Sales of Ocoma Chicken have more than doubled in the San Francisco Bay Area since Paul West started selling the product recently on "The Housewives' Protective League" programs on KCBS. One Redwood City market alone sold more than a ton of Ocoma Chicken in less than a week. What's more—"Through your efforts," Ocoma writes, "we are gaining new accounts consistently and steadily." That's just one example of how Paul West's HPL broadcasts, in combination with direct store tie-ups and point-of-sale merchandising, result in increased sales for all his advertisers.
Go where there's GROWTH...

Groceries and Grain

Kentucky's food industry was big business ten years ago when it employed more than 14,000 people. Sales value of its products was $122,900,000. Eleven years later, in 1951, this industry employed more than 30,000 Kentuckians and the sales value of food products totaled $122,900,000. That's an increase of 114% in employment and 689% in sales income! And Kentucky farmers set new records in 1951. Grain products were valued at a total of $168,782,000—more than $20,000 above the big 1950 crop—and triple the value of 1940 grain crops!

Go where there's GROWTH...

GO WHAS!

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

—"Benson and Benton"

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

Represented Nationally by Henry I. Chrissal Co., New York, Chicago
When you use WKMH...

YOU GET RESULTS!

Here's the PROOF 

Yes, Truscon is another advertiser who has successfully used WKMH. When YOU want to sell the DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio buy...

---

TRUSCON Laboratories
DETROIT, MICHIGAN

August 29, 1952

Mr. Jack Davidson
Station WEIR
Dearborn, Michigan

Dear Mr. Davidson:

Please inform your Traffic Department and Miss Rolm that we have another sponsor for six announcements in the fourth week.

You might be interested in the story of how this paint store decided to join our promotion program. When our salesman called the original sponsors he mistakenly gave the telephone number of the Northwest Hardware to the Masters Store.

When Masters finally got around to listening to their announcements at the end of the week they discovered the error and were, naturally, quite upset. We appeased them by lining them up with four more announcements, but in the meantime Northwest had received so many telephone calls concerning the radio announcements that they called us and asked to be allowed to come into the program.

Their time spots are as follows:

<table>
<thead>
<tr>
<th>SEPT  Monday</th>
<th>8</th>
<th>6:50 A.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>9</td>
<td>7:05 A.M.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>10</td>
<td>12:15 P.M.</td>
</tr>
<tr>
<td>Thursday</td>
<td>11</td>
<td>3:35 P.M.</td>
</tr>
<tr>
<td>Friday</td>
<td>12</td>
<td>9:05 A.M.</td>
</tr>
<tr>
<td>Saturday</td>
<td>13</td>
<td>9:05 A.M.</td>
</tr>
</tbody>
</table>

This is the signature they desire at the end of their announcements:
Northwest Lumber, 29720 Northwestern Highway near 12 Mile Road, Southfield 2-400, ask for Glen Gregory.

This is proof positive that our spot program is paying off and I will have more information on this as I plan to contact the dealers with our salesmen probably by the middle of next week.

Very truly yours,

R. DALE BLACK
Advertising Department

---

5000 WATTS
Daytime

1000 WATTS
Nights

WKMH

Affiliated with WKHMM, Jackson, Michigan

SEE THE LATEST DETROIT PULSE AND YOUR HEADLEY-REED MAN

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

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

**POPULATION** | **RETAIL SALES**
---|---
Dallas County | 648,000 | $848,510,000
Tarrant County | 383,200 | 508,032,000
**TOTAL** | **1,131,200** | **$1,356,542,000**
(Sales Management 1952)

**TEXAS' MOST POWERFUL TELEVISION STATION**

The Branham Company, Exclusive Representative
SALES OF RADIO, TV SETS SHOW SHARP INCREASE

SALES of TV sets by dealers in September exceeded combined June-July-August sales, according to Radio-Television Mfrs. Assn. September figure (five-week period) was 875,290 TV sets compared to 700,490 TV sets sold in three summer months. Total radio-TV set sales, except auto receivers, totaled 1,768,051 units in September, weekly average of 353,610, highest weekly rate since last December. September radio-TV sales brought nine-month 1952 total to 7,741,860. Dealers sold total of 592,761 radios in September compared to 1,139,467 in three summer months.

RTMA announced over 3.5 million TV sets shipped by manufacturers to dealers during first nine months of year. Actual figure was 3,637,980 compared to 3,371,624 year ago. September TV shipments were 815,681 sets compared to 628,783 year ago.

DuMONT WOULD TELECAST SIX COLLEGE GAMES

PERMISSION for DuMont's three owned TV stations to telecast six college football games in schools' local communities on Nov. 15 and 22 was requested Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Dr. DuMont sent telegrams to heads of nine universities and Naval Academy citing "interest of American educational institutions in television and the opportunity television presents for bringing the university influence into the home in the public interest," and offering, at each game, to present discussions of own achievements of respective schools. Games sought by Dr. DuMont currently are barred from TV by NCAA restrictions, it was noted. Each of games involved is near one of DuMont's owned TV stations (WARD TV, New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh). Contests are: Columbia at Navy, New North Carolina State at Pittsburgh, and Princeton at Yale on Nov. 15; Yale at Harvard, Penn State at Pittsburgh, and Washington & Lee at Virginia on Nov. 22.

BUSINESS BRIEFLY

FORD RADIO SPOTS • FORD Dealers planning radio spots in more than 15 markets to start Dec. 9 and 12 with contracts ranging from three days to two weeks. Each district has different starting date and contract length. Agency: J. Walter Thompson Co., N. Y.

SWANSDOWN DRIVE • General Foods (Swansdown) preparing radio spot announcement campaign to extend for three weeks from Nov. 17. Agency: Young & Rubicam, N. Y.

THREE-WEEK DRIVE • Cashmere Bouquet hand lotion, through Sherman & Marquette, N. Y., planning special three-week spot radio campaign to start Nov. 17 in about 25 markets.

AVAILABILITIES SOUGHT • John C. Dowd Inc. (Dowd, Redfield & Johnstone), Boston, for undisclosed grocery product, is lining up availabilities for daytime radio spot announcement campaign to begin before Thanksgiving.

TONI RENEWS • Toni Co., Chicago (Toni home permanents, Tonette & White Rain), renewing sponsorship of Tuesday and Thursday, 11:30-11:45 a.m. EST segments of Break the Bank (ABC-TV, Mon.-Fri., 11:30-12 noon), effective Nov. 18 for 52 weeks. Agency: Foote, Cone & Belding, Chicago.

AGENCY SELECTED • Laird, Schobej & Co., Haverhill, Mass., shoe manufacturer, names Dowd, Redfield & Johnstone, N. Y., to handle advertising.

ROSE BOWL SPONSOR

GILLETTE Co. to sponsor Rose Bowl football game from Pasadena New Year's Day over NBC radio and TV for second consecutive year as part of Gillette's Cavalcade of Sports, 4:30 p.m. EST until conclusion. Game will be carried coast-to-coast. Agency: Maxon Inc., N. Y.

Reports Compare Vote with 1948

LOCAL impact of radio and television in bringing out voters demonstrated as community reports began flowing into NARTB Washington headquarters Friday.

State and local broadcast chairmen of get-out-the-vote campaign in each story, page 24 reported increases in voting that ranged up to 100% compared to 1948. Much of credit for unprecedented outpouring of voters Tuesday given to radio and TV by American Heritage Foundation, NARTB handled radio-TV campaign.

U. S. Census Bureau told Broadcasting • TELECASTING 7 million new voters became eligible since 1948, offset by 3/4 million deaths, leaving net gain of 4 million eligibles. Total increase in vote compared to 1948 was 13 million.

Among first reports from communities on the comparative vote in 1952 and 1948 were these estimates shown in adjacent table.

<table>
<thead>
<tr>
<th>City</th>
<th>1952</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adrian, Mich.</td>
<td>28,879</td>
<td>15,751</td>
</tr>
<tr>
<td>Akron</td>
<td>194,000</td>
<td>179,000</td>
</tr>
<tr>
<td>Somerset, Ky.</td>
<td>13,456</td>
<td>11,555</td>
</tr>
<tr>
<td>Martinsburg, W. Va.</td>
<td>15,279</td>
<td>13,000</td>
</tr>
<tr>
<td>Lynchburg, Va.</td>
<td>11,665</td>
<td>6,531</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>100,000</td>
<td>83,000</td>
</tr>
<tr>
<td>Dothan, Ala.</td>
<td>6,368</td>
<td>3,103</td>
</tr>
<tr>
<td>Moorhead City, N. C.</td>
<td>12,800</td>
<td>5,000</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>77,274</td>
<td>60,619</td>
</tr>
<tr>
<td>Stroudsburg, Pa.</td>
<td>15,411</td>
<td>12,754</td>
</tr>
<tr>
<td>Worcester, Mass.</td>
<td>100,000</td>
<td>94,461</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>948,182</td>
<td>885,209</td>
</tr>
<tr>
<td>Syracuse</td>
<td>181,453</td>
<td>159,191</td>
</tr>
<tr>
<td>Bangor, Me.</td>
<td>35,850</td>
<td>27,224</td>
</tr>
<tr>
<td>Cleveland</td>
<td>665,000</td>
<td>527,426</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>48,010</td>
<td>24,726</td>
</tr>
<tr>
<td>Elmiria, N. Y.</td>
<td>43,938</td>
<td>38,075</td>
</tr>
<tr>
<td>Dubuque, Ia.</td>
<td>32,552</td>
<td>25,915</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>100,000</td>
<td>55,855</td>
</tr>
<tr>
<td>New Haven</td>
<td>83,000</td>
<td>51,000</td>
</tr>
<tr>
<td>Hendersonville, N. C.</td>
<td>12,672</td>
<td>9,632</td>
</tr>
</tbody>
</table>

for more at DEADLINE turn page
WALKER SEES 125 GRANTEES BEFORE 1953

HOPE that year's end would see 125 post-freeze TV grantees was expressed by Chairman Paul A. Walker Friday night in speech at 1952 convention of National Assn. of Educational Broadcasters in Minneapolis. Of 98 CPs granted since July 14 resumption of processing, six have gone on six. Mr. Walker said—obviously including KGMB-TV Honolulu and KTBC-TV Austin, Tex., in addition to KFEL-TV Denver, KBTY (TV) Denver, KPTV (TV) Portland, Ore., and KDUB-TV Lubbock, Honolulu and Austin grantees have STAs for commercial operation Dec. 1 and Nov. 15 respectively.

Mr. Walker called on educational broadcasters and educators to work toward establishment of statewide public TV networks. If state does not have sufficient reserved channels for that purpose, Mr. Walker said, they should immediately undertake engineering surveys to determine how to obtain additional assignments. He also urged that educators educate their communities to potential of educational TV. His speech was entitled, "Television—Tool or Toy?"

SETS FOR ESSAY WINNERS

TELEVISION and radio-phon sets will be given every state and territory winner in sixth annual Voice of Democracy contest for high school students, according to Radio-Television News Assn. Mr. McIntosh, of Washington Radio Stations Inc., chairman of RTMA National Radio & Television Week Committee, said RTMA member companies had subscribed to where every school has donated antenna, he said. Contest is jointly sponsored by RTMA, NARAT and U. S. Junior Chamber of Commerce.

WEBC PETITION

INCLUSION of issue to determine whether TV grant should go to Superior, Wis., or Duluth, Minn., under Sec. 307 (b) of Communications Act, was asked by WEBC Superior Friday night in letter to FCC. WEBC is opposing KDAL Duluth for Ch. 3 in hearing to begin Nov. 17, last week amended its application to put main studio in Superior. Last month FCC added such an issue to Ch. 6 hearing between WDST Superior and WREX Duluth [B*T, Oct. 27].

K MPC SALE DELAYED

EIGHT stockholders of KMPG Hollywood have yet to sign papers for sale to Cal-Amy, Robert O. Reynolds and associates. Group to pay $800,000 gross to G. A. (Dick) Richards estate, Frank E. Mullen, TV consultant and former NBC executive vice president and few stockholders. Under new corporation Mr. Autry will be president, Mr. Reynolds vice president and general manager. Attorney Wesley Nutter Jr. is secretary and Orren Mattison, station auditor, treasurer. Lloyd Sigmund, vice president and assistant station manager, completes group of five stockholders under new ownership.

W. U. ASKS REHEARING

REHEARING on FCC decision barring requirement that AT&T interconnect its TV lines with Western Union [B*T, Oct. 20] has been asked by telegraph company.
To start an Indian war. His denial of having kidnapped a settler's child called a lie by a hotheaded young lieutenant, Cochise stalked from a meeting and ignored the shavetail's ultimatum to return. When the foolish soldier hung his brother in reprisal, the Apache Chief took his tribe on the warpath. It was later established his denial was the truth.

All it takes is a couple of honest bucks (a surprising few) to start an uprising in the Omaha, Council Bluffs area... an uprising sales record. Just invest them in spots on KOWH, sell to the big, "buy-happy" audience indicated by the Hooper averaged below for the twelve-month period from October, 1951, to September, 1952.

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

- Largest share of audience, in any individual time period, of any independent station in all America! (Sept., 1952.)
AKRON'S TOP STATION

WAKR-TOWER OVER AKRON

5000 WATTS

ABC

Represented by Weed & Co.

COMING! WAKR-TV

Akron's FIRST TV Station

Ch. 49

AKRON RADIO CORPORATION

© 1949 WAKR
Always on in Akron

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING

Agency Beat 12
Aircasters 56
Allied Arts 74
Dotted Line 69
Editorial 60
FCC Actions 106
FCC Roundup 111
Feature of the Week 18
Film Report 95
Front Office 64
New Business 16
On All Accounts 12
Open Mike 21
Our Regards to 60
Programs, Promotion, Premiums 76
Teletext 92

TELECASTING Starts on page 79

WASHINGTON HEADQUARTERS

SOL TASHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H.
JAMES, Senior Editor; FRED BEATTY, Harold
Abrams, Associate Editors; FRED FITZGERALD, Assistant
Managing Editor; DAVE BERTIN, Assignment Editor.
Lawrence Christopher, Technical Editor. STAFF:
HAROLD HOPKINS, John H. KEARNEY, PATRICIA KLEIN,
John OSBORN, Keith Trantow. EDITORIAL ASST.
Evelyn Boore, Edith Ann Fisher, Blanche M.
Seward; Gladys L. HALL, Secretary to the Publish-
er.

BUSINESS: MAURY LONG, Business Manager; Win-
gold R. LEVI, Sales Manager; GEORGE L. DANT, Adv.
Production Manager; HARRY STEVENS, Classified Ad-
vertising Manager; ELEANOR SCHADY, Joan Sheehan,
Betty Devoll; B. P. TASHOFF, Treasurer; IRVING H.
Miller, Auditor and Office Manager; Eunice Weston,
Assistant Auditor.

ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READER'S SERVICE: JOHN P.
CONGOVE, Manager; Duane M. Slee, Sheila
Byrne, Ernest Kanelopoulos, Betty Jacobs, Walter
Stout.

NEW YORK BUREAU

400 Madison Ave., Zone 22.
PLANT 5-4335. EDITORIAL: Rufus CRANE, New
York Editor; Florence SMALL, Agency Editor; Rocco
FAMIGLITI, Dorothy MUNSTER, Liz THACKSTON.
Bruce ROBERTSON, Senior Associate Editor.

ADVERTISING: H. A. PAUL, Advertising Director;
Eleanor R. MANNING, Assistant to Advertising Di-
rector; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1.
EDITORIAL: William H. SHAW, Midwest Advertis-
ing Representative; Jane PINKERTON, News Ed-
itor.

HOLLYWOOD BUREAU

1244 Vine St., Los Angeles 36, California.

TOLEDO BUREAU

1022 Madison Ave., Zone 2.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Year-
book (32nd issue): $9.00, or TELECASTING Yearbook
(54th issue): $9.00.
Annual subscription to BROADCASTING + TELECAST-
ING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign post-
age. Regular issues: 35¢ per copy; 53rd and 54th issues:
$1.00 per copy.

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

*Reg. U. S. Patent Office
Copyright 1922 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting
When you buy on a Spot basis, there's no gamble on national coverage for your TV show. You're sure of these advantages:
your own choice of markets . . . wholehearted station cooperation that translates itself into easier clearances . . . pleasing and uniform picture quality through film . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • National Advertising Representatives
488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
MIRACLES MADE EASY
Television has always had to lead a sort of trailer-camp existence. There never was time to find out exactly what it was and what it needed for fluid, efficient production . . . for television was in too much of a hurry to pause for station identification.

All the same, miracles happened. Programs got on the air, in increasing dimension, to ever-increasing audiences.

It was clear at once that television was different from any other kind of show business—that it had driving demands of its own. Speed, for instance. Last year, our New York studios alone produced as many hours of program product in an average week as the Broadway theatre does in a season, or as Hollywood’s biggest studio does in a year.

It was clearer still that television was different from any other advertising medium. It brought with it a staggering complexity . . . and a thundering impact, with the most direct and spectacular advertising results the world had ever seen.

But the miracles had to come off more easily, speedily, economically, so we built a factory for them to happen in . . . a factory where program product could flow on an assembly line, from idea to show-time.

It is called Television City. And in Hollywood on November 15, 1952, the assembly line begins full operation. Ready to produce programs as they must be done today—with almost the speed of the light on television’s screens. Capable of growing in any direction this astonishing medium may take. Providing greater delight for its constantly swelling audiences . . . and a constantly better buy for its advertisers.
CARTER M. PARHAM, Pres., Ken FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

**HER STATUS as middle sibling, between a younger brother and an older sister, is the psychological bulwark Ruth Babick uses when her non-advertising family needles her about the peculiarities of her business.**

Miss Babick, a native Chicagoan who proves it with an eternal frown of disapproval at any local weather condition, handles most of the timebuying at the Earle Ludgin agency, working with Jane Daly; the only woman radio-television director for a large agency in the city.

Broadcast accounts include Best Foods' Rit and Shawna, which buy Garry Moore on CBS-TV; Jules Montenier, with its Bonetti, Pool and Finesse, sponsors of What's My Line? on NBC-TV; McLaughlin's Manor House Coffee, which used the highly praised Studio Place locally for more than a year on ABC-TV, and Bendix Home Appliances, which is now bowing out of The Name's the Same on ABC-TV.

Ecko Products, reportedly ready to venture into daytime TV with an audience participation show, formerly sponsored The Goldberg and Frank Sinatra Shows.

An extrovert "in the same kind of a family," Ruth Babick lives on the city's south side, using the menage as home base for her various ramblings. These include golfing expeditions.

Exposed to Earle Ludgin's private collection of fine modern paintings in the office for the past seven years, she's developed a fondness for the art form and is diligently applying a water color brush twice weekly. She claims her immediate project, copying a picture of Italian ruins, has ruined the ruins to the point where no Italian would recognize them. Among her activities, she enjoys the theatre, music and books. She reads avidly detailed reports of court cases (especially those involving way-hem) and Mickey Spillane's mysteries.

Advertising, radio and TV, however, outranks all Mr. Spillane has to offer. Calmly enthusiastic about all, even after a hectic seven years, she retains the absorbed interest in radio she had at the age of 13 when she handled public service spots for the Chicago Board of Education. She went to Ludgin as secretary in answer to a newspaper ad, and in two years' time was buying some of the same.

