosecutor in a murder trial of considerable interest in that area. Anton Nowak, former mayor of nearby Panama, Ill., went on trial for the murder of an elderly couple. Since the demise of WSMI, the station gave the case full coverage. Jack D. Funk, WSMI director of news and special events, obtained permission from the attorneys and the judge to broadcast the final arguments. The Montgomery News, in nearby Hillsboro, Ill., called the broadcast "unique in court history in this county."

Most Powerful-Most Popular WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

* With Listeners
* With Local Advertisers

Power + Punch = Results

First with the finest

Day and Night

Wood & Co. representatives

Page 106 • November 3, 1952

Broadcasting • Telecasting
Grant Tempo Rises

(Continued from page 68)

Walker disintted from the major-
ty's ruling.

WEST Easton, green for uhf Ch. 51 at Bethlehem, reported the new TV outlet would be placed on the air with the greatest possible speed but no firm date can be set now. Equipment has been ordered.

It was noted that the station, in a tri-city area, will serve Bethlehem, Allentown and Easton.

KCSJ Pueblo, Ch. 5, gran-
tee, expects to commence operation about March 1, it was reported last week.

Equipment is both GE and RCA. Fred Weber, operator of WFGP

Atlantic City, reported Dec. 20 as the commencement date for his newly granted Ch. 46 station. Mr. Weber said his transmitter will be the first factory built 1-kw uhf unit off the RCA line. The antenna is already fabricated, he said. John Petersen will be national repre-

sentative.

The Ch. 51 grant at Bethlehem to WEST Easton, a Steinman station, followed less than a week after a request by WLANTan-

caster, Pa., that the application be con-
solidated in a comparative hearing indicated by FCC on the channel

change bids of WGLG-TV Lancas-
ter and WEDEL-TV Wilmington, Del., also Steinman outlets, invol-

ving question of signal overlap (B&T, Oct. 27, Sept. 22).

The WLAN request was con-
	ended in its reply to the McFarland letter of the Commission notifying WLAN that its application for Ch. 5 was approved, seeking consolidation with WLAN's request for the same channel, indicating need for com-

parative hearing. WLAN also pro-

tested the issuance of license to WLANT for Channel 4, from Ch. 4 to 8, using same power, pending outcome of the Ch. 8 com-

parative proceeding.

WGLG, meanwhile, has filed detailed answers to WLAN petitions charging that the latter has misconstrued the facts of the Commission actions in the proceed-

ings.

The exchange of petitions has arisen over the FCC's memoran-
dum order and order of Sept. 18 which sought to clarify earlier controversy between the Stein-

man group and Peoples Broadcas-
ting Co., WLAN licensee [B&T, Sept. 22]. At that time FCC took these actions in its memorandum order:

1. Denied petition of WLAN to re-

consider and set aside the Commission's order of Sept. 18 which would change WGLG-TV Land-

caster Channel 4 to Channel 7 for granted WLAN's further petition for comparison of license issued to WLAN Channel 4 at Lancaster with the application of WLANT for Channel 4 to 8, subject to notification as required by Public Law 545 (McFar-

land letter notification prior to actual

designation for hearing); and

2. Granted request of WLAN for modi-
fication of license to permit operation on Channel 4 with minimum power (ERP 7.2 kw vis-

dible) in the exercise condition that such grant is subject to withdrawal upon the determina-
tion of the proceeding involving its application and application of Peoples for Channel 8.

Correspondingly, FCC announced that WLAN and WGLG-TV were be-

ing advised that the shift of WLAN to a new station on Channel 8 and the application for the license to WLANT for the same channel, indicating need for compara-
tive hearing. WLAN also pro-

tested the issuance of license to WLANT for Channel 4, from Ch. 4 to 8, using same power, pending outcome of the Ch. 8 com-

parative proceeding.

WGLG, meanwhile, has filed detailed answers to WLAN petitions charging that the latter has misconstrued the facts of the Commission actions in the proceed-

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The exchange of petitions has arisen over the FCC's memoran-
dum order and order of Sept. 18 which sought to clarify earlier controversy between the Stein-

man group and Peoples Broadcas-
ting Co., WLAN licensee [B&T, Sept. 22]. At that time FCC took these actions in its memorandum order:

1. Denied petition of WLAN to re-

consider and set aside the Commission's order of Sept. 18 which would change WGLG-TV Land-

caster Channel 4 to Channel 7 for granted WLAN's further petition for comparison of license issued to WLAN Channel 4 at Lancaster with the application of WLANT for Channel 4 to 8, subject to notification as required by Public Law 545 (McFar-

land letter notification prior to actual

change in the license to WGLG-TV Channel 4, and other exclusions, would have been made.

In all of the Sept. 18 actions, Conr. George C. Sterling disintted on grounds that the channel changes were part of the realloca-
tion plan, hence not subject to competitive applications. On the overlap problem, Conr. Sterling

maintained that the result of FCC's new engineering standards.

In its reply petition, WGLG-

TV charged that "Peoples seems to be the theory that because it has filed an application for a new station to be constructed and op-

erated on Channel 8 in Lancaster, WGLG Inc. has lost all rights as a licensee and further opera-

tion of WGLG-TV was entirely subservient to the misconceived

change in the license to WGLG-TV Channel 4, and other exclusions, would have been made.

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An outer borough of Pittsburgh is 2 miles away from the city center. The estimated construction costs of a building for commercial use in the downtown area are $60,000. Of that, 20% was paid for by a bank loan, and the remaining portion was the result of a public offering.

Governor's announcement for October 13, 1952; 24, 1952. A new fulltime, antenna salesman is employed.

FCC Hearing for WGIN, Media. Filed March 13, 1952; 35 Ave., Alton. Ill. Granted condition. Ward of Mr. Irvin. Lubbock, Tex Beneke was granted $23,000, $60,000.

Radio stations operating in the Philadelphia area of the Commission's jurisdiction included ABC, WDEL-AM & TV, WDEL-AM, and WDEL-TV. The Commission's freedom to act on proceedings was not a question in the present case. The Commission was limited to the facts before it and decision thereunder.

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

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

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

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

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

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