She loves to travel, and plans a trip to Mexico next year, where she optimistically figures she'll be able to take advantage of concentrated study of Spanish at the Latin-American Institute.

**ALFRED L. HOLLENDEr, director of radio-TV, Citizens for Eisenhower, to Grey Adv., N. Y., as vice president and director of radio-TV [B&T, Oct. 27, 20].**

**WILLIAM WALL, Cunningham & Walsh, N. Y., to Morey, Humm & Johnstone, same city, as writer in radio and television department.**

**PEGGY BAILEY, women's director, KGW Portland, to Blitz Adv., that city, as head of copy and research departments.**

Mr. Hollender WRIGHT & Assoc., Chicago, has been changed to WRIGHT-CAMPBELL Adv. with inclusion of DONALD L. CAMPBELL, an active partner for past year and one-half.

**EDWARD D. BROWN Jr., Pedlar & Ryan, N. Y., to radio and television department, Ted Bates & Co., N. Y.**
HENRY HILLMAN, director of public relations, William H. Weintraub & Co., N. Y., has resigned effective Nov. 21 to open own public relations office in New York on Dec. 1.


GRANT Adv. of Canada Ltd., moves to 90 Richmond St. West, Toronto.

JAMES FISHER Co. Ltd., Toronto, moved to new offices at 215 Victoria St. Telephone is Waverley 8091.

JANE RIDLEY, timebuyer, Irwin Co., Beverly Hills, and JACK JEN-NINGS, account executive, KHJ-TV Hollywood, will be married Nov. 22.

PETER FINNEY, vice president Harry B. Cohen Adv., N. Y., has been placed in charge of all radio-TV activities except timebuying, which continues to be headed by Mary Dunlavay.

GEORGE K. ALLISON, media director, and JESSIE F. WILLSEY, secretary to WALTER BUNKER, vice president in charge of radio-TV, Young & Rubicam Inc., Hollywood, were married Oct. 25.

GRANT ADV. Inc., Hollywood, moves to 1680 Vine St. Telephone is Hollywood 9-5371.

ARNOLD Z. ROSOFF elected president, Arnold & Co., Boston, replacing OSCAR E. RUDSTEN who has resigned.

MARY MORISS, agency producer for Biow Co., Hollywood, on CBS-TV Rocket Squad (Philip Morris cigarettes), adds similar duties on NBC-TV My Hero (Dunhill cigarettes).

ERIC STIGLER, assistant copy chief, Schwimmer & Scott, Chicago, to creative staff, Beaumont & Hohman, same city.

FRANK A. KEARNEY and DONALD GILL, both account executives, and JAMES J. TENNYSON, copy chief, elected vice presidents of Geyer Adv., N. Y.

Mr. Tennyson   Mr. Gill   Mr. Kearney

GUESTS

GRANTS

FRANK A. KARIN and DONAT GILL, both account executives, and JAMES J. TENNYSON, copy chief, elected vice presidents of Geyer Adv., N. Y.

MR. TENNYSON

MR. GILL

MR. KEARNEY

 Guests at Gardner Adv. 50th anniversary party included (l to r) Harry C. Kopf, vice president in charge of NBC's Central Div.; Gordon Mills, sales manager of radio at NBC Chicago; Bill Fisher, vice president in charge of radio and television for Gardner, and George Diefenderfer, network account executive, NBC Chicago.

BROADCASTING * Telecasting

you get that
PERSONAL-ITY TOUCH...

plus on

THE MODERN WOMAN PROGRAMS
AM-FM 11:30 AM DAILY
TV 3:30 PM DAILY
RUTH CRANE

JERRY STRONG SHOWS
AM-FM 4 TO 6 PM DAILY
AM-FM 11:15 PM TO 12:30 AM DAILY
JERRY STRONG

MISS RUTH ANNE
POPULAR CHILDREN'S SHOW
TV 4 TO 5 PM DAILY
RUTH ANNE

SHERMAN BUTLER SHOWS
AM-FM 2 TO 4 & 8 TO 9 PM DAILY
TV 1:30 TO 2 PM DAILY
SHERMAN BUTLER

FIVE O'CLOCK THEATRE
FEATURE FILMS
TV 5 TO 6 PM DAILY
MILTON Q. FORD

. . . featuring popular LOCAL personalities whose personal endorsement of your product gives it that BONUS acceptance needed for MAXIMUM sales results. Let WMAL'S PERSONAL-ITY TOUCH "touch off" GREATER SALES for YOU! Call or wire The Katz Agency, Inc. or WMAL Sales Department.
two jumps ahead with Mister PLUS
These days, when you either stay one jump ahead or fall flat on your sitzmark, MISTER PLUS is keeping his clients two jumps ahead. First, he assures them a 2-to-1 listener preference throughout Non-TV America. That's the Mutual margin over the second-best network, as measured by a recent, 1,000,000-interview study of the 17,000,000 radio-only homes beyond reach of TV. And second, MISTER PLUS offers his clients the only network rate structure that's adjusted to the true strength of radio, market by market, for all America's 43,000,000 radio homes. Your sales can jump furthest ahead, at lowest cost, on Mutual, the Plus Network!

Mutual Broadcasting System · 1440 Broadway · New York 18 · LOngacre 4-8000
WDSU DEVELOPS
More OUTSTANDING
SALES SUCCESSES!

- Yes... here in New Orleans, WDSU has once again demonstrated its power to produce greater sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans’ leading retail stores.* Each store selected its own test item among which were brunch coats, television sets, cotton piece goods and women’s hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc.—interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% more people to the stores than the competing medium. And in total dollar volume—WDSU’s radio customers spent from 17.6% to 23.1% more than did customers of the competing medium.
- If your sales picture is in the “dark room”—dollar for dollar—WDSU can “develop” greater sales for you in the “Billion Dollar New Orleans Market”.

* (We’ll gladly send you complete details upon request.)

Spot • •

SUNKIST GROWERS, L. A. (frozen orange juice), starts radio-TV spot announcement campaign for two weeks from Nov. 16. Radio includes 55-, 60- and 20-second transcribed spots weekly on KNX, KFI, KECA, KJH and KLAC that city. TV includes 15-, 20- and 20-second filmed spots weekly on KNX-TV, KNBH (TV) and KTLA (TV) that city. Agency: Foote, Cone & Belding Inc., L. A.

BURLETON MILL, N. Y. (Cameo stockings), currently running 13-week spot announcement campaign, considering expanding length of time for spot radio schedule. Agency: Donahue & Coe, N. Y.

UNITED AIR LINES, Chicago, sponsoring three-week schedule of five-a-week spots in Reno, (Nev.), Fresno, Salinas, Stockton and Bakersfield, (all Calif.), to promote start of new Mainliner Convair service. Agency: N. W. Ayer & Son, Chicago.

DRUGGISTS SUPPLY CORP. will sponsor two-week Christmas promotion campaign in 150 markets effective Dec. 1 except in Texas and Oklahoma where campaign begins Dec. 8. Agency: Ruthrauff & Ryan, N. Y.


HILLMAN MINX (cars) preparing annual spot campaign in New York, Lakeland, Fla., and parts of California. Agency: Anderson & Cairns, N. Y.

Network • •

ROSEFIELD PACKING Co., Alameda, Calif. (Skippy peanut butter), renewed You Asked For It on ABC-TV, Sun., 7-7:30 p.m. EST, for 52 weeks from Dec. 7. Agency: Guild, Bascom & Bonfigli Inc., S. F.

TONI Co., Chicago (Toni home permanents, Tonette, and White Rain shampoo), sponsoring Mon.-Fri. 3:15-3:30 p.m. segments of Tennessee Ernie over ABC radio, Mon.-Fri., 2:30-4 p.m. EST for 13 weeks. Agency: Weiss & Geller, Chicago.


S. C. JOHNSON & SON, Racine, Wis., will sponsor The Name’s the Same on ABC-TV from Dec. 2. Johnson will alternate weekly sponsorship with C. A. Swanson & Sons, Omaha (poultry). Show will be moved to Tues., 9:30 to 10 p.m. CST. Agency for Johnson: Needham, Louis & Brorby, Chicago.

DERBY FOODS, Chicago (Peter Pan peanut butter), has signed for Sky King film series on ABC-TV for 52 weeks from Nov. 8, Sat., 10:30-11 a.m. CST. Agency: Needham, Louis & Brorby, same city.

WESTINGHOUSE ELECTRIC Corp. signs for two daytime half-hours a week on CBS-TV, to present Freedom Rings, audience participation program (Tues., Thurs., 2-2:30 p.m. EST). Starting date to be announced. Agency: Fuller & Smith & Ross, N. Y.

WALTER H. JOHNSON CANDY Co., Chicago (Powerhouse candy bars and other products), will sponsor Rootie Kazootie on ABC-TV Sat., 10:30-11 a.m. effective Jan. 3. Program formerly was Sat. on NBC-TV, 5:30-6 p.m. and has been on that network since initial show in October 1951. Agency: Franklin Bruck Adv., N. Y.

Agency Appointments • •

CANNON MILLS appoints N. W. Ayer & Son, N. Y., for stockings, towels and bedspreads, effective Jan. 2.

ALCOHOLIC RESEARCH INSTITUTE OF LOS ANGELES (sanitarium) appoints George Patton Co., Beverly Hills. Radio-TV will be used.

SEE’S CANDY SHOPS Inc., L. A. (California chain), appoints Geoffrey (Continued on page 15)

Page 16 • November 10, 1952

BROADCASTING • Telecasting
Your Food Store Sales

Get an EXTRA boost in the PORTLAND-METROPOLITAN area with "KEX-tra VALUES"

A complete merchandising service by a trained staff that has for five years worked directly with the biggest and best stores in the Portland area. Every week these stores attract 540,000 customers who spend nearly $2,000,000. This represents 60 per cent of the total food sales in the Portland area.

"KEX-tra VALUES" Service gives you:

★ Weekly calls on all stores in the group.
★ Improved shelf position for YOUR product display.
★ Checking and maintaining YOUR point-of-sale displays.
★ Identification with KEX special point of sale display—and top radio show—"Something for the Girls."
★ Continuous stock inventory for the grocer and YOUR sales representative.
★ Detailed report of activity on YOUR product every 30 days.

Available to advertisers on the KEX afternoon program "Something for the Girls", featuring George McGowan.

GET YOUR SHARE OF THIS $2,000,000 WEEKLY FOOD STORE EXPENDITURE

Back up all of your advertising efforts with time-tested "KEX-tra VALUES" Merchandising Service where it really counts—AT THE POINT OF SALE!

For additional information contact KEX Sales or FREE & PETERS

Oregon's Only 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc
WBZ-WBZA-WWOC-KEX-KYV-KDKA-WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Here's Archer!

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (1:45-2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theaters and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

First in Washington

WRC

980 KC • 93.9 FM
Represented by NBC Spot Sales

New Business

(Continued from page 16)

Wade Adv., Hollywood. FRANK RHYLICK is account executive. TV is being used.


CALIFORNIA TURKEY PROMOTION ADVISORY BOARD, Fresno, appoints Lee & Assoc., L. A. LEO PEARLSTEIN is account executive.

AMERICAN SCIENTIFIC LABS., Madison, Wia. (biologics, pharmaceuticals and pesticides), names Calkins & Holden, Carlock, McClintock & Smith, N. Y., effective Jan. 1.


Adpeople . . .

LOU E. TOWNSEND, vice president in charge of advertising, Bank of America, S. F., has retired.

S. JAY MILLER, account executive, Shaw-Shon Adv., N. Y., and recently discharged from Armed Forces, to Tubing Appliance Co., L. A. (TAC tools), as advertising manager.

JAMES A. BARNETT, consumer relations vice president and a director of Lever Bros. Co., N. Y., appointed by Advertising Council as volunteer coordinator of advertising campaign for 1953 Red Cross Fund Drive.

LEON MARSHALL to advertising department of Insulin Corp. of America, Long Island City, N. Y., as assistant to ALFRED S. CHAMBERS, advertising manager.

GERHARD EXO, advertising and sales promotion manager, Diamond Crystal-Colonial Salt Div., General Foods, named associate manager of company's Gaines Dog Food Div. He succeeds HOWARD GORMAN, who recently was promoted to sales and advertising manager.

W. J. PLUMMER, advertising manager, Sears, Roebuck & Co. L. A., named to Christmas Seal Fund Committee of L. A. County Tuberculosis & Health Assn.

It's Coverage that Counts!

"Cover up girl" said Adam to Eve, "we're going out into the world." Like any good time buyer, Adam knew the value of coverage. That's why you'll do well to get the facts about this mining-manufacturing market of nearly 400,000 Adam's and Eve's. Here in America's 48th market, there are 94-100 radio homes. Retail Sales . . . $361,371,000. Wholesale Sales . . . $220,000,000.

Headley-Reed, Representative

WBRF

AM-FM AFFILIATE
Take a **GOOD** look at radio in Kentucky!

In Kentucky, you don't have to "cover the State" to do a really swell radio job. 55.3% of Kentucky's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the compact area covered *daily* by WAVE, alone.

Yet WAVE's rates are *low* — are based on 5000 watts of power. It just so happens that 5000 watts give you all the juice you need to cover this golden part of Kentucky, plus an important hunk of southern Indiana (with *another* quarter billion dollars in effective buying income!).

Ask Free & Peters to show you how little competition WAVE has.

*And* the "exclusive accounts" who've found that it pays to use WAVE!

**WAVE**

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*
New Pressure Microphone

TV Style!

This is the new microphone that made broadcast and television history at the political conventions. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class. Check the facts!

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture.
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups."
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source.
- Type BK-1A has uniform response over the essential audio range.
- Type BK-1A can be used in any kind of weather.
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands).
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction.
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable).

For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative.

IMMEDIATE DELIVERY

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
No Wife Beating Here

EDITOR:

... on John Fetzer's newly announced policy on crime programs [B&T, Nov. 3] ... I am a little bit surprised that Mr. Fetzer's action is looked upon as a novelty.

WSAZ-TV first went on the air Oct. 24, 1949 and, with some minor aberrations, we have pursued this wonderful new policy of Mr. Fetzer's since that time.

So strongly have we felt on this subject, and so honest has been our effort to maintain a policy of decency ahead of commercial, that we cancelled Lever Brothers program The Clock and Admiral's Lights Out because of their unnecessary gruesomeness, way back in 1950 when a commercial program was a rarity and our legions showed up in a new red ink.

My greatest crime has been looking upon this course as a normal one to be expected of any honest broadcaster rather than to shoot a brother from the rooftops: "Hey, look! I just stopped beating my wife."...

L. H. Rogers, Vice President
WSAZ Huntington, W. Va.

Color Standards

EDITOR: ... You will be pleased to know that we are beginning to publish a Tenth Anniversary Brochure which will be released on Oct. 27, 1957. It will be an expensive job because some of the photographs will be in color (525/30 standards).

E. K. Jett
WMAR-TV Baltimore

[EDITOR'S NOTE: Mr. Jett is vice president and director of television for the Sun Papers of Baltimore and should know whereof he speaks. He was successively chief engineer, commissioner and interim chairman of the FCC before putting WMAJ-TV on the air five years ago.]

Commissioner and TV

EDITOR: Our thanks to your news item on Eugene H. Merrill for bringing out a long-suspected fact about appointees to the FCC.

If Mr. Merrill holds television in such repute as to ban it from his home, how can he sit in judgment of the very life of the medium? Just what better qualification for a Commissioner can there be than a practical, everyday working knowledge of his subject?

Commissioner Merrill fears the adverse effect of TV on the children. This magazine and the numerous children's entertainment and educational show planners can easily prove the unending benefits his children are missing without TV.

If Commissioner Merrill objects to certain shows for his children, why couldn't he simply turn them off? Why condemn all the brilliant work devoted to planning television fare for the children?

And what we're wondering is just how much of this negative thinking prevails in the Commission. It would be a definite service by Broadcasting • Telecasting to make a survey report.

Arthur Borowsky, Editor
TV Digest
Philadelphia

[EDITOR'S NOTE: To keep record straight, we can report that Comr. Merrill is planning to buy a TV set for his home and has one in his office. Moreover, it wasn't Comr. Merrill, but Mrs. Merrill who made comment on TV's effect on children. Also for record, other six members of FCC have TV sets in offices and homes and have had for days of experimental telecasts.]

Leo's Leap

EDITOR: Your Open Mike column in the October 20th issue intrigues me. Certainly Animal Act 3 is a debate between a gang of Johnny-Come-Latelys. I believe it was in 1932 when WBZ Boston with Cy Young and Hap Myers in charge had an interview with a lion in their Hotel Bradford studios. The lion was the famous Leo of MGM fame, and he broke up the interview in a spectacular fashion when he leaped from his stool through the control room window and out into the hall of the hotel.

Incidentally, Leo was very embarrassed about the whole event. All he wanted was the peace and quiet of his own cage. So, there was no damage done, except to the window and the nerves of the participants. This I think should settle all lion interviews.

Fran Conrad
ABC, Hollywood

[EDITOR'S NOTE: This, positively, is the letter to end all letters on lion interviews. We feel we've seen the last of them, since Fran Conrad is the son of the revered Frank Conrad, the father of broadcasting who, in 1928, put KDKA on the air. We are confident that Dr. Conrad did not experiment on broadcasting in those 'afternoon hours of radio.]

U. of Denver Policy

EDITOR: Would like to clear up one misunderstanding in your excellent story on Denver University Television policy. As title indica-

(Continued on page 48)
Into the homes of thousands of enthusiastic Pennsylvania housewives comes capable Carriebelle Lee Lounsbery each weekday at 1 p.m., bringing with her—"From the Kitchen Door"—tempting new recipes, budget tips, party ideas and homemaking hints. An outstanding program in an outstanding market, "From the Kitchen Door" continues—after 2½ successful years—to enjoy the confidence and devoted support of homemakers throughout the Lancaster, York, Harrisburg, Lebanon and Reading areas served by WGAL-TV.

Mrs. Lounsbery is well-qualified to preside over these authoritative kitchen doings. Before coming to WGAL-TV, she was in charge of catering and banquets at the Larchmont Yacht Club and the Commodore Perry in Toledo. She has also spent several years in Europe studying European cooking and menus.

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

Represented by
ROBERT MEEKER Associates
New York  Chicago  Los Angeles  San Francisco
IMPORT OF IKE'S SWEEP

By SOL TAISHOFF

THERE will be changes made in the regulation of communications when Dwight D. Eisenhower assumes office next January—changes that augur less Government in the broadcast business and less politics in regulation.

Expected to come almost automatically will be two changes on the FCC—a new chairman and at least one additional Republican commissioner. They will be the replacements for Chairman Paul A. Walker, Oklahoma Democrat, whose term expires next June, and for Eugene H. Merrill, Utah Democrat, who gambled on a Stevenson split by accepting a recess appointment—and lost.

The logical presumption is that Vice Chairman Rosel H. Hyde, Idaho Republican, who rose from a legal clerkship at the old Federal Radio Commission, will be elevated to the chairmanship. Only last May he was approved unanimously by the Senate Interstate Commerce Committee for a new seven-year term. The Senate followed suit.

Because President-elect Eisenhower is essentially a conservative, it is deduced that he will condone no left-wing slanting by agencies in his administration—the FCC significantly included. Those close to him say he will not tolerate playing of politics in allocations, having in mind the latent prospect of favoritism in allotment of TV facilities—hottest issue confronting the FCC.

Under GOP for First Time

The FCC, for the first time since its creation in 1934, will function under a Republican administration. President Roosevelt, in his first term, appointed the first Commission. It has been New Deal-Fair Deal-controlled since. Its staff is preponderantly Democratic. And it

May Be Policy Makers for Radio-TV

WHEN the Eisenhower Administration takes over Jan. 20, here are some of the personalities likely to appear on the federal scene in new positions of responsibility with influence upon the destinies of broadcasting and telecasting:

ROSEL H. HYDE, Idaho Republican, best bet for elevation to the chairmanship of the FCC. (This would be in succession to Oklahoma Democrat Paul A. Walker, whose term as Commissioner expires next June 30, but whose tenure as Chairman terminates at the pleasure of the President.)

DR. MILTON EISENHOWER, president of Penn State, youngest brother of the President-elect, who, whether or not he holds Federal office, is destined to be the President's closest adviser on matters pertaining to radio, press and public relations.

MAJ. GEN. WILTON B. PERSONS, long-time associate of Gen. Ike's and his executive officer at NATO. He is expected to have an important White House status, either as military aide or as top secretary. He was for years the Army's Congressional liaison officer, and has wide following on Capitol Hill and in public life.

SEN. CHARLES W. TOBEY (R-N.H.), slated for chairmanship of Senate Interstate & Foreign Commerce Committee. A ferocious prosecutor, he has had it in for FCC, notably on FM's failure to flower; is close friend of Dr. E. H. Armstrong, FM's inventor, and has worked closely with former Democratic leadership of committee.

REP. CHARLES W. WOLVERTON (R-N.J.), who resumes chairmanship of House Interstate & Foreign Commerce Committee. An old-timer, he has never evinced great interest in radio, although he comes from Camden, home of RCA Victor. No great change from chairmanship when in hands of Rep. Robert C. Crosser (D-Ohio) who becomes senior minority member.

has a reputation, in Congress, of being one of the most incorrigible of the agencies of Government.

Except for the political balance on the FCC itself, which will be switched from Democratic to Republican, changes at the staff level are expected to come gradually. The responsibility in large measure will devolve upon the new chairman. But it's generally recognized that, even in these times of manpower shortages, those Democrats holding patronage posts will go.

Among these, it is reasoned, are such figures as Benedict F. Cotton, general counsel, who often has been at loggerheads with the erstwhile Republican minority, and Secretary T. J. Slowie, who has served from the FCC's beginning, but seldom has been seen at FCC meetings. Engineering and accounting staffs, it is thought, might not be touched, but the Broadcast Bu

reast, cloaked with broad authority under last year's reorganization, could well be hit.

Signs of unrest at the FCC were apparent as early as last Wednesday, after the Eisenhower tidal wave had carried his party to the greatest victory in history. It is reported that at the Wednesday morning session of the FCC, the dire consequences of the election was the prime topic, with tart language abounding.

Ike's Brother

Who will be the man behind the man at the White House most likely to exercise influence in communications matters? The quick answer appears to be Gen. Ike's younger brother, Milton, now president of Penn State, who has a record of government service identified with public information which...

(Continued on page 48)
Radio and TV proved super salesmen

By J. Frank Beatty

Radio and television, master salesmen of the media world, emerged from "the biggest election in history" with a heavy share of credit for the record Presidential vote.

Tribute was paid broadcasters and telecasters by Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, and president of American Heritage Foundation. He joined other foundation officials in praising the two media for leading the drive that brought about "the greatest single expression of public opinion in the nation's history.

The six-month nonpartisan barrage of radio and TV programs and announcements [84, Oct. 13] wound up with around 60 million ballots cast. Equally impressive to the foundation was the fact that 80% of registered voters cast their votes, an unprecedented achievement.

13 Million Gain Estimated

Final figures are expected to show a 28% increase in votes over 1948, a gain of 13 million.

These figures tell the story of a triumphant sales job by private industry, conducted with the help of government, according to Clyde Vandeberg, AHF executive director.

"Everyone said a year ago it couldn't be done," he said, recalling early predictions that a 55 million vote could be brought out.

"The free enterprise system brought out 60 million votes, using the tools it has long had available," he added.

Radio and TV drew lavish compliments for their sales effort in turning out the vote. Also emphasized was their role as the most potent school teacher ever known -- a role they carried out by presenting the issues and candidates for all citizens to observe and study.

All Americans had the chance to sit right in the middle of major events as they happened, as spectators or auditors, it was pointed out. This chance was given them by means of 110 million radio sets and more than 15 million television receivers.

The radio-television campaign was handled in cooperation with AHF by an NARTB national industry committee comprising state chairmen and staffed by broadcasters. John P. Paul, president of the stations, served as national radio-television chairman. In charge at NARTB headquarters was Robert K. Richards, assistant director, and Harry P. Henry, program director. John H. Smith Jr. was NARTB campaign coordinator.

Overall direction of the foundation's campaign was in charge of NARTB President Harold E. Fellows directed the association's participation.

Impressed by the way radio and television brought out the citizenry last week, Mr. Brophy told Broadcast- ing * Telecasting the two media influenced millions of voters to register and then to cast a vote at the polls. He said:

"Tuesday's record vote, the greatest single expression of public opinion in the nation's history, was stimulated by the efforts of more than 60 national nonpartisan organizations with more than 36 million members. The efforts of these organizations, coordinated by the American Heritage Foundation, were part of the nationwide campaign begun a year ago this month. It demonstrates the advertising premise -- that people will act if they are informed and inspired.

"With the cooperation of The Advertising Council and the NARTB, the foundation was able to deliver a message to every home in the nation in great frequency and high effectiveness. Many millions of new voters were influenced by the public service activity of the radio and television stations in many communities.

"Democracy is at its best when the majority of citizens express their will at the polls. The response of campaigns over radio and television emphasizes that citizens will be heard by the process of popular voting when they are fully informed.

"Radio and television deserve the praise of all citizens for this great contribution to a better appreciation of the importance of active personal citizenship.

Radio-TV Leadership

Commenting on the leadership of Harry, KPRC-A/M, vote-getting movement, Mr. Vandeburg said broadcasters, aural and visual, "by their intense effort did the best job in our entire history of acquainting the people with the issues and about the candidates." He said:

"Radio and TV were the most nearly nonpartisan of all media of communication.

"Because of its impartiality and flexibility, radio was enabled to help election officers and facilities in communities anywhere by giving guidance to the voters from hour to hour right up to the time the polls closed.

"Television added something absolutely new to the important business of educating prospective voters and saving them time and even embarrassment by showing people, in actual demonstrations, not just how to vote, especially through the use of the voting machine.

"Under the leadership of Chairman Paul, radio and television people in communities all over America not only broadcast campaign copy but also went out into the home communities as active citizens to work toward the record-breaking turnout we all wish to register by Nov. 4.

"The foundation required the serv-

(Continued on page 56)
THE ELECTION TAB

THE GOP national organization swept to victory on the wings of "air power" during the 1952 Presidential campaign, siphoning off well over $2 million to those twin electronic media, radio and TV.

The was plainly revealed in a comprehensive analysis of financial reports filed with the File Clerk of the House of Representatives the past fortnight.

By contrast, the records show that the Democrats spent at least $1.2 million—and perhaps more—on radio-TV broadcasting, and a substantial sum on printed media advertising. Ratio of newspaper ads by the Democrats to those by the GOP was at least 10 to 1 during the last week of October and somewhat less—but at least 5:1—in the overall campaign.

Network Timebuy

The sums substantially cover network time and spot purchases, including time and cable charges and also any pre-emptions, as well as payments to the respective advertising agencies of the Republican and Democratic parties and local political groups. Reports were filed by all major committees playing any vital role in this campaign.

While the records pointed out the GOP's reliance on heavy time purchases, there were indications that the high cost of campaigning is getting more than passing attention on Capitol Hill.

Most AM-FM-TV stations in the nation have been asked by the Senate Privileges & Elections Subcommittee to submit detailed data by Nov. 24 on amount of time sold to either party. The group hopes to tabulate the data and draw up remedial legislation early in the 83d Congress.

There was consternation in some industry quarters over the nature of the information solicited by the Hill unit and attorneys reported a number of queries from their client stations. NARTB is seeking to clarify the questionnaire for stations after being reassured by the subcommittee that it seeks the data merely to help compute the cost of campaigning with a view to amending the Federal Corrupt Practices-Hatch Act.

Filed With House Clerk

The political reports filed with the House Clerk covered the campaign period from Labor Day to the end of October. They were submitted in accordance with law by the Republican and Democratic National, bipartisan and Congressional Committees, Citizens for Eisenhower, National Volunteers for Stevenson, Stevenson-Sparkman Forum Committee and other groups, including labor organizations.

The Republicans, through their various committees, listed $1,073,051.52 for radio-TV broadcasting from Sept. 1 through Oct. 29, showing payments to the various networks and agencies. This sum, plus an estimated $510,000 for last fortnight network buys, brings the figure to over $2 million.

The GOP also spent $34,324.84 for allied broadcast aids like films, recordings, transcriptions and slides, and production services. It also recorded a flat $12,870 for newspaper ads, with perhaps $1,600 split between broadcast and printed media.

Million Dollar Sums

The Democrats, through their committees, reported $788,967.31 for radio-TV broadcasting, with perhaps another $500,000 in last-minute network purchases. They showed $25,653.15 for related production aids. The various committees also reported expenditures of $326,483.24 for purchase of newspaper ads—some of them to promote their broadcast programs and publicity and other materials.

Overall sum was about $1,169,000 for all broadcasts.

A total of $173,735.78 of that was listed for a combination of broadcasting and newspaper ads, plus production work, with an estimated $100,000 of that for radio-TV. Much of the amount for newspapers carried the notation of "unpaid obligations."

These totals for broadcasting are predominantly network, with some payments to individual stations, and do not of course reflect time commitments at the local levels. In varying instances, the payments were made to the major networks or to the agency.

In any event, it was a multi-million dollar campaign covering all levels—Presidential, Senatorial, Congressional, Gubernatorial, state and local.

Aside from the myriad headaches the campaign posed for broadcasters embracing liberal and equal time problems, the high cost of campaigning posed by TV’s emergence has given Congress some food for thought. The specific object of the politician’s eye is the Hatch Act which limits standing committee expenditures to $3 million. That it will be amended during the 83d Congress is almost a foregone conclusion.

Television also sparked sober debate on its other ramifications, viz., the fate of the “whistlestop,” new radio-TV electioneering techniques, attendance at rallies, and other phases. There also has been some talk of shortening the actual campaigns and setting back political convention dates because of the grind and pressure on candidates.

Equal Time Headache

Repercussions on equal time requests and censorship also reached a new high in the recent heated campaign. (See separate story.) But the money angle is acute with the politicians. The Senate Privileges & Election Subcommittee looked into campaign costs in 1944 and 1948, but the latest study may well be more sweeping in its implications. This possibility already has been pointed up with suggestions in some Congressional quarters that networks

(Continued on page 38)
IN THE GOP 83d CONGRESS

By EARL ABRAMS

ATTITUDE of new GOP-controlled Congress may be gauged by the fact that fiery, Bible-quoting New England Sen. Charles W. Tobey (R-N.H.) takes command of the Senate Interstate & Foreign Commerce Committee when the 83d Congress convenes Jan. 3. The Senate committee has practiced more concern with radio and TV than its sister committee in the House.

Realignment of Congressional control may result in revocation of the House ban on radio and TV coverage of committee meetings. When Speaker Sam Rayburn (D-Tex.) issued his interpretation of the House rules last March imposing a blackout on radio-TV coverage, then Minority Leader Joseph W. Martin Jr. (R-Mass.) balked. He indicated at that time that he thought each committee should decide whether or not to permit the broadcast media to cover its sessions. Rep. Martin is scheduled to become Speaker and Rep. Rayburn, Minority leader.

Without regard for the sweeping Republican victory, it is a foregone conclusion that the coming Congress will do something about the broadcasters' nemesis—Section 315 of the Communications Act.

Censorship Provision

This is the provision which forbids broadcasters from censoring political candidates' speeches. In the free-swinging and sometimes bitter campaign which ended last week, with its heavy use for the first time of TV, two broadcasters stuck their necks out on this point. KING-TV Seattle refused to let Sen. Joseph R. McCarthy (R-Wis.) go on in behalf of Sen. Harry P. Cain (R-Wash.), and WICU (TV) Erie, Pa., and WFMJ, Columb- us, Ohio, both owned by Edward Lamb, refused to carry the same Senator's national network speech attacking Gov. Adlai Stevenson.

In these cases, it is to be noted that Sen. McCarthy was not a candidate in the sense that he was campaigning for his own re-election in his own state.

Also bound to be the subject of proposed legislation is the matter of campaign expenditures. This, again, stems from the heavy use, for the first time, of television in the campaign for national office.

Sen. Tobey, who gained national prominence by his indignant righteousness as a member of the Ke- fauver Crime Committee during its televised sessions, has received a crusade in mind respecting the broadcast media, according to those familiar with his thinking.

In fact, some observers close to his activities as senior Republican on the Senate Commerce Committee believe there won't be much of a change from the leadership of outgoing Chairman Sen. Edwin C. Johnson (D-Col.). Sen. Tobey's approach to radio and TV is said to be akin to his colleague.

In one respect, however, Sen. Tobey has a cause. That is the lack of success of FM. A personal friend of Major Edwin H. Armstrong, inventor of the FM system of broadcasting, Sen. Tobey in 1948 headed an investigation into the status of FM which saw testimony by FCC officials, RCA-NBC executives and others.

DUE to head Senate Interstate & Foreign Commerce Committee is Sen. Charles W. Tobey, (R-N.H.)

NUMBER 2 man on the Senate Com- merce radio subcommittee may well be Sen. Homer E. Capehart (R-Ind.)

No report was rendered by Sen. Tobey, but during the hearings he expressed himself in no uncertain terms; he thought there was a conspiracy afoot to retard the development of FM.

Republican control of the House of Representatives will return Rep. Charles A. Wolverton (R-N.J.) to the chairmanship he held during the 80th Congress (1947-1950).

Last Tuesday's Eisenhower land- slide saw the defeat of Senate Majority Leader Sen. Ernest F. McFarland (D-Ariz.) for reelection. He was the author of the law bearing his name which revised the Communications Act. Sen. McFarland was beaten by Barry Goldwater, Phoenix department store owner.


Former partner of Benton & Bowles, he is now the owner of Associated Program Service, Encyclopedia Britannica—and Musik, among other enterprises.


Also a new Senator will be Mis- souri Democrat W. Stuart Symington, former RFC and Small Business Administration chief, who unseats Sen. James P. Kem (R-Mo.). Sen. Symington, former chief of RFC, Surplus Property, National Secu- rity Resources Board and ex-Secre- tary of the Army, was the proponent of the old Colonial Radio Co., Rochester, N. Y., 1930-35, and pres- ident and chairman of the board of Emerson Electric Manufacturing Co., St. Louis, 1935-46.

Bricker Returned

Reelected was Sen. John Bricker (R-Ohio), member of the Senate Committee on Interstate Commerce, who defeated Sen. William Langer (R-N.D.), due to be chairman of the important Sen- ate Judiciary Committee, and Sen. Arthur V. Watkins (R-Utah), who replaces the late Sen. W. E. Vandivert (D-N.J.) as chairman of the Senate Judiciary subcommittee investigating subversives in radio, TV and the entertainment industry.

Debating last Tuesday, Sen. Lloyd Bentson (D-Tex.) who would have been chairman of the Senate Rules & Administration Committee. In line for this chairmanship is Sen. William E. Jenner (R-Ind.), who was defeated last Tuesday. Sen. Lodge was defeated by Rep. John F. Kennedy (D-Mass.).

Two members of the House Com- merce Committee went down to de-feat last Tuesday. They are Rep. Harman D. Denny Jr. (R-Pa.), member of the subcommittee investigating radio-TV programs, and Rep. John A. McGuire (D-Conn.). Rep. Denny was defeated by Rep. H. F. Eberhardt (D-Ohio), resulting from the consolidation of two Pennsylvania districts. Rep. McGuire was defeated by Albert W. Cretella (R-Conn.).

Other members of the committee probing radio-TV programs were reelected. They are Reps. Oren Harris (D-Ark.), chairman, and the

(Continued on page 38)
RADIO and television went to new record lengths last week in providing U. S. and some foreign audience with up-to-the-minute coverage of the election balloting which, thanks in substantial measure to the efforts of radio and TV, itself attained new record dimensions. The deep-into-the-night reporting brought an end to a campaign season unmatched in its reliance upon the broadcast media—an end that came as a relief to harried broadcasters and, despite the platitudes for their work, left the national radio-TV networks in particular no monetary reason for gratification.

Money Loss Great
For the network organizations which operate in both radio and television were reported in the red on their combination conventions-elections coverage. NBC, ABC, and the CBS Radio and Tele- vision networks registered a combined loss estimated variously up to $2.5 million or more on their respective deals with Philco, Admiral, and Westinghouse for reporting the Republican and Democratic conventions in July and the returns on election night. Mutual, whose convention coverage was sponsored on a local co-op basis, sold its election night coverage to the Chevrolet Div. of General Motors and the Chevrolet Dealers of America and emerged with a profit estimated unofficially at about $50,000. DuMont, which did not operate as a network for either the convention or election coverage, carried CBS-TV's programming for Westinghouse on its three owned stations and WGN-TV Chicago and also came out ahead, although it was not known by how much.

NBC appeared to be the heaviest loser, having suffered an estimated $1 million loss on the conventions and an added approximate $275,000 in election night expenses (including a reported $100,000 in program pre-emptions). CBS' standing was more difficult to determine, since its contracts with Westinghouse called for the sponsor to pay extra for some of the many hours put in on the conventions. Some unofficial estimates gave the overall CBS political operation losses ranging as high as about $1 million, although other authorities maintained it would be no more than a fraction of that amount. In fact, a pre-election prediction was that CBS expected to make money, or, at worst, break even on its Westinghouse deal.

ABC dropped a reported $500,000 on the conventions and spent another $75,000 to $90,000 on radio-TV election returns (without pre-emptions), it was understood.

The networks and their hundreds of newsmen, analysts, technicians, and general staffs, marshaled ingenuity and effort to keep viewers and listeners posted from the first scattering of returns until after the Presidential race reached its unexpectedly abrupt end.

Unlike the 1948 election which remained undecided until late morning of the day after elections, and also unlike the unexpectedly drawn-out July conventions, the Presidential race came to a climax far ahead of expectations and all the networks except one were off the air at or before 3 a.m. Wednesday. The exception was CBS Radio, which put in 13½ hours with coverage starting at 6:15 p.m. Tuesday and continuing until 8 a.m. Wednesday.

ABC Radio and CBS-TV, which won praise for many of its early reporting of returns, encountered a less happy experience in the use of the Univac "brain" as a prophet. Spokesmen said Univac, capable of making predictions by comparing returns with those at comparable periods in the past, was forecast at about 9 p.m. that Gen. Eisenhower would win 34 states compared to 18 for Gov. Stevenson. But, they said, outside statisticians employed to operate Univac were unbelieving, having read public opinion researchers' predictions of a close race. So Univac operators tempered data going into the machine without results.

J. L. Von Volkenburg (r), president, CBS-TV, and Lansing Lindquist, radio and TV director, Ketchum, MacLeod & Grove, Pittsburgh, inspect the network's setup election night. KM&G is agency for Westinghouse, which sponsored the CBS-TV returns.

**DEMO BLAST**

Aimed at ABC, Other Networks

**NEW YORK**

RADIO networks—and ABC in particular—found themselves on the receiving end of an 11th-hour volley by the Democratic National Committee charging news suppression and denial of equal time opportunities.

The blasts were unloosed last Monday—the day before the election—by Ralph G. Mitchell, DNC chairman, further compounding headaches already experienced by broadcasters in their handling of political events [BWT, Nov. 3].

ABC was accused by Chairman Mitchell on election eve (Monday) of refusing to give the Democratic party equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell. He declared he would protest to the FCC what he described as ABC's "flagrant denial of fair play.”

In a wire to ABC President Robert E. Kintner, Mr. Mitchell said that Mr. Winchell's news programs over ABC Radio and ABC-TV on Nov. 2 went "beyond mere comment of the news" and said the commentator "not only attacked the Democratic party but gave outright endorsement" of Gen. Dwight D. Eisenhower's candidacy. He requested equal time for an answer to Mr. Winchell.

Mr. Kintner replied by wire on Monday that commentators are free to say anything they wish, pointing out that the network carried broadcasters with various points of view. He offered to carry on a newscast any rebuttal the Democratic party wished to make.

Mitchell Retort
In a second wire to Mr. Kintner, Mr. Mitchell retorted that the offer to carry the Democrats' rebuttal on a newscast did not constitute "equal time or an equal audience." A network spokesman said both ABC Radio and ABC-TV last Monday gave "comprehensive coverage" to the exchange of telegrams. They were aired five times over radio and twice on TV, he said.

While the Democratic National Committee had not filed a direct protest with the Commission as of late Thursday, it was understood that a copy of Chairman Mitchell's statement was sent to FCC Chairman Paul A. Walker.

There was some feeling in DNC headquarters that Congress should look into this area of network commentators expressing personal views and other vexsome problems weighing on broadcasters. Chairman Mitchell had acknowledged that "I have seen no evidence of bias on its part prior to the Winchell broadcast." He added: The action by ABC in this case raises grave questions as to whether the Congress should be asked to make

(Continued on page 52)

DURING LULL in ABC election broadcast a fingerprint was added to the major networks' coverage of the Presidential election. President Eisenhower's son and adi, Ralph, is seated.

(Continued on page 52)

November 10, 1952 • Page 27
FULL COVERAGE

HISTORY'S biggest Presidential election turnout last week was accompanied by what was also the most comprehensive coverage ever recorded by stations on the local and state level.

Besides furnishing national returns through the networks, news services and other arrangements, local stations took elaborate measures to insure their audiences of complete returns by enlisting staffs, using special hookups, airing background and promotional material, cutting into regular programs with news flashes and feeding local returns to networks and news services.

The coverage followed special registration and get-out-the-vote promotion to bring out a record-breaking number of voters.

Among the reports received from stations last week, augmenting plans earlier announced [B+E, Nov. 3], were these:

**WOR New York cut away from**

**MBS election coverage for three minutes at half-hourly intervals starting at 8 p.m., to provide returns from New York, New Jersey, Connecticut and Eastern Pennsylvania. Complete wrap-ups of local news at 11 p.m. and 12:50 a.m. rounded out the program that was supervised by George Brown, Manager of the WOR newsroom. Newsreaders were: Lyle Van, Henry Gludstone and John Scott. Loew's Theatres sponsored WOR's local reports.**

**WOR-TV New York started at 7:30 p.m. under the sponsorship of the National Carbon Co., New York, for Prestone anti-freeze. John Wingate headed a task force of newscasters that included Richard Tobin, New York Herald Tribune reporter; Dr. Frank Kingdon, New York Post columnist; J. Dickson Edward professor of political science at Columbia U.; Everett Holles, MBS commentator, and Dick McCutchen, station's newscaster. WOR-TV's mobile unit was at Times Square with Barbara Welles, station's women's commentator, giving the women's angles, and Paul Killian, WOR-TV special events reporter, describing the overall Times Square election night activities.**

**WHLI Coverage**

WHLI Hempstead, L.I., concentrated on election returns from Democratic and Republican headquarters in Nassau County in addition to National Election coverage. WHLI news reporters were stationed at Nassau County police headquarters to receive official tabulations of election returns. Announcement were made tape-recordings of candidates and voters' reactions that were broadcast during the night. A four-man staff under direction of WHLI News Director Jerry Carr aired returns of national and local elections.

**KGW Portland, Ore., Freedom Forum, aired weekly shows on controversial issues in Oregon from August. Shown on the program just before election day are (1 to r) Howard McCollister, Oregon Ad Club president; T. Lawson McCall, KGW political commentator, moderator; Richard L. Huebner, Oregon author and state senator, and John Merrifield, state senator.**

**By Stations at Local Level**

**Hooper's Analogy**

C. E. HOOPER, of the audience research firm bearing his name, said Wednesday that the trend of election returns the preceding night should "serve as a boon to properly-conducted consumer research." Commenting on Election Night returns, Mr. Hooper noted that "the trend of the first 10% of the returns foretold the final outcome of the election, both in 1948 and 1952." He said that in normal consumer fast-gathering, research firms never measure the total but always sample only a part. The outcome of this year's election, he asserted, "provides a most impressive, popular demonstration of the validity of the sampling process as a means of establishing factual relationships."
CBS GROSS

GROSS income of CBS Inc. and domestic subsidiaries for the nine months ended Oct. 4 was $153,005,292 as compared with $120,303,290 for the corresponding period last year, it was announced Wednesday.

Income before federal taxes on income was reported at $9,447,171 as against $8,782,666 for the same period of 1951. Net income was $8,807,171 as compared with $8,532,666 last year.

Per share earnings amounted to $1.63 this year as against $1.81 in 1951.

The board of directors declared a cash dividend of $0.40 per share on Class A and Class B stock, payable Dec. 5 to stockholders of record at close of business on Nov. 21. The consolidated statement:

<table>
<thead>
<tr>
<th>Nine Months Ending</th>
<th>October 4, 1951</th>
<th>September 29, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>(40 Weeks)</td>
<td>(39 Weeks)</td>
<td></td>
</tr>
<tr>
<td>Gross Income</td>
<td>$159,357,292</td>
<td>$120,303,290</td>
</tr>
<tr>
<td>Less: Discounts, commissions and returns</td>
<td>9,570,409</td>
<td>9,348,119</td>
</tr>
<tr>
<td>Deduct: Operating expenses and cost of goods sold</td>
<td>57,748,512</td>
<td>55,507,951</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
<td>21,770,883</td>
<td>17,229,409</td>
</tr>
<tr>
<td>Provisions for depreciation and amortization of leasehold improvements</td>
<td>1,864,468</td>
<td>1,374,830</td>
</tr>
<tr>
<td>Earnings before federal taxes on income</td>
<td>$80,064,529</td>
<td>$53,943,450</td>
</tr>
<tr>
<td>Income tax</td>
<td>$5,610,000</td>
<td>$3,575,000</td>
</tr>
<tr>
<td>Excess profits tax</td>
<td>30,000</td>
<td>75,000</td>
</tr>
<tr>
<td>NET INCOME FOR PERIOD</td>
<td>$74,424,529</td>
<td>$50,363,450</td>
</tr>
<tr>
<td>Earnings per share (Note 2)</td>
<td>$1.63</td>
<td>$1.81</td>
</tr>
</tbody>
</table>

Notes:
1. The above figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) beginning with June 15, 1951, the date of acquisition.
2. The 1952 per share earnings are calculated upon the 2,340,896 shares of stock outstanding as of Dec. 4, 1952, and the 1951 per share earnings upon 1,966,903 shares being the average number outstanding for the 39 weeks ended September 29, 1951.
3. The above figures are subject to year-end adjustments and to audit by Lybrand, Ross, Bros. & Montgomery.

November 5, 1952

IRE ELECTS

McCrae to Presidency

ELECTION of Dr. James W. McCrae, vice president of Bell Telephone Labs, New York, as president of the Institute of Radio Engineers for 1953 was announced last week. He succeeds Dr. Donald B. Sinclair, chief engineer of General Radio Co., Cambridge, Mass.


Region 2 (North Central Atlantic)—John R. Magagnini, professor of electrical engineering, Columbia U.; Region 4 (East Central)—Conor A.Priest, assistant to the general manager of Commercial and Government Equipment Dept., General Electric Co., Syracuse; Region 6 (Southern)—Archil W. Stratton, U. of Texas; Region 8 (Canadian)—John T. Henderson, senior research physicist, National Research Council, Ottawa.

S. F. JOINT SESSION

To Hear CBS' Stanton

FRANK STANTON, president of CBS, is to be principal speaker at joint meetings of the California State Radio and Television Broadcasters Assn. and the San Francisco Ad Club in the Palace Hotel, San Francisco, Nov. 17. Paul S. Bartlett, president, KPFE Fresno, and CSRTBA president, is to preside.

Industry problems are to be discussed at an afternoon closed session attended by broadcasters only. Mr. Stanton will participate in the question and answer period.

All the Angles

ABC-TV arranged a meeting between Dwight D. Eisenhower and Adlai Stevenson the night after the elections. But this Eisenhower was not President-elect Ike but a seven-year-old boy from Manchester, Mich., and the Stevenson was a 53-year-old man from Lowville, N. Y. They appeared on the ABC-TV program, The Name's the Same (Wed., 7:30-8 p.m. EST).

WFOX NAMED TO BBDO CREATIVE STAFF

JOSEPH CREAMER, formerly advertising-promotion manager of WOR-AM-TV New York, has been appointed to the creative and planning staff of BBDO, it was announced last week. Mr. CREAMER has served WOR, WOR-TV and MBS since 1936 in various advertising and promotion posts.

Mr. CREAMER started his advertising career in 1930 with BBDO in the accounts and copy department. From 1933-36, he was a reporter for the old New York Sun and was in various editorial capacities with Frank A. Munsey Co. and McCall Corp. publications. Since May of this year Mr. CREAMER has been in Hollywood, a motion picture freelance writer.

Mr. CREAMER is co-author of a book, Sound Effects. He was the first winner, in 1940, of the Harvard U. annual advertising award.

WFOX Names DeGrace

GEORGE A. DeGRACE, who had been serving as public service director of WISN-AM-FM Milwaukee, has been named station manager of WFOX Milwaukee, effective today. C. J. LANKPHIER, WFOX president-general manager, will now devote all his time to WFOX's television planning, it was reported.

WNEW'S 50 KW, FCC Brings Closer

EFFORTS of WNEW New York to achieve full 50 kw operation on 1130 kc came a step nearer realization last week as FCC granted the station a license to cover its construction permit, in part, for 50 kw daytime and 10 kw night, directional night. FCC also issued a new CP for 50 kw at night, directional.

Station has been testing 50 kw during the day since last summer.

WNEW has been licensed for 10 kw fulltime on 1130 kc, directional, and held a CP for 50 kw, directional night.

The station has constructed a new transmitter building at its present site and installed a new 50-kw Westinghouse transmitter and new phasing and coupling equipment. In June, WNEW got authority to test the new unit with 50 kw daytime, but continued to use the old 10-kw transmitter at night.

In July, authority was granted to use the new transmitter for both day and night operation, 50 kw day and 10 kw night directional, completing switch to the new building. How soon 50 kw operation at night will commence under the new CP was not known late last week.

BOSTON U. OBSERVANCE

BOSTON U. School of Public Relations and Communications will observe its fifth birthday in a Nov. 14-15 celebration to include such participants as Harold E. Fellows, NARTB president; Robert W. Sarnoff, NBC vice president, and Elmo Roper, marketing consultant and public opinion analyst; Robert Saudek, director of the Ford Foundation Radio-TV Workshop; Harvey Struthers, WEAI Boston manager, and Jack Chertok, president of Jack Chertok Productions.

November 10, 1952
HEARING was ordered last week by the FCC on the protest of WJZ New York against the Commission's Sept. 30 extension of 770 kc operation by KOB. WJZ protested KOB's operation on its 770-kc clear channel, a "temporary" tenure of 11 years duration [B+T, Nov. 3].

FCC contended WJZ could not show it is injured "by a mere announcement of our intention to adopt a proposed decision on the applications of KOB for regular operation on 770 kc." It held that continued operation of KOB on 770 kc is necessary to maintenance of present service pending a decision after hearing on the plea for extension.

The FCC's action points to a final solution in the KOB case. WJZ wants KOB to operate on its licensed 1050 kc assignment, which in turn would create interference with WBZ Boston.

issues Set Forth

In setting the case for hearing, with an expedient decision called for, FCC cited five issues, with WJZ and WBZ made parties to the proceeding. The issues are:

(1) To determine the areas and populations which may be expected to receive service from the operation of KOB as proposed on 770 kc, with a view to the possibility of day-time and the availability of other primary and secondary service to such areas and populations.

(2) To determine the areas and populations which may be expected to receive service from the operation of KOB in accordance with the term of its license on 1030 kc and the availability of other primary and secondary service to such areas and populations.

(3) To determine the nature and the extent to which the operation of KOB as proposed would involve objectionable interference with WBZ New York, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(4) To determine the nature and the extent to which the operation of KOB is in accordance with the terms of its license on 1030 kc would involve objectionable interference with WBZ Boston, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(5) To determine whether pending a final decision on the above-mentioned applications of Albuquerque Broadcasting Co. for operation on 770 kc (Dockets Nos. 6584 and 6585), the public interest would be better served by continued operation of KOB as proposed on 770 kc or by direct KOB to return to its licensed facilities of 1030 kc.

ALL COMMERCIALS were dropped on CBS Radio Grand Slam as Raymond K. Stetisinger, Continental Baking Co., chairman of the board, made personal appeal reminding citizens to vote. Irene Boasley, star of show, approves. Sponsor had vote bands wrapped on 20 million loaves of Wonder Bread.

FCC NAMES COX

As Executive Officer

APPOINTMENT of Robert W. Cox as executive officer of FCC, in addition to his present duties as budget officer, was announced by the Commission last Tuesday. As executive officer, he succeeds William K. Holt, who resigned to accept appointment with the District of Columbia government.

Mr. Cox has been budget officer since he joined the Commission in December 1948. Since September 1950, he also has served as assistant executive officer. FCC stated no separation of the budget and administrative functions is contemplated, although other divisions of the Commission previously have been separated along functional lines.

Mr. Cox went to the Commission from the Bureau of the Budget where he was principal budget examiner from 1940-45. For two years prior to that he was research assistant for the New York State Div. of the Budget at Albany. Born in Warren County, Va., in 1915, Mr. Cox attended Shepherd College and Syracuse U. He was graduated from the latter with an A.B. degree in political science in 1937. In 1942, he received his M.S. degree in public administration from Syracuse. Mr. Cox is active in civic affairs at Arlington, Va., where he formerly was county board chairman.

RESEARCH

Broadcasters Should Improve Or Abolish, OARBT Hears

Broadcasters would be better off without any research than with surveys that fail to give a true picture of the entire radio audience, Frank E. Pellegrin, H&R Representatives Inc., suggested to the Ohio Assn. of Radio & Television Broadcasters at their Thursday-Friday meeting at Dayton. Robert Fehlman, WHBC Canton, presided as OARBT president.

Mr. Pellegrin proposed that OARBT adopt a movement to revise radio research 100%. Radio should get a reliable cross-section portrayal of listeners or else cancel research entirely, he said.

Kitchen Listeners

He observed, for example, that more listeners make their choices in the kitchen than any other room, yet it is not counted in most research. He added there are more auto receivers than TV sets.

Research is needed to find out how much TV cuts into reading of advertising and of editorial content of newspapers, respectively, he said. He favored adjustment of radio rates, both upward and downward, in line with trends in listening.

He continued one leading agency considers $1 per hundred listeners "for a course" but will pay $2 for television and $5 to $8 in black-and-white media.

Jack Schmun, Griswold-Eshleman Co., Cleveland, urged broadcasters to provide intelligent sales by means of mailing list, advertising and other data as well as successful stories. Sell your stations instead of running down competition, he suggested. In general, Mr. Schmun declared, he prefers success stories to ratings.

Chuck Lloyd, Metropolitan Clothing Co., Dayton, noted that retailers are steeped in the blue- and-white tradition. He said stores are not interested as a rule in ratings, circulation or related data because they think in terms of sales each day compared to the same day a year ago. Radio sales, he said, are based on a saturation basis, he argued.

40% Sales Gain

Mr. Lloyd said radio should initiate mailers by use of spots, leading up to saturation spot campaigns. His store, using all media including saturation radio, had a 40% sales gain in October with chance of 60% in November, he continued.

Sandy Hallock, of Byer & Bowman, Columbus agency, declared radio should sell itself in its own medium and stop its defeatist attitude toward television. He called for more forceful presentation of radio sales appeals.

William A. Fitzpatrick, M. J. Gibbons Co., Dayton, discussed the new cooperative advertising policy of American Radiator & Standard Sanitary Corp. He said the campaign, which includes radio in its

KACE'S CP

Set Aside by Court

FCC last week set aside its 1940 grant to Roy Hofheinz (mayor-elect of Houston, Texas) for a new AM station on 740 kc with 10 kw day, 5 kw night, directional (KACE). Action followed a U.S. Court of Appeals decision last June which found the grant was made without the FCC taking into account (1) the nature of the program service of KSEO Durant, Okla. in the area of interference, and (2) evidence on other transmitters which have overcome the need to deviate from the FCC's "blanketing" standard.

Commission set the Hofheinz application for further hearing before Hearing Examiner Hugh B. Hutchinson.

KSEO's Complaint

Grant was made over the protests of KSEO, which alleged adjacent channel interference. Competing applicant was KTRH Houston, which had asked to change its directional antenna system.

Possibility that the Appeals Court intended the FCC to take into account economic injury to KSEO was dismissed by the FCC on the ground that the Court did not understand that the decision granting the station referred to impairment of the ability of KSEO to continue to serve its market on technical grounds, not economic.

The Commission also recognized that the Court implied that economic impact might be considered a relevant issue but in last week's decision it decided it was not necessary to take into account since it was not an issue in this particular case.

KSEO Hearing Continued

Meanwhile, oral argument on the petition of WCKY Cincinnati for a rehearing on the FCC grant of 10 kw AM day, 5 kw night, and Roy Hofheinz-owned KSEO Harlingen [B+T, Oct. 27] was postponed to Dec. 1 due to the inability of the KSEO counsel to be present last Monday. WCKY claimed that it would suffer skywave interference during the morning and evening hours on 1350 kc and that it should have been a party to a hearing before the grant was made.
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.
ILL-FATED plan by ABC to launch its new morning program, *Live Like a Millionaire*, as a participating show with both network and local advertisers and a CBS Radio time slot, was killed when station cut-in charges are derided as "a new outbreak of network attempts to encroach on spot business" by Sta- tional Representatives Assn.

In a statement for release today (Monday), T. F. Flanagan, SRA managing director, noted that the ABC offer of Millionaire as a "spot carrier" apparently failed to win station approval, as the weekday morning half-hour program went on the network last week as a sus- tainer.

"The contract offered to the af-
filiates," Mr. Flanagan said, "pro-
posed that the station pay for the program until one network announce-
ment was sold, that the net-
work have the income from a sec-
ond announcement, and the stations could sell four more announce-
ments.

The ABC contract described the plan this way:

Each 30-minute program shall be planned so as to allow time for six (6) one-minute announcements. The program will start at approximately 11:00:40 to allow for the first an-
nouncement. There shall be two one-
minute intervals between 11:00:40 and 11:15:00. There shall be two additional one-minute availability intervals between 11:15:00 and 11:28:50. The program will end at 11:28:50 to allow an additional one-minute availability. For the purpose of clarity, we shall refer to the availability between 10:59:50 and 11:00:40 as availability Number 1, and two one-minute breaks between 11:00:40 and 11:15:00 as availability Number 2 and 3, and two additional availability intervals between 11:15:00 and 11:28:50 as availability 4 and 5 and the avail-
ability between 11:28:50 and 11:30:00 as Number 6. Any and all of these six availabilities may be sold by you to sponsors and you shall be en-
titled to retain any and all revenue received from such sales.

It is understood, however, that we may notify you of any order at any time, and from time to time, re-
capture for network sale the first of the two breaks, the first half of the program, namely, participa-
tions 2 and 4 as described above, and you hereby agree to continue to carry the program and the network announcements.

In the event that we recapture either participation for a second announcement period, we agree to advise you to the effective date of the new contracts. We recommend that no promises of both availabilities or any combination of them from us.

*CitEs Questions*

"The proposals by ABC give rise to several questions," Mr. Flanagan stated. "Is it in the best interests of radio stations to sell spot announce-
ments to the network? Are networks 'persuading' affliates to accept sales plans un-
der which a station might abrogate its required responsibility to control its own time?"

(The latter question stems from another clause in the contract specifying that "in the event the network sells a participation to an advertiser whose product is competitive to any products as ad-
vertised on the program, you [the station] agree to rescind such competitive products outside the limits of the program.")

The contract also pointed out that effectuation of the plan de-
pended on its acceptance by a majority of ABC affliates, without whose acceptance the plan be-
coming effective. No such promises of both availabilities or any combination of them from us.

SRA sees a "similar impli-
cation of reduced station incomes" in the query of CBS Radio to its affiliates regarding charges for local cut-ins on CBS programs [B&T, Oct. 20].

"Station cut-ins are logically national spot advertising," Mr. Flanagan declared. "To argue that a network advertiser is paying for the full time segment anyway, and therefore cannot be rightly double-
time charged for cut-ins may seem plausible but is fallacious.

*Label Cut-ins as Spot*

"The network cut-in is a device to strengthen the network at af-
filiates' expense by combining the advantages of local spot announce-
ments with a network show, in network time, at little or no extra cost. In other words, eat the cake and have it too. Our position has always been that station cut-ins on network programs should be recognized as national spot an-
nouncements, billed separately as national spot advertising at the regular full minute, national spot rate.

"The stability of national spot advertising is reflected in the independence of the stations and their individual and combined resistance to network practices that reduce station reve-
 nue."

---

**SRA Scores**

**ABC 'Spot' Show, CBS on Cut-Ins**

By FLORENCE SMALL

DEVELOPMENT of a plan to pre-
vent costly and arbitrary juggling of radio and television programs and formats by national adver-
sisers was discussed in agency circles last week.

The idea arose as nine major advertisers and station execu-
tives agreed that it should be possible to use radio or TV vehicles in midseason.

This widespread change of for-
mat and scrambling for new prop-
erties at this date was at-
ttributed to the drive of the trad-
tional re-evaluations that come at the end of a 13-week cycle; (2) irreverendly low ratings of our shows; (3) unsatisfac-
tory time periods of current offerings.

One of the advertisers effecting a change is the Gulf Oil Corp., which last week signed a contract for sponsorship of *Life With Riley*, a film show, to replace its present live program, *Gulf Playhouse*, effective Jan. 2 (Fri., 8:30-9:00 p.m.) on 

*ABC* TV. Young & Rubicam, New York, is the agency.

Serutan, which sponsors two net-
work programs, *Battle of the Ages* (CBS-TV, Saturdays) and *Life Be-
gins at 80* (DuMont, Fridays), was considering late last week a re-
vamping of the format of *Battle*.

Client and agency executives were meeting to weigh a new time or another network for the pro-
gram. Meanwhile they are cur-
rently expanding the *Life Begins* show to at least 25 additional mar-
time markets, including Chicago, New York, is the agency.

American Tobacco Co. (Lucky Strike cigarettes), which two weeks ago had taken an option on both 

*Private Secretary*, film featuring Ann Sothen, and *CBS-TV's live Red Buttons Show*, has just about decided to sponsor the former as a replacement for *This Is Show Busi-
ness* on CBS-TV (Sun., 7:30-8:00 p.m.), alternating with the Jack 

Benny appearances for Luckies in the same time period. 

BBDO, New York, is the agency.

Andrew Jergens Co. (Jergens' Lotion), through Robert Orr Assoc., 

New York, is dropping its Holly-
wood Playhouse and replacing it with radio and TV announce-
ments, starting Dec. 4 (Thurs., 9:30-10:00 p.m.)

S. C. Johnson increases 

S. C. Johnson & Sons is adding to its alternating sponsorship of the 

*Robert Montgomery Presents* show on NBC-TV (Mon., 9:30-
10:00 p.m.) by acquiring the alternate week sponsorship of 

*CBS-TV's The Name's the Same* (Wed., 7:30-8:00 p.m.) which is being dropped by Swanson Foods. Need-
ham, Louis & Bruck, New York, is the agency for Johnson.

U. S. Rubber Co., through Flit-
cher D. Richards, New York, is looking for a featured name prop-
erty. Since in Sunday early-
week evening spot time on NBC-TV was dropped last season the advertiser has also been on the lookout for this new time availability. Among those being considered is the feat-
uring Edgar Bergen. This same 

firm negotiated with Bing Crosby for almost a year before abandon-
ning those negotiations. Agency

executives now feel that it most 
likely will be early spring rather 
than early January as anticipated, before a property and time can be acquired and processed.

U. S. Steel Corp., through 
BBDO, New York, is another ma-

or advertiser still looking for a program format.

Reynolds Metals Co., through 
BBDO, New York, is the client of an advertiser to switch its format this 

season. The company dropped *Doc 
Corkle* for the *Mr. Peepers* show on NBC-TV, after two performances of the former. 

Jules Montenier (Stoppette de-
corant), New York, through Earle 
Ludgin, also New York, in addition 

to sponsoring What's My Line on 

CBS-TV, takes over the radio ver-

sion of the same program which was dropped by Philip Morris. 

This is a Goodman-Todman 
package.

Meanwhile, a television version of *Halls of Ivy*, which is being pre-

pared but which will not go on the air this season, is said to be under consideration by some of the advertisers who are seeking new programs.

Nat Wolfe, vice president in 

charge of radio television produ-
ction of Young & Rubicam, New York, suggested, as one possible preventive of hurried mid-season switches, that agency and client de-
cide on a program size at least one months before placement so that enough time is available for mature preparation and the ironing out of the inevitable kinks that attend any project so costly and so rami-

ified.
Like ice cream goes with cake

*Low-cost results and W-I-T-H go together just like ice cream goes with cake.*
And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

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

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

For the best spot, at the right time, at the right place
Every purchase soon becomes a matter of digits and decimals. But even in Spot Radio and Television advertising, the decision to buy is influenced by many factors.

Your NBC Spot Salesmen have top research and program information staffs at their command. They will supply you with the market data, audience composition and the cost-per-thousand-listeners statistics you need to develop and launch a limited campaign or multi-city saturation schedule. Your NBC Spot Salesmen know the importance of presenting decision-making facts for your consideration.

It takes expert planning to successfully put the decimals in your sales figures where you want them. For the complete service you need to plan successfully, call NBC Spot Sales.

representing
RADIO STATIONS:

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

representing
TELEVISION STATIONS:

WNBK Cleveland
WNBW Washington
KPTV Portland, Ore.
WRGB Schenectady
WNBK Los Angeles
WNBN Cleveland
WNBT Denver
WNEQ Philadelphia
WZTV Boston

than others
AMONG those being mentioned as the broadcasting-communications specialist on the House Interstate & Foreign Commerce Committee are (to r) Republicans Carl Hinshaw (Calif.), engineer; Joseph H. O'Hara (Ill.), member of subcommittee probing radio-TV programs and author of unsuccessful amendment to McFarland Bill to permit broadcasters to censor political candidates for libel, and Richard W. Hoffman (Ill.), owner of WHFC WEHS (FM) Chicago.

**NEW FACES ON HILL COMMITTEES**

Elections, Other Factors Aid in Revisions

Rep. WOLVERTON

... Set to head House group

Page 36 • November 10, 1952

**THIRTEEN - MAN Senate Interstate & Foreign Commerce Committee will get five new members when the 83rd Congress convenes Jan. 5. It lost that many during the recent campaign which culminated in the elections last Tuesday.**

Remaining are: Republican Senators Charles W. Tobey (N.H.), due to become chairman (see main story), Homer E. Capehart, erstwhile radio-phonograph manufacturer and owner of a phonograph company; John Bricker (Ohio), re-elected; John J. Williams (Del.), famous for uncovering the Internal Revenue scandals; Democratic Senators Edwin C. Johnson (Col., outgoing chairman); Warren G. Magnuson (Wash.); Lyndon B. Johnson (Tex.) and Lester C. Hunt (Wyo.).

McFarland Defeated

Defeated last week were Sen. Ernest F. McFarland (D-Ariz.), majority leader of the Senate, author of the McFarland Law revising the Communications Act and chairman of the Senate Commerce communications subcommittee, and Sen. James P. Kem (R-Mo.), Others who no longer will be with the Committee are Sen. Herbert R. O'Connor (D-Mo.), who retired; Sen. Owen Brewster (R-Me.), defeated in the primaries; and the late Sen. Brien McMahon.

Communications subcommittee will be headed by Sen. Tobey, it is understood, and will include Senators Capehart and Johnson among others. Sen. Tobey, who sailed with Mrs. Tobey for the UNESCO conference in Paris Nov. 7, is also due to become chairman of the NARBA subcommittee of the Senate Foreign Relations Committee.

Senate Foreign Relations subcommittee on foreign information activities (including Voice of America) may be headed by Sen. Alexander Wiley (R-Wisc.), who is also due to head of the full committee; or Sen. Bourke B. Hickenlooper (R-Iowa). Both are GOP members of the present subcommittee, headed by Democrat Sen. J. W. Fulbright (Ark.).

House Interstate & Foreign Commerce Committee will be headed by Rep. Charles A. Wollenberg (R-N.J.), who was in the 82nd Congress. Who the communications specialist may be is unknown, but it is believed it may be one of these three Republicans: Rep. Carl Hinshaw (Calif.), an engineer; Rep. Joseph P. O'Hara (Ill.), member of the subcommittee investigating radio and TV programs and author of the proposal to permit broadcasters to censor candidates' speeches for "defamation"; Rep. Richard W. Hoffman (Ill.), WHFC WEHS (FM) Chicago.

The House committee does not have a regular communications subcommittee as does the Senate committee.

Four members of the House committee will be missing next January. They are Republicans Leonard W. Hall (N.Y.), who resigned to return to law practice; Harman D. Denney Jr. (Pa.), defeated in the elections, and Democrats Lindley Beckworth (Tex.), defeated in the primaries in his bid for the Senate nomination, and John A. McGuire (Conn.), defeated in last week's balloting.

Others on the committee, in addition to those named above, are: Republicans Robert Hare (Me.), James I. Del-liver (Iowa), John W. Heselson (Mass.), Hugh D. Scott Jr. (Pa.), John R. Bethell (Mich.), J. Edgar Chennoweth (Col.), John V. Beamer (Ind.), Demo-crats Robert Sleeper (Ohio), retiring chairman; J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight E. Moore (Fla.), Arthur G. Klein (N.Y.), Thomas B. Stanley (Va.), William F. Granahan (Pa.), F. Ettel Carlyle (N.Y.), John H. Thomas (N.C.), Sen. Al Gore (Tenn.), Sam Rayburn (Tex.), Barry M. Goldwater (Ariz.), and James A. Mooney (Ala.).
There's a lot more to radio than ratings. But when you combine radio's top ratings with continuing dominance of Pennsylvania's top quality market, you get best value for your money.

Harrisburg's far ahead of every major market in Pennsylvania in retail sales activity—92% above the national average.

Mr. 580 delivers 'way above average results, too . . . in all South Central Pennsylvania . . . in Lancaster, York and Lebanon.
tions have the subcommittee's approval.
1. Since all national networks will be submitted separate forms, the Subcommittee, it will not be necessary to request information from individual stations. The form is available to show "Total Amount Paid for Political Announcements--or Spot Campaigns".

2. It will be necessary for you to show the time slot announcements for all locally originated political programs or announcements made by federal candidates and also for all combinations of stations and time slots resulting in a network within the meaning ordinarily associated with that classification.

3. If the information in the announcement, it is agreeable to the subcommittee if you group all announcements purchased by each individual, sponsoring organization, or individual. In this connection under the local time slot announcements (see "Night time Broad- cast or Telecast"), you are required to include those announcements which you may have made available from local or regional affiliations.

4. Please do not include political broadcast messages paid for by national level political organizations or local offices. This survey is limited to data for the past three weeks, it the Vice President, Senators and Rep- resentatives, and the major political parties.

An accompanying letter by Sen. Hennings asked that "as directed in this questionnaire this form shall be returned to the Chairman no later than Nov. 24." A similar letter to newspaper executives suggested that "you can, if you desire, prepare and send a tabulation" of your respective newspapers.

5. If returned, the data will be tabulated and reported by the President, the House, and in the Senate, and in the Senate, and in the Senate. The data will be made available to the public at a later date.

A. Members of both branches of Congress also are limited by the Hatch amendment to the Federal Corrupt Practices Act on their personal expenditures for the Senate to $25,000, for the House, $10,000 —a fact which has caused consternation in some political circles, particularly among candidates who have recently completed the primaries.

B. The House financial reports threw further light on contributions by personalities identified with radio and television. Among the names listed in the reports—from Oct. 22-23 to Oct. 29-30 and others made available were these names:

Frank M. Folson, RCA president, $1,500, to Calendar 55, the National Volun- teer House for Stevenson; Eugene H. Merrill, Falls Church, Va. (identified as FCC Com- mercial, $100, to the Democratic Na- tional Committee; Paul A. Pater, Washington attorney, $500, Demo- cratic National Committee; Abbott Kimball, ad agency executive, $100; Citizens for Eisenhower; G. Mahlen Kline, Smith & Franken & Libs, $2,500; Volun- teers for Stevenson; the late Francis P. Matthews, former stock- holder in WOJ Omahas and KODY North Platte, Neb., $1,500; Stevenson- Sparkman Forum Committee; Nathan Stole New York, sponsor, $1,000; Stevenson-Sparkman Forum Commit- tee.

Sums in Capsule
Following is a capsule of the sums paid or obligated by each committee to the network or agency involved during the last week of October. Other listings ap- peared in last week's issue [BT, Nov. 3]. Local stations are not listed here.

Democratic National Committee—
ADC, $11,390.86; CBS, $12,412.83; $23,527.65; CBS, $4,440; Joseph Kato Co., $7,969.17.

Republican National Committee—
Kudner Inc., $2,722.50; Goodrich & Bates & Co., $728.45.

Political Volunteers for Stevenson-
ADC, $27,055.15; $25,000; $11,752.16; NB, $1,600; Citizens for Eisenhower; George P. Mahoney, the defeated Democratic candidate; "didn't spend a nickel on radio but used a very heavy television cam- paign," the agency reported.

In addition to the above, other stations were paid to recording firms, special broadcast funds, film companies, local stations, etc.

Sums in Capsule

The $278.45 paid to Ted Bates & Co. was for one radio spot campaign, ad- duction work done by that agency on the GOP spot campaign which aroused so much controversy. All reports included, the agency re- ceived $23,275.45, on what was pur- ported to be a $2 million spot blitz, according to the National Volun- teers for Stevenson.

Radio and TV was used exten-

KNEWING PULSE

While none of the nation- wide polls showed other than their national election predictions, Dr. Raymond A. Kemper, di- rector of the Psychological Services Center, U. of Louis- ville, correctly predicted the vote on three Louisville bond issues. Dr. Kemper is well known for his work on selecting candidates. The vote was on referendum for a new radio station in Louisville on radio as a me- dium vs. newspapers and magazines [BT, Oct. 1, 1961]. Dr. Kemper accurately called three referenda for the sale of issue votes despite the requirement of a two-thirds majority for passage.

sively on the local levels, too, along with Telethons.

In Baltimore, Joseph Katz Co. noted that in Maryland's Senator- race, "the winner used radio—al- though he had not used television—exclusively." J. Glenn Beall, the successful GOP candidate, utilized saturation radio spots. George F. Mahoney, the defeated Democrat, "didn't spend a nickel on radio but used a very heavy television cam- paign," the agency reported.

In other areas, notably Virginia, it was perhaps the opposite. Joel Broyhill, GOP House candidate, concentrated on television and came out victorious.

In New York, Gov. Tom Dewey cut on a 17-hour telethon locally on WOR-TV—an effort which ap- parently paid dividends. (See sep- arate story, page 54.)

KSCV RENEWAL

Ends Two-Year Case

LONG-PENDING dispute over re- newal of the license of KSCV Rich- field, Utah, was settled Wednes- day when the FCC granted renewal to the station. The case had been set for hearing in 1960 because of stock sale by William J. Warner, owner, to Valley Bstz Co., in which he was inter- ested. The sale was declared to have been based on need for more capital in building the station in 1947.

In granting renewal the Commis- sion noted that the true finan- cial situation had not been ac- curately predicted in 1948 but that the explanation that the applicants believed they had to supply original ownership data until FCC granted permission to file figures, which involved loss of control.

FCC said the owners subse- quently filed correct reports and gave "some but not controlling con- siders" when the FCC granted KSCV program service.

CONSTRUCTION of a 46,000 square ft, one-story brick addition to the Adaline lodge, Wyoming, Ind., has been announced by John B. Huares, executive vice pres- ident.
Don Lee's Radio Audiences Are Still Up!

1st 6 MONTHS '52 vs. 1st 6 MONTHS '49*
Daytime audience 11.1% higher
Evening audience 3.4% higher
...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, full network average audience, Monday thru Friday.
These are "living room" audiences only. They do not include the vast number of out-of-home listeners.
Don Lee has the most complete, consistent, local coverage of the Pacific Coast at the lowest cost per sales impression of any sales medium

Averaging $125,000,000 a year, the Pacific Coast fishing industry is the nation’s largest. And don lee is the largest Pacific Coast network...the only one big enough to cover all 45 of the important Pacific Coast markets with local network stations.

Therefore, only don lee can consistently reach your prospects in these widely separated markets from their own local network station. Further, only don lee has the flexibility to match your distribution. You can buy what you need, where you need it. No waste!

That’s why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...DON LEE.

Represented Nationally by JOHN BLAIR

The Nation’s Greatest
Regional Network

1313 North Vine Street
Hollywood 28, California
<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Number Reporting</th>
<th>Number With Radio</th>
<th>Number With TV</th>
<th>Per Cent With Radio</th>
<th>Per Cent With TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>The State</td>
<td>1,225,089</td>
<td>391,235</td>
<td>364,070</td>
<td>364,575</td>
<td>92.5</td>
<td>83.57</td>
</tr>
<tr>
<td>J.M.A.</td>
<td>543,822</td>
<td>172,104</td>
<td>169,175</td>
<td>169,527</td>
<td>98.6</td>
<td>96.46</td>
</tr>
<tr>
<td>Urbanized Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver Urbanized Area</td>
<td>498,743</td>
<td>153,899</td>
<td>151,370</td>
<td>147,945</td>
<td>97.7</td>
<td>97.11</td>
</tr>
<tr>
<td>Pueblo Urbanized Area</td>
<td>72,247</td>
<td>20,261</td>
<td>20,140</td>
<td>19,480</td>
<td>96.7</td>
<td>94.06</td>
</tr>
<tr>
<td>URBAN PLACES (10,000 or more)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aurora</td>
<td>11,461</td>
<td>3,517</td>
<td>3,479</td>
<td>3,415</td>
<td>98.4</td>
<td>98.27</td>
</tr>
<tr>
<td>Lancaster</td>
<td>30,001</td>
<td>9,243</td>
<td>9,230</td>
<td>9,178</td>
<td>98.8</td>
<td>97.38</td>
</tr>
<tr>
<td>Jefferson</td>
<td>20,021</td>
<td>6,206</td>
<td>6,170</td>
<td>6,120</td>
<td>98.5</td>
<td>98.17</td>
</tr>
<tr>
<td>Chester</td>
<td>40,763</td>
<td>12,485</td>
<td>12,320</td>
<td>12,220</td>
<td>98.6</td>
<td>98.37</td>
</tr>
<tr>
<td>Green Bay</td>
<td>35,277</td>
<td>11,743</td>
<td>11,680</td>
<td>11,580</td>
<td>98.5</td>
<td>98.09</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>55,687</td>
<td>17,915</td>
<td>17,860</td>
<td>17,760</td>
<td>98.7</td>
<td>98.03</td>
</tr>
<tr>
<td>Madison</td>
<td>44,007</td>
<td>14,141</td>
<td>14,090</td>
<td>13,990</td>
<td>98.5</td>
<td>98.36</td>
</tr>
<tr>
<td>Milwaukee Urbanized Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee Urbanized Area</td>
<td>32,043</td>
<td>10,115</td>
<td>10,090</td>
<td>10,050</td>
<td>99.5</td>
<td>99.42</td>
</tr>
<tr>
<td>URBAN PLACES (10,000 or more)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joliet</td>
<td>11,207</td>
<td>3,544</td>
<td>3,504</td>
<td>3,495</td>
<td>99.0</td>
<td>99.07</td>
</tr>
<tr>
<td>Rockford</td>
<td>30,001</td>
<td>9,243</td>
<td>9,220</td>
<td>9,175</td>
<td>98.9</td>
<td>97.96</td>
</tr>
<tr>
<td>Aurora</td>
<td>20,021</td>
<td>6,206</td>
<td>6,170</td>
<td>6,120</td>
<td>98.5</td>
<td>98.17</td>
</tr>
<tr>
<td>Quad-Cities</td>
<td>40,997</td>
<td>12,320</td>
<td>12,280</td>
<td>12,220</td>
<td>98.6</td>
<td>98.37</td>
</tr>
<tr>
<td>Green Bay</td>
<td>35,277</td>
<td>11,743</td>
<td>11,690</td>
<td>11,640</td>
<td>99.7</td>
<td>99.44</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>55,687</td>
<td>17,915</td>
<td>17,860</td>
<td>17,810</td>
<td>98.7</td>
<td>98.24</td>
</tr>
<tr>
<td>Madison</td>
<td>44,007</td>
<td>14,141</td>
<td>14,100</td>
<td>14,050</td>
<td>99.8</td>
<td>99.55</td>
</tr>
<tr>
<td>Milwaukee Urbanized Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee Urbanized Area</td>
<td>32,043</td>
<td>10,115</td>
<td>10,090</td>
<td>10,050</td>
<td>99.5</td>
<td>99.42</td>
</tr>
</tbody>
</table>

**STATISTICS** in adjacent tables are extracted from final reports of the 1960 Census of Housing, Series II-A, No. 6 for Colorado, No. 17 for Kentucky, No. 24 for Mississippi, No. 27 for Nebraska and 1 for New Mexico, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 50, 66, 55, 45 and 40 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. 6, 17, 24, 27 and 31, now available from the Superintendent of Documents at 20, 20, 15, 20 and 15 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1960 Census of Population, Series P-B, No. 17, 24, 27 and 31, available from the Superintendent of Documents at 45, 60, 55 and 50 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

November 8, 1952

To the PRESS and RADIO:

Subject: WHAT KIND OF ROADS?

Everybody wants good roads.
But what kind of roads?

Shall we try to build roads of the kind required only by the heavier trucks which number about one per cent of all motor vehicles?

Or shall we build less expensive roads with capacity and strength sufficient for the satisfactory operation of the other 99 per cent of motor vehicles?

These are questions which call for an answer as the people of the United States are being urged to undertake the most expensive road building program in all history—a program proposing expenditures of up to 100 billion dollars in the next few years.

Light on the answers to such questions is thrown by the final report, just issued, on the Maryland Road Test conducted for eleven state highway departments and the United States Bureau of Public Roads by the Highway Research Board, an impartial scientific government body.

The railroads had no part in making the test. Representatives of motor trucking interests participated in the selection of the stretch of road on which the test was made, advised on the plan of research, and were represented in the conduct of the test itself. It was agreed in advance that the road selected for test purposes was typical of an "extensive mileage of concrete pavement . . . in this country."

Over this typical pavement, on parallel lanes which were substantially identical, trucks were operated with maximum loads of 18,000 pounds, and other trucks with 22,400 pounds on single axles. On another pair of parallel and identical lanes, trucks were operated with loads of 32,000 pounds and 44,800 pounds on dual, or tandem axles. Differences in the effects upon the pavement were carefully measured and recorded. These "differences in physical damage," the report states, are "directly attributable to the difference between the axle loads applied."

Measuring these differences in damage done, the report said that "the 22,400-lb. single-axle loads caused 6.4 times as much cracking . . . as the 18,000-lb. single-axle loads" and "the 44,800-lb. tandem-axle loads caused 12.3 times as much cracking as the 32,000-lb. tandem-axle loads."
The report further shows that the 32,000-lb. and 44,800-lb. tandem-axle loads, despite the fact that they were carried on two axles instead of one, caused "greater pumping, cracking and settlement" and "greater distress" to the pavement than the single axle loadings of 18,000 pounds and 22,400 pounds.

It has been contended that the results of the Maryland test should be discounted because the soil predominantly underlying the pavement was of a silty clay type. As to this, the report points out that while "pumping" develops more readily in pavements laid on fine-grained soil than on granular soil, progressive damage to concrete pavements requires that "the frequency and weight of traffic must be great enough to over-stress the slab to develop cracking and subsequent settlement." It further appears in the report that the predominant type of soil underlying the stretch of road on which the test was run also predominates over virtually all the area of states east of the Mississippi River and important areas in other sections of the country.

"Pumping in concrete pavements," the report says, "did not become a problem until the advent of the greater use of heavy trucks." No doubt it is possible by spending enough money on specially-prepared subgrades and extra thick pavements, to build roads which will stand up under such trucks. But this does not answer the question, is it necessary or is it wise, to do so?

Tests conducted by impartial public authority are helping to find the answer to such questions which concern us all both as taxpayers and as users of the highways—questions of what kind of roads should be built, and for whom they are to be built, and who is to foot the bill.

Railroads have the same interest in these questions as other large users of the highways and heavy taxpayers. They have, in addition, a particular interest because of their own highways of steel, designed and built to take the heavy loads of the nation's commerce. The more freight the railroads carry on these steel highways, the less will be the wear and tear on your public highways, and the less the taxpayers will have to spend for building and maintaining them.

Sincerely yours,

William T. Harvey
This is Mr. Deauquier

This is what he says

"Our decision to sponsor Fulton Lewis, Jr. on KORA back in 1948 was a wise one. Aside from favorable public relations and institutional value, the broadcasts have proved to be helpful from a tangible new business point of view. Our business (Hall Bros. Lumber Co., Bryan, Texas) has tripled in size, and much of this growth has been since 1948 when Fulton Lewis, Jr. started doing his terrific selling job for us."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus low prerated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

PUBLIC has invested something like $4 billion in new radio sets since the war—and not for use as "ornaments," John J. Karol, CBS Radio vice president in charge of network advertising, said at the Indianapolis Advertisers Club last Thursday.

He said "we now know that television has not depressed radio listening nearly so much as it has changed the pattern of listening"; that radio listening is on the up-grade "right in the television homes"; that advertiser faith in daytime radio has continued and that evening radio now is receiving "a great deal of new interest."

Speaking on "The Rediscovery of Radio," Mr. Karol noted that actu-
ally "the great majority of people never had to rediscover radio—they never lost it."

He noted that Americans have bought more than 96 million radios since January 1946, which means that "about 90% of the 110 million radio sets in the nation are post-war models." He continued:

"In television areas, it is now an accepted fact that daytime radio is by far the most widely used and efficient advertising medium. So advertiser faith in daytime radio has continued. If anything, it has, I believe, increased. However, this same faith has not been displayed by all advertisers in nighttime radio. These advertisers are a part of the group that is now busily engaged in the rediscovery of radio. The other members of the group include many agency executives and many radio people."

Studies show, Mr. Karol noted, that TV "has increased tremendously the use of secondary sets." Radio "continues to be used but its use takes place largely outside the living room, and this usage is largely unmeasured."

Evening Listening High

Contrary to general conjecture, he said, it has been found that "evening radio usage in television homes is highest between 8 and 10 p.m." and that "the most popular programs are not news and music but the same big shows of the type that are most popular nationally."

In the last October-April season, he said, radio listening increased 28% in the TV homes of the top 10 TV cities. "And that increase occurred during the evening hours," he added. A. C. Nielsen Co. data, he said, showed that in New York "between September 1951 and September 1952 radio listening in television homes was up and television viewing was down."

Mr. Karol said many Monday-through-Friday daytime advertisers "are moving into nighttime radio" in an effort to reach "not only the housewife" but also the 10 million working women, other millions of working men, and others not available in daytime.

"Where just a year ago the mere mention of nighttime availabilities..."
KEYSTONE AFFILIATES ARE KEY STATIONS IN THEIR MARKETS — AND YOU MAY BUY THESE STATIONS, COUNTY BY COUNTY OR STATE BY STATE, TO PINPOINT YOUR OWN MARKET

There are 622 Keystone affiliates reaching the rich purses of Home Town and Rural America where more than half of America lives. Furthermore, of the total number of the nation's retail stores, more than half of them are located here—benefiting from the tremendous purchasing power of these people! Let us show you how you may build your own network to tap these purses.

KEYSTONE BROADCASTING SYSTEM, Inc.

- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1330 Wilshire Blvd.
Year after year after year...

Advertisers who keep close tabs on Boston media know it’s the same happy story over and over again: WEEI delivers a larger average total-week audience than any other Boston station. The simple truth is...

IN BOSTON, THE BIG STATION IS WEEI
Part here is properly adjusted to the RADIO ONLY basis.
Endemic

EDITOR:
... It is amazing how much free and really uncalled for publicity is given to a competitive medium through a probable oversight on the part of either writers, producers or other contributing parties. A recent case in point was the Sunday, Oct. 5 broadcast of the Eve Arden network show. ... Reference was made to a newspaper ad as the vehicle for disposing of a trailer.

Granted, radio may not be the best conveyor of classified advertising. I feel that it is not propitious to even suggest to the listener that newspapers are so endemic. ...

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

* * *

Complimentary

EDITOR:
May I compliment you on your editorial regarding broadcasters meetings [B&T, Oct. 27].

I would like to point out that the Texas Assn. of Broadcasters have been adhering to this idea, having held their last meeting in conjunction with the District 13 NARJ meeting recently, and the TAB Spring meeting was held at the time of the RMI Clinic.

Such combination meetings help to eliminate the meeting problems.

Richman Lewin
Director, KTRE
Lufkin, Tex.

AUSTRIAN SERIES
Promotes Western Unity


The State Dept.'s Voice of America also cooperated with the Austrian network officials by tailoring 15-minute programs suited to different themes for each country. Each day during "European Unity Week" was designated for some nation.

Dr. Harry J. Skornia, chairman of Indiana U.'s radio department, who is on loan to the State Dept., is serving as radio officer for the U. S. Embassy in Vienna. He supervises policy and operation for the Austrian network.
"Pitch changes are no problem with this new tape reel!"

Says Bob Pappin, Chief Recording Engineer, Schmitt Music Company, Minneapolis, Minn.

NEW LARGE HUB on the "Scotch" Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is 2¾", compared with the 1¾" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10¾" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

A greatly improved tape to match this greatly improved reel!

- "DRY LUBRICATION" process gives you a tape that practically eliminates sticking, squealing and cupping...a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!
- THINNER CONSTRUCTION allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand 111-A, the industry's standard of quality.
- 100% SPLICE-FREE! Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.
- GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ⅛ db from reel to reel.


BROADCASTING • Telecasting

November 10, 1952 • Page 47
LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

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

Write, Wire, Phone or Ask Headley-Reed

Broadcasting • Telecasting

Page 48 • November 10, 1952

Import of Ike’s Sweep (Continued from page 28)

began in the Dept. of Agriculture back in the twenties. He was associate director of the Office of War Information under Elmer Davis during the last war. He has many contacts and friends in radio in Washington and throughout the industry.

Whether Dr. Milton will assume a federal post is problematical. But whether he does or not, he will always have the ear of his celebrated brother. Another brother—Earl—of Charleroi, Pa., holds interests in two broadcasting stations—WLIO East Liverpool, Ohio, and WESA Charleroi.

Another question asked is whether Harry C. Butcher, owner of KIST Santa Barbara, and wartime Naval aide to Gen. Ike with rank of Captain, will become a part of his official family. Mr. Butcher was Washington Vice President of CBS when Gen. Ike was chief of staff. He served with him for three years. During the arduous Presidential campaign, Mr. Butcher was not in the organization’s high command, but contented himself with West Coast campaigning activities.

New Faces at FCC Who the new appointees to the upcoming FCC vacancies will be now is sheer speculation. Gen. Ike’s advisers may have ideas, but it’s doubted whether the new Chief Executive will even give them cursory consideration until after he completes his roster of cabinet members, personal aides at the White House, and heads of the defense agencies.

Around the President-elect are a number of workers who presumably could qualify admirably for the two certain vacancies (Walker and Merrill) which would give the FCC its maximum quota of four Republicans, without disturbing the remainder of the membership.

Among these would be such figures as Mr. Butcher; Stanley R. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., who served during the campaign as chief aide to GOP National Chairman Arthur Summerfield; Edward T. Ingle, radio-TV director of the committee for the past six years, formerly with NBC in New York, or any of a host of former Army and Navy communications officers who were identified with the General during his two-score years in the Army.

President Truman last year created a new position—that of Telecommunications Advisor to the President. The incumbent is Haraden Pratt, a distinguished engineer and scientist, whose appointment presumably was made on a non-political basis. Whether Gen. Eisenhower will retain such an office and, if he does, whether he will continue Mr. Pratt in it, is a question he must cope with later. Mr. Pratt has confined his activities to overall allocation policies and coordination. There is no reason, however, why the post, filled by a more ambitious individual, could not become the key communications assignment in Government.

Beyond the expected Republican appointments to the FCC, what might happen in that agency is pure conjecture. If Mr. Hyde assumes the chairmanship, it’s certain that activities down the line will speed up. He demonstrated his ability to keep things moving several years ago when he was acting chairman for three months. He jammed through procedures and deadlines on TV looking toward the lifting of the freeze. And he brooked no dilatory tactics from the staff.

Mr. Hyde is impatient over the slow progress being made in processing television applications. He often has found himself in disagreement with the FCC’s only woman Commissioner, Frieda B. Hennock, who has dedicated herself to the development of educational television. Miss Hennock, a New York Democrat, is serving a seven year term to expire on June 30, 1955. It is doubted whether her voice will be as strong in FCC affairs under a Republican administration.

Meanwhile, jitters were much in evidence in broadcast circles identified with New Deal-Pair Deal activities. TV aspirants heretofore regarded as “close” to the White House, were being counted out by Washington observers. Reports were current that little lists of people at the FCC who should be routed as “disloyal” to the GOP were being drawn up. Some ob-
EXTRA!

DENVER SET TO WELCOME
33rd SDX CONVENTION

Featuring these HEADLINERS and many other TOP NAMES

ARThUR HAYS SULZBERGER
Publisher, New York Times

THEODORE KOOP
CBS News and Public Affairs, Wash., D. C.

WILLIAM RAY
News and Special Events, NBC, Chicago

JACK FOSTER
Editor, Rocky Mountain News

E. RAY CAMPBELL

PLUS The Central City Trip
Delegates will visit and be entertained at famous Central City, ghost town of the Old West, deep in the mountains. Busses will take delegates and wives to the old mining town.

And for the Ladies...
A scenic railroad trip to Colorado Springs and Pikes Peak region, a tour of the Garden of the Gods, and lunch at the famed Broadmoor Hotel... also an invitation to attend a world premiere of an outstanding motion picture feature in Denver.

Send Your Hotel Reservations to the Cosmopolitan Hotel, Denver, Colo.

CONVENTION DATES—NOVEMBER 19, 20, 21 and 22

For registration information, contact SDX Headquarters, 35 East Wacker Drive, Chicago 1, Illinois

SIGMA DELTA CHI PROFESSIONAL JOURNALISTIC FRATERNITY

UNIVERSITY OF COLORADO Undergraduate Chapter • COLORADO PROFESSIONAL CHAPTER
A NEW FORMAT
for
Editorial & Advertising

Effective January 19, 1953

On that date we appear in our new typographical dress.

But the changes will be physical only; the news (while it is news) will reach you as usual, every Monday morning.

The restyling is tailored to make your reading easier. We will use the most modern type face, for maximum clarity. B+T will contain a brand-new feature section, specializing in "How To" articles. No more "jumps" from front to middle or back. Bigger and better pictures.

The same kind of news will appear in the same relative positions every week (except for top spot news stories). Thus the interests of all readers—advertisers, agencies, broadcasters, researchers, syndicates, packagers, trade groups, networks, suppliers—will be better served.

Hence, advertising dimensions will change slightly. There will be three columns instead of four. Headlines will be more meaningful. The book will be side-stitched; the stock heavier and whiter.

We are applying most modern techniques in the presentation of all the news in radio and television, in tempo with the strides of the media we have been privileged to serve for 21 exciting years.
servers predicted a "migration" from the FCC.

What these disillusioned observers failed to take into account, however, is that, except for the policy and patronage jobs, government employees are protected by Civil Service regulations. But they insist that "there's more than one way of skimming a cat," and they point out that in 13 years of New Deal-Pair Deal there hasn't been any occasion for mass reorganization. They predict that the "lost touch" will be regained under the coming administration.

Whatever the speculation, it's generally agreed that there's the beginning of a new era ahead and that the embattled area of communications regulation will be part and parcel of it.

IEB-W-IATSE SPAT Breaks Out on Coast
OPEN WARFARE has exploded between AFL's IBEW Local 45 and IATSE over representation of 28 KLTA (TV) Hollywood employees after IBEW a month ago filed a petition with National Labor Relations Board asking certification as a bargaining agent for all station engineering and stage personnel.

IBEW's contention that IATSE's contract negotiated last spring with KTLA has expired was met with objections by Roy M. Brewer, IATSE international representative, who charged IBEW with breach of agreement and said IATSE will contest IBEW's petition and will move in "legitimately" on IBEW Local 40 (movie local) at film studios. The NLRB hearing is set before Los Angeles Field Examiner Norman Greer on Nov. 20.

414 or 78.7% Said They Listened to KLRA First for Farm Information!

Here is the way farm families indicated their preference for listening to radio stations:

**KLRA**
- Station A: 414
- Station B: 330
- Station C: 293
- Station D: 240
- Station E: 222
- Station F: 221
- Station G: 220
- Station H: 184
- Station I: 151
- All Others (42 mentions), all 25 or less: 268

If you want the complete story of KLRA dominance, ask your Taylor Man

**IEB-W-IATSE SPAT**

**TV CAMPAIGNING**

Lauded by Fred Palmer

TV has replaced the torchlight parade and the tiresome repetition of poor speakers in political campaigning, in the opinion of Fred A. Palmer, radio consultant, Columbus, Ohio.

In a congratulatory letter to Sen. John W. Bricker (R-Ohio), who won re-election last Tuesday, Mr. Palmer paid tribute to television as "a new art of campaigning ... a third dimension of political impact."

Mr. Palmer wrote glowingly of ... this new TV art that is fresh, entertaining, informative and interesting." He particularly mentioned the Republican final appeal over TV, 11 p.m. to midnight on election eve. "Whoever created this final TV hour," wrote Mr. Palmer, "made his mark on history."

**Demo Blast at Networks**

(Continued from page 87)

a post-election study as to whether additional legislation is needed to assure fair treatment of all political candidates which is licensed by the government to provide a service to the public.

The difference of opinion between ABC and the National Commission does not involve merely the letter of the present law, but the overall responsibility of radio and television networks and stations to be fair and impartial and to act in the public interest.

Mr. Mitchell said his party had no funds to buy equal time on ABC to counteract the Winchell statement aired "without cost to the Republican party."

Mr. Mitchell also accused radio networks and news services of suppressing "the truth" in connection with a statement by Francis Cardinal Spellman. He said they failed to mention even once Cardinal Spellman's denial that he had endorsed Gen. Eisenhower.

What action, if any, FCC would take was not known Thursday, though the instant case was viewed as academic after the election results.

**Stassen's Complaint**

The Commission also has been asked to take action on a protest by Harold Stassen claiming CBS denied him equal time to answer statements on a United Auto Workers TV program. CBS replied that the Communications Act was not applicable in that instance.

Also pending with FCC is a protest by counsel for DuMont TV Network charging that some TV stations have refused political programs from a network other than that of which they are primary affiliates.

Other complaints involve charges by Sen. Joseph R. McCarthy (R-Wis.), who promised to seek revocation of KING-TV Seattle's license for censoring his paid political talk on grounds of possible libel, and by the National Volunteers for Stevenson over the purported $2 million GOP spot "blitz." FCC refused to consider the latter's initial protest for lack of information. Whether the volunteers group would file a new complaint was not known last week.

**WWNC Renewed**

RENEWAL of license on regular basis was granted WWNC Asheville, N. C., Wednesday after review of circumstances involved in a 1940 transfer of stock to Mrs. Don S. Elia, wife of the WWNC president. The action was taken after Mr. Elia voluntarily told the Commission he had not realized the 1940 transaction should have been reported. The Commission approved relinquishment of control by sale of 62% shares to executors of the estate of Charles A. Webb, reducing the Elia's holdings from 51.3% to 49.8%.
"What would you have done?"

asks Mr. George Fehlman

Executive Vice-President, Belnap & Thompson, Inc., Chicago—merchandise prize incentive programs

"Recently, we had to deliver prize material to client sales meetings, scheduled all over the country for the same day.

"We were forbidden to ship early—and we must not be late! What would you have done?

"We called Air Express.

"Within 24 hours, almost 1,000 shipments were dispatched. All arrived on schedule. Not a single call or wire inquiring about a shipment was received!

"We've become accustomed to that kind of service from Air Express. What's more—on practically every shipment we make, the Air Express rate is lowest in the field. These rate differences often save several hundred dollars in one day’s shipping!

"Our business has grown from $4½ million yearly sales 5 years ago, to more than $9 million this year. We give credit for an important ‘assist’ to Air Express!"
Want to Sell the Southern Belle?
WWL Sells to More “Southern-hers” Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here’s how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:

WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.


WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make her remember, help you sell her. No other station South gives advertisers such all-out support.

LET WWL, THE SOUTH’S GREATEST SALESMAN, SELL FOR YOU!
Vote Drive Shows Radio-TV Sales Power
(Continued from page 54)

ions of a national organization that could provide the active guidance and direction of radio and TV at state levels. The NARTB undertook this definite assignment in 48 states by providing working committees chair- manned by state broadcasters. Each committee offered its services to the governor of its state and secured a total of 94 proclamations in support of community register and vote drives.

John Archer Carter, radio-TV director of the foundation, said there had never been any doubt in his mind that broadcasters and telecasters would cooperate "most generously" in the campaign. He continued:

Through the years I've come to know that no other people are more public spirited. But from early last March when radio alone was urging citizens to register so they could vote in "the biggest election in history," right up through the actual election these radio and television people cooperated far more than anybody had any right to expect.

Advertisers and people in advertising agencies and in networks and stations, including all those national and local radio-TV personalities, gave the most inspiring demonstration of an industry's Americanism that this country has ever seen. I am biased, of course, but I believe this was the biggest reason for the phenomenal—and I use the word advisedly—vote.

A special tribute must be paid Gordon Kinney, of The Advertising Council, and Messrs. Richards and Smith of the NARTB, for their faithful and effective help—a sentiment in which thousands of our associates will wish to join.

President Fellows pointed out that more than 118 days of time were contributed by radio and TV stations during the last 11 days of the campaign alone. He thanked broadcasters and state broadcaster associations for their support. He said:

There are three particularly heart-warming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and television. Second, broadcasting has added a new chapter to its 30-year record of public-spirited good citizenship.

And third, one cannot help but feel that the unparalleled coverage given to the conventions, the campaign and the issues by television and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them.

Station Kits
Mr. Smith supplied three kits of campaign aids to member and non-member radio and TV stations around the country. These included copy for announcements, ideas for programs, tune-in appeals for use with local merchants and community service clubs, and scores of local public relations suggestions.

The NARTB board had thrown its support behind the drive at the national convention held last April in Chicago.

AHP's activity started last March when it submitted announcement kits to stations. This project was first major effort of the foundation and stations had carried thousands and thousands of announcements long before other major organizations had joined the campaign.

After the NARTB board's action, President Fellows named Mr. Patt as chairman of the industry committee. Serving on the committee were Roger W. Clipp, WFIL, Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Given, WBLJ Bowling Green, Ky.; Paul Wilkins, WTIC, Philadelphia; and Joseph Wilkins, KFBG Great Falls, Mont. Individual state chairmen were quickly named and the 38 state associations joined the undertaking.

Foundation officials declare they were amazed at the way individual stations came up with their own ideas and stunts. Advertising Council took part in the campaign, giving priority to the vote drive as election day neared. In turn individual agencies and advertisers turned out their own projects.

LAW ASSOCIATES
Three Added to D. C. Firm

ADDITION of three new associates was announced last Thursday by Dow, Lohnes & Albertson, Washington, D. C., radio-TV law firm. They are Alfred C. Cordon Jr., John B. Jacob and John A. Rafter, all of whom received their law degrees and were admitted to practice this year. Mr. Cordon, native of Rigby, ID., attended Idaho State Col-

*Effective buying power $300,000,000—(Sales Management, May 1952)
SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee
Sponsors who are NEW like these:

- STRIEMANN BISCUIT CO., Louisville, Ky. - WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N.Y. - WBEN-TV
- WISCONSIN IND'P'T. OIL CO.
- MILWAUKEE, Wis. - WTMJ-TV
- GERITOL
- KANSAS CITY, Mo. - WDAF-TV
- GILL COFFEE
- RICHMOND, Va. - WSYR
- FAYGO BEVERAGES
- NORFOLK, Va. - WJAR
- YES TISSUE
- DETROIT, Mich. - WXYZ-TV
- SPEIDEL
- NEW YORK, N.Y. - WABD

Become sponsors who RENEW like these:

- VANITY FAIR TISSUES - BOSTON, Mass. - WNAC-TV
- WIEDEMANN BREWING CO., Columbus, O. - WBNS-TV
- CINCINNATI, Ohio - WLW-TV
- DAW DRUG COMPANY, ROCHESTER, N.Y. - WHAM-TV
- SYRACUSE, N.Y. - WSYR-TV
- Utica, N.Y. - WSYR-TV
- PETER HAND BREWERY - CHICAGO, Ill. - WBKB-TV
- SUN DRUG CO. - PITTSBURGH, Pa. - WQTV
- BUCKEYE BREWERY - Toledo, Ohio - WSPD-TV
- 2nd YEAR

"STARRING KENT TAYLOR AS "BLACKIE"
WITH LOIS COLLIER AS "MARY" AND
FRANK ORTH AS "FARRADAY"

AMERICA'S ADVENTURE

SPONSORS BUY IT BECAUSE THEY KNOW IT'S GOOD
THEY RENEW IT BECAUSE IT'S PROVED GOOD FOR
SPONSOR IT AND THE PROFITS ARE YOURS!
Because of WINGS like these:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>1st</th>
<th>All Week</th>
<th>2nd</th>
<th>Thursday Night</th>
<th>3rd</th>
<th>Thursday Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ft. Worth</td>
<td>39.3</td>
<td>1st</td>
<td>All Stations</td>
<td>1st</td>
<td>All Stations</td>
<td></td>
<td>All Stations</td>
</tr>
<tr>
<td>T</td>
<td>27.8</td>
<td></td>
<td></td>
<td>2nd</td>
<td>Thursday Night</td>
<td></td>
<td>Thursday Night</td>
</tr>
<tr>
<td>J</td>
<td>40.8</td>
<td></td>
<td></td>
<td></td>
<td>All Stations</td>
<td></td>
<td>All Stations</td>
</tr>
<tr>
<td>Virg.</td>
<td>57.7</td>
<td></td>
<td></td>
<td></td>
<td>Thursday Night</td>
<td></td>
<td>Thursday Night</td>
</tr>
<tr>
<td>R. Lotte</td>
<td>63.2</td>
<td></td>
<td></td>
<td></td>
<td>All Stations</td>
<td></td>
<td>All Stations</td>
</tr>
<tr>
<td>Cinn.</td>
<td>32.7</td>
<td></td>
<td></td>
<td></td>
<td>Thursday Night</td>
<td></td>
<td>Thursday Night</td>
</tr>
</tbody>
</table>

**ON KIE**

MOST SUCCESSFUL DETECTIVE SHOW!

GOOD! WRITE! WIRE! PHONE!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
How it Looks From Here

IT MAY BE weeks before there’s any expression from President-elect Eisenhower on his approach to problems pertaining to telecommunications—and that encompasses the whole range of activities of interest to station owners, advertisers and manufacturers.

Yet every sign points to the likelihood that Eisenhower will be a conservative. While he has rubbed elbows with radio and television militarily only (except for the six months of arduous campaigning), he has close to him many people wise in the affairs of the industry, including two of his brothers—Earl identified with station ownership, and Milton, a former government official, now president of Penn State.

What will happen at the FCC? There will be changes. There are now four Democrats, two Republicans and one Independent. The new Administration is entitled to four Republican places, although this does not happen automatically when the new President assumes office Jan. 20.

The presumption is that an incumbent Republican will be elevated to the FCC Chairmanship. The two official candidates for the post are Vice Chairman Rosel H. Hyde, a career official and a lawyer. Comr. George E. Sterling, the other Republican, does not aspire to the chairmanship. He, too, is a career official, who came up through engineering ranks.

Comr. Hyde’s promotion would win wide favor. Last Spring he won unanimous endorsement of the Senate Interstate & Foreign Commerce Committee for an appointment to the FCC. And the Senate, Republicans and Democrats alike, confirmed his nomination by acclamation. He has served as interim chairman before, and when he served, things got done. He, more than anyone else, has been goading the FCC to speed up its TV processing. He has all of the requisites.

Chairman Walker has stated he doesn’t intend to move his hands for new terms until June 30. An old-line Democrat, it’s to be expected that he will be permitted to retire at that time.

The new President also will have the opportunity to name his first Republican member. When Eugene H. Merrill, of Utah, accepted the interim appointment a few weeks ago from President Truman, it was a calculated risk. The new Republican Senate won’t confirm him, even if Mr. Truman wants the nomination.

So the whole complexion of the FCC will change in January. Democrats Hennoch and Bartley, whose terms run until 1955 and 1956, respectively, are safe in their jobs, unless they elect to resign, which is unlikely. Mr. Hyde’s term runs until 1961, Comr. Sterling’s until 1957 and Comr. Webster’s (Independent) until 1966.

The elections otherwise brought both joy and sorrow to broadcasters. The defeat of Majority Leader Ernest W. McFarland in the Senatorial contest in Arizona will be regretted, because he had more radio friends than the average Repub.

On the other hand, the lashing taken by Sen. William Benton, Connecticut Democrat, who has fostered almost everything short of censorship and Government ownership of radio stations, will bring few tears.

Despite the forays against radio and television during 20 years of Democratic rule, the media haven’t fared badly. But the threats against them have never entirely vanished, and only extreme vigilance curbed them.

On paper, it looks better for the next four years. But it behooves broadcasters never to become complacent.

The Vote Got Out

FROM NOW until the next elections, the pundits and the politicians will be pontificating on the many things the Eisenhower sweep proved. They probably will eschew the one point proved more resounding than any other. And that is “It Pays to Advertise (by radio and television).”

The number of voters who trodded to the polls broke all records. There were around 60 million of them, as against the previous high of 48 million. They voted early. The returns were known hours before they were expected.

Radio and television did the biggest part of that vote-getting. The two medium hunderds of millions of listener impressions. It was evident that this would happen weeks ago, because the registrations reached an all-time high. It was a project initiated by the American Heritage Foundation, but it could not have succeeded without the wholehearted cooperation of the nation’s broadcasters and telecasters marshalled through the NARTB. Advertisers and agencies cooperated with stations in an unprecedented display of public service and good citizenship.

With this lesson learned, it’s obvious that no future national elections will go by default or inertia.

Radio and television broadcasting sold the nation in this campaign. Could there be any greater proof that the nation is sold on radio and television?

The ‘Crusaders’

AT THE RISK of being labelled anti-educational, we’re constrained again to cite the almost frenzied crusading that pervades non-commercial educational television. The crusaders are FCC Comr. Frieda B. Hennoch, and to a slightly lesser degree, Chairman Paul A. Walker. They are hitting the hustings to cajole educational institutions into applying for TV facilities “reserved” for non-commercial use. Miss Hennoch, who first made it a cause celebre, has even put the bite on broadcasters to contribute equipment, studios, antennas or anything loose for these Illusory projects which, in our judgment are predestined to failure.

We’ve gone into the economic hazards before. We’ve cited also the illogical, if not illegal, action of the FCC in first reserving 242 allocation assignments for education, and then in granting construction permits without a shred of evidence showing financial responsibility. We’ve alluded to the economic plight of most educational institutions, which are hard put to adequately compensate their faculties. And we’ve pointed to the ridiculous approach wherein these stations would be located in educational centers, where their classroom students are domiciled, when the task should be to educate those who may want to be educated who live remote from these centers.

Here we have the blind leading the blind. We have educators who are hardly celebrated for business acumen being practically coerced into costly station installations and operations (some, with public funds) by bureaucrats who have never operated any business, much less a television station.

It behooves these educators not to let impractical crusaders carry them off into inevitability. Several station owners—some better advised to listen to prudent business men who are willing and anxious to spread the gospel of education over commercial stations that depend upon public acceptance for their success.

our respects to:

EDWARD THORNTON INGLE

IN POLITICAL quarters they say Sen. Robert Taft (R-Ohio) coined the expression and President Truman embraced the method. And, while "whistlestopping" did not quite come of age in the past campaign, it left its mark on radio-TV campaigning.

One of the first officials in political circles to foresee the variations of this electioneering technique—and victory through "air power"—was a man who also cautioned the Republicans against selling radio short in the victorious '52 Presidential sweptakes.

As a veteran identified with radio, newspaper and public relations activities the past 26 years, Edward T. Ingle, radio-TV director of the Republican National Committee, knew whereof he spoke when he said radio is "basic."

Last February Mr. Ingle asserted that "we’re not overlooking the importance of radio and won’t be carried away with the glamour of television." With the July conventions out of the way, the Republican high command blueprinted plans calling for heavy use of radio and television.

Specialized purchases of split network radio time to reach the farm and other select audiences were drawn up. Spot radio also figured prominently. Recognition was taken of automobile radio and other out-of-home listeners. The use of Ingle’s group of stations in network TV was planned; to be sure, which besides making Gen. Dwight D. Eisenhower’s face familiar to the public, also had the direct purpose of conveying his warmth, force and personality to the viewer. But everywhere the General went, radio was there, too.

As radio-TV director, Mr. Ingle has rightly come into his own as architect of a broadcast policy that was a mere incident to the 1948 GOP defeat of other Presidential races. According to the Republicans, they then looked wistfully at crimped budgets, and claimed to be hard-pressed to buy any great quantities of time in the lean years.

Mr. Ingle has an avid faith in the power of radio which stems from his days with NBC in the early '30s. It should be noted that this faith was justified in the wake of the GOP victory through air power.

An ex-newspaperman, he is conversant with the oft-claimed superiority of broadcast media over the press in political warfare. As a former public relations expert, he has been highly successful in the art of selling radio-TV to the GOP National Committee. And, having served in wartime with the government, he knows well the virtue of patience—after (Continued on page 72)
Consistently high quality programming—planned for variety, interest and easy listening—keeps a steady audience tuned to WREC. Alert listeners, in a receptive mood, are assured by a perfect balance in entertainment... night and day. With the highest Hooper rating of any Memphis station, WREC prestige carries weight that adds up to extra sales results—Yet, the cost is actually 10.1% LESS per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

OUR 30TH ANNIVERSARY YEAR

Broadcasting • Telecasting November 10, 1952 • Page 61
Plotting a course for bigger sales on the Pacific Coast? Better check your bearings carefully. Remember that, while the seven big metropolitan markets account for 65.6% of the Coast’s retail sales, a fat 34.4% is scattered beyond metropolitan area limits... beyond the reach of most media.

**ahead!**

Only the Columbia Pacific Radio Network points the way into the entire West Coast market. Only Columbia Pacific—with its maximum-power stations in the bigger markets carefully balanced with lower-power stations in the more compact markets—takes you into both the metropolitan and the rural areas simultaneously. Because only Columbia Pacific has power where the people are, encompassing an area where 97.2% of the Coast’s population lives... where 97.0% of the Coast’s retail business is done.

*And Columbia Pacific consistently delivers the Coast’s biggest audience, with higher average ratings than any other Pacific regional network.*

To buoy up your sales all over the West Coast, set your course by the...

**COLUMBIA PACIFIC RADIO NETWORK**

Represented by CBS Radio Spot Sales

---

Sources: Sales Management 1952; BMB 1949; NRI Total Day, Jan.-July 1952
Q

How many homes in America serve beer?

About two out of every three homes serve America's beverage of moderation—according to a nation-wide Crossley survey.

Survey figures show that 62.2 per cent of all U.S. families buy beer or ale for home consumption. This is but one measure of the social acceptance of America's beverage of moderation—one indication of how much beer and ale are a part of this nation's home life.

More about the beverage of moderation is presented in "Beer and Brewing in America." For a free copy write to United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation
Chartered 1862
One of America's oldest continuous non-profit trade associations representing over 85% of the country's malt-beverage production.

front office

JOHN FENSTER, ABC Spot Sales, to WQXR New York, as account executive.

ALBERT JOHN GILLEN, sales manager, WSYR-TV Syracuse, to WHAS-TV Louisville, in same capacity. JOHN M. FOUTS, sales staff, WHAS-AM, promoted to sales manager.

FRED SAMPLE, commercial manager, WNAM Neenah, Wis., appointed general manager, WAPL Appleton, Wis.

JOHN C. MULLINS, managing director KPHO-AM-TV Phoenix, Ariz., resigns daily managerial duties Jan. 1 to devote time to outside interests.

MAL KLEIN, night operations manager, KLAC-TV Hollywood, to KECA-TV Los Angeles, as account executive.

W. GERALD SCHROEDER named general manager, WBBF Flint, Mich.

EDWIN E. NYY appointed general manager, WJLB Detroit.

WILLIAM VENEMAN, advertising director, Pierce Bros., L. A., to KTTV (TV) Hollywood, as account executive.

ROBERT BENNETT, assistant sales service manager, KTTV (TV) Hollywood, promoted to account executive. He is succeeded by JACK DUFFIELD.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WIDE Biddeford, Me.

RAYMOND BARNETT appointed sales manager, KEAR San Mateo, Calif.

LAYMAN W. CAMERON, acting general manager, XELD-TV Browns-ville, Tex., has resigned.

JOE HARRY, commercial manager, KCOR San Antonio, appointed manager there, replacing W. P. SMYTHE who continues as vice president.

WILLIAM A. CREED Jr. to Bertha Bannan Co., Boston, radio-TV representative firm, in sales capacity, after discharge from Armed Forces.

Personals . . .

EWING C. KELLY, president and general manager, KCRA Sacramento, underwent emergency appendectomy in Washington, D. C., last Tuesday. He was in Capital on his TV application. With him at time attack occurred was Clyde Coombs, his competitor at KROY who was in town on same business.

DON FEDDERTON, vice president and general manager, KLAC-AM-TV Hollywood, and CALVIN SMITH, president-general manager, KFWC Los Angeles, were presented with citations from Goodwill Industries of Southern Calif. for part local radio-TV stations have played in "furthering better public understanding of the necessity to employ the physically handicapped."

HOWARD W. CHERNOFF, general manager of KFMB-AM-TV San Diego, Calif., and Mrs. Chernoff, left these shores last Friday for a short vacation in Honolulu, Hawaii.
NEW
To AM Broadcasting

Continental Electronics' One kilowatt transmitter goes On the Air with Eimac Tetrodes

By employing 4-400A radial-beam power tetrodes, and other up-to-the-minute developments in its one kilowatt transmitter, Continental makes a significant advancement in the field of AM broadcasting.

As power amplifiers a pair of Eimac 4-400A tetrodes give outstanding performance. Only two RF amplifiers are used in the 314-2, including the output stage which takes advantage of the low driving power requirements, high power gain and stability of Eimac 4-400A's.

As modulators two 4-400A's are driven by a high quality, resistance coupled audio amplifier with fixed audio feed-back. As in the power amplifier these tetrodes make possible the adaptation of simple, straight-forward circuitry.

For data about the 4-400A write Eimac's Application Engineering department.

EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA

Export Agents: Frazee & Hansen, 301 Clay St., San Francisco, California

Follow the Leaders to

EIMAC TUBES
JAN WEBSTER, publicity department, Chamber of Commerce, Portland, to KPTV (TV) that city, as director of public relations.

GEORGE L. FLAX, production department, WMAL-TV Washington, D.C., to WTTG (TV) same city as publicity and promotion director. He succeeds JAMES P. FOLEY.

BILL BALDWIN, Hollywood radio-televison announcer, assigned role in Universal-International feature film, "Flame of Timberline."

HERB SHRINER, star of NBC-TV Two for the Money, assigned role in M-G-M feature film release, "Main Street to Broadway."

JOHN BAIRD, director of public affairs, KMPC Hollywood, father of boy, Peter Morris van Arsdale, Nov. 2.

DEAN LINGER, manager of promotion-publicity department, ENXT (TV) Hollywood, father of boy, Bruce Duncan, Nov. 2.

MORRIS SIEGEL, sports staff, Washington (D.C.) Post, to WTOP-AM-TV Washington, in sports department.

BILL BALLENCHE, disc m.c., KECA Los Angeles, to KNX Hollywood as announcer.

HARMON O. NELSON, assistant to Robert Wolfe, vice president, in charge of Kenyon & Eckhardt Inc., Hollywood, to KBHH (TV) that city as program director.

BLAINE WALSH, news director, WDUZ Green Bay, Wis., to announcing staff, WTMJ-AM-TV Milwaukee.

MELINDA MARKEY, New York TV actress, assigned role in 20th Century-Fox feature film, "Nearer My God to Thee."

JEAN HERSHOLT, star of CBS Radio Dr. Christian, awarded honorary doctor's degree by California Academy of General Practice during annual convention.

BOB ATCHER, singing cowboy star at WLS Chicago and performer on several radio shows there, chosen to lead Chicago's annual State St. Council Christmas parade Sat., Nov. 22.

GEORGE BURNS, co-star of CBS-TV "George Burns and Gracie Allen Show," named "Cigar Smoker of the Year" by Cigar Institute of America.

DENNIS DAY, star of NBC-TV RCA Victor Show, father of girl, Margaret, Oct. 25.


BILL STERN, NBC sportscaster, appointed national sports chairman of Muscular Dystrophy Assn. of America.

ED WOOD, reporter on WDYT (TV) Pittsburgh, Pa., named outstanding radio-TV newscaster of 1952 in survey of 2,000 Pittsburgh women conducted by Guide-Post Research.

CAL HOLM, news writer, WTMJ-AM-TV Milwaukee, and Dorothy Burskey were married Oct. 26.

WICC REMOTE

Nighttime Is Really Black

WICC Bridgeport says it has lifted a segment of its nighttime schedule of the red and into the black through a new program aired from a local nightclub.

The show, entitled Here's Harry Neigher, is broadcast thrice weekly, 9:06 to 10 p.m., from Ye Olde Tavern. It features Mr. Neigher, Bridgeport Herald nightclub columnist, who interviews a celebrity visiting the nitey. Dave Bond, WICC night news editor, directs the show and lines up guests.

Other firms in addition to Ye Olde Tavern share sponsorship on a participation basis. An automobile dealer, a men's wear shop, a beverage distributor and a fur shop thus far have participated.

LOO J. ("Fit") Fitzpatrick
1 R. ("Ike") Lounsbury

Loo J. ("Fit") Fitzpatrick
1 R. ("Ike") Lounsbury

BROADCASTING from Ye Olde Tavern are (l to r) Mr. Bond, Mr. Neigher and guest, Paul LePere, independent producer-director of films made in Italy.
GERMAN VIDEO
Hamburg Begins Experiments

EXPERIMENTAL telecasts from Hamburg to the Ruhr are under way by the Northwest German Radio (NWDR). German TV will be transmitted entirely by uhf relay. NWDR hopes to have at least two hours of regular programming between Hamburg and Cologne by Christmas. Extension to southern Germany is still in the planning stage.

Set manufacturers hope to turn out more than two million receivers over the next few years. In common with Holland and Belgium with whom it hopes to exchange video programs, NWDR uses a 625-line TV image.

Film Index Service
LISTING of films without charge is offered film distributors by a new film "clearing house" service, the Keister-Vaughn Film Index, designed to bridge the gap between distributors and buyers of TV films, according to William A. Vaughn, director of services, whose firm's address is 1457 Congress Ave., Indianapolis 22, Ind. The index service lists and cross-files information on individual films on separate loose-leaf pages and publishes regular supplements of additions and revisions, Mr. Vaughn said.

Radio Council Report
ROCKY Mountain Radio Council Inc., Denver, a non-profit educational organization, has issued its 13th annual report to its members, officers and executive committee. Membership includes some 51 radio stations in Colorado, Nebraska, Wyoming, Minnesota, Wisconsin, Kansas, Indiana, Illinois, Ohio and Michigan. Report stated that the total time value given free by the broadcasting industry would have cost educational institutions $77,705.04, or more than double the council's total year's budget.

Protests KLCN Grant
WCOC Meridian, Miss., operating on 910 kc with 5 kw day and 1 kw night, has petitioned FCC in protest of the grant which authorized KLCN Blytheville, Ark., to increase power from 1 kw to 5 kw on 910 kc, operating daytime. WCOC charged KLCN would cause interference to its normally protected contour, affecting a population of 45,500 in an area of 1,080 sq. mi. KLCN in April was granted change from 900 kc to 910 kc.

CELEBRATORS AT WAZL Hasleton's 20th anniversary: Seated (l to r), Messrs. Diehm, Hicks, Eidam; standing, Mr. Tito, Miss Kahler, Mr. Chisnell and Mrs. Hilda M. Deisroth (WAZL vice president).

WAZL ANNIVERSARY
20 Years Celebrated

CELEBRATION marking its 20th anniversary was held during last week of October by WAZL Hasleton, Pa., with combined service clubs of the city paying tribute to the station. Kiwanis Club served as host at the anniversary program with George Hicks, of NBC, as guest speaker.

Feature of the week's events was a TV demonstration in which RCA, NBC and RCA distributors cooperated. WAZL applied five years ago for a TV facility.

Three members of the WAZL staff were honored by the Kiwanis Club. Victor C. Diehm, WAZL president and general manager, was presented a plaque commemorating his 25 years in radio and 20th anniversary at WAZL. Kathryn E. Kahler, administrative assistant, and Thomas A. Tito, sales manager, were presented gifts. They, too, were celebrating 20 years with the station. Presiding at the event was Charles P. Eidam, Kiwanis Club, president. George M. Chisnell is WAZL treasurer.

Robert K. Richards, NARTB assistant to the president, welcomed Miss Kahler and Mr. Tito into Radio Pioneers. The ceremony took place during a buffet supper and RCA TV demonstration.

WHAT BETTER PLACE
than here

to hit your point of purchase? Frank Coulter, Young & Rubicam, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEAR-BOOK. 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.

BROADCASTING • Telecasting
November 10, 1952 • Page 67
THE HOLLYWOOD DISTRICT, where more than 50,000 Portlanders shop, is famous for the fine spirit of civic responsibility expressed by its merchants. These men have long recognized KGW's usefulness in every betterment program.

RESTAURATEUR Fred Nelson, operator of Smorgasbord, "Bit of Sweden" and president of Hollywood Booster's Club, asserts, "KGW has proven to be the best in our area and has long enjoyed the reputation of 'The People's Choice.'"

Portland has the largest per capita home ownership of any city in the United States. Nearly 100 per cent of these homes are radio equipped. Thus, KGW offers advertisers a group of listeners well above average in buying power. The ever-growing Oregon-Southwest Washington market stands out as a rich territory in which to promote the sale of every product or service. KGW reaches the people in this great area daily with their favorite programs. Listener-loyalty of over 30 years' duration cannot be bested by any other station!
HOLLYWOOD'S VOICE BACKS "THE CHOICE"...KGW!

STORE OWNER Harold Kelley, Hollywood booster for many years, states, "KGW has given public service throughout its 31 years that makes it the standout radio station in this area."

GROCER W. W. "Dad" Hill, of Hill and Sons Grocery, and long-time resident of the Hollywood district, states, "KGW has demonstrated the ability to produce for its advertisers and build the best listening audience."

VICE-PRESIDENT Robert H. Hazen of the Benjamin Franklin Federal Savings & Loan Association in the Hollywood district, reports, "The best investment for an advertiser using radio is KGW."

MANAGER Vern Graves of Miller's, Hollywood Junior Department Store, says, "KGW has always brought dependable service to its listening audience. It is certainly 'the choice' in Portland."

REALTOR A. A. Horsfeldt, Hollywood businessman and active booster for the district, says, "Portlanders are 'home folks' and have enjoyed KGW's 'home' service for many years."

DOCTOR Ray Mangels, prominent Hollywood civic leader, reports, "KGW's educational programming has brought us valued entertainment. We've always looked to KGW for this type service."

Hollywood... across the Willamette river from downtown Portland, is a favorite shopping center, not only for Hollywood District residents, but for many Portlanders from all over the city!
ONLY ONE STATION COVERS

KELT DENIED
'With Prejudice' by FCC

FOLLOWING by a year and a half an FCC initial decision charging illegal transfer of control and ownership-financial misrepresentation, the Commission last week announced receipt of the construction permit of KELT Electra, Tex., plus a sworn letter from C. C. Elkins Jr. and Bill Frank Lindsay saying, "The partnership is no longer desirous of operating a facility in Electra." KELT was assigned 250 w daytime on 1050 kc.

In its order released last Tuesday, FCC dismissed "with prejudice" the application of Messrs. Elkins and Lindsay, doing business as Oil City Broadcasting Co., which requested a license to cover the CP for KELT. The order similarly dismissed another application for assignment of the permit from the partnership of Messrs. Elkins and Lindsay to a corporation including them and Allen Melton, their Dallas attorney.

Hearing Examiner J. D. Bond in late March 1951 contended in his initial decision that the corporation actually had constructed the station but the information was withheld from the Commission [B*T, April 9, 1951].

WOR SPECIAL
Marks Food Industries Week

WOR New York will broadcast special Food Industries Week series Monday through Friday of this week, coinciding with the annual convention of Grocery Mfrs. of America at New York, Waldorf-Astoria Hotel Nov. 10-12. The programs will stress the progress of the food industry in producing "greater quantities and higher qualities in all foods."

Included among special programs planned will be appearance of Paul Willa, GMA president, as guest star today (Monday) on The McCarren at Home. The Martha Dean Show, also today, will feature Austin S. Iglehart, president of General Foods Corp.

Afternoon programs will include an address by George Coppers, National Biscuit Co., president, on the Patti Barnes & Barbara Show, and Ed Malone, publisher of Grocer-Graphic, on the Barbara Welles Show. Clarence Francis, General Foods board chairman, also will be heard on Martha Dean Show Friday, offering a summary of highlights of the GMA convention.

ONE-RATE PLAN
KSFO Announces Card

KSFO San Francisco has joined the growing list of stations which have established a single rate for both day and night advertising.

The independent outlet published a new card showing a single rate from 6 a.m. to midnight through upward adjustment of daytime rates and elimination of differential between daytime and night-time. Latter formerly was twice the daytime rates at KSFO.

KSFO Manager Alan Torbet said that independent outlets long have felt it hard to justify double rates for evening listening despite larger nighttime audiences. He foresees the same problem confronting network affiliates.

Under its new rate plan, KSFO will provide an improved "average time rating," offering announcement advertisers one-third of their schedules from 6 to 10 p.m. and two-thirds in daytime or after 10 p.m. Inclusion of night placements provides a larger audience per advertising dollar despite a single rate higher than the former day-time rate.

A number of broadcasters have favored, and some already have adopted, the single plan rate [B*T, Nov. 3, Oct. 27].

March of Dimes Unit

Harold E. Fellows, NATB president, has been named chairman and Lester Gottlieb, CBS Radio vice president in charge of network programs, a co-chairman of the 1953 March of Dimes National Radio-Television Committee.

WGY
The CAPITAL of the 17th state
Studies in Schenectady, N. Y.

A GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

Page 70 • November 10, 1952
The Consumer Income Data Supplement to CONSUMER MARKETS will be published in early January. It tells the number of consumer units in each of four logical income groupings for cities, counties, metropolitan areas, states, and regions across the United States. That means market potentials can be established in real numbers, not by averages or percentages. Knowing the number of households within given income groups, sales potentials can be established on ability to buy, and on likely response to given products.

Consumer Income Data Supplement tells how many have how much to spend. It identifies the mass-markets, the class markets. It helps route advertising and selling effort in a way to get maximum returns. It helps advertising and sales executives achieve selective selling to the greatest possible degree.

The section of a typical page, illustrated above, shows why advertisers, sales managers, market analysts, and advertising agencies will live with this new information, how it can increase the efficiency of their work.

Publishers and radio station managers have here a new and important medium for their story, which can appear adjacent to the income data for their markets, or in other pertinent positions. Advertising forms close December 1st.

For full information on rates and requirements, write or wire CONSUMER MARKETS, 1740 Ridge Avenue, Evanston, Illinois, or call the SRDS representative nearest you.

How to get a copy of CONSUMER INCOME DATA SUPPLEMENT

This Supplement will be sent to all who receive copies of CONSUMER MARKETS. If you are not now using CONSUMER MARKETS, you can get both the 1,000-page CONSUMER MARKETS and the Consumer Income Data Supplement for only $10.
Our Respects to
(Continued from page 69)

all, it did take some 20 years.

Mr. Ingle was born in Columbus Grove, Ohio, on March 5, 1900, and received his early schooling in Strayer, Ohio. He turned to newspapers during World War I, in 1918, while before his graduation with a degree, serving with the Toledo News, Ann Arbor Times-News, Cleveland Plain-Dealer and Toledo Blade through 1924. He was graduated from the U. of Michigan with an AB degree a year later.

Between 1925 and 1930, Mr. Ingle was on the faculty of such universities as Wisconsin, Ohio Wesleyan and Harvard. In 1936 he taught English and Journalism as an associate professor. He also worked for the Indianapolis Star and the Washington Evening Star.

Mr. Ingle moved to UP in 1930 and NBC the following year, centering his activity in program promotion and the development of network shows. In 1936 he was vice president of Publishers Service Co., New York, a newspaper servicing firm.

In 1941, Mr. Ingle joined the Treasury Dept.'s war bond promotion staff and directed bond rallies for its Stars Over America. He joined the overseas branch of the American Red Cross in 1944. He helped launch the Red Cross Clubmobiles, traveling to France, the British Isles and Germany.

Information Director

That same year he was appointed information director for the War Manpower Commission, and for 17 months put radio and newspapers to the test on behalf of manpower mobilization.

While in New York, Mr. Ingle was appointed to the publicity division of the Republican National Committee as radio and television director.

Under Mr. Ingle's guidance, the '46 GOP campaign proved successful on the Congressional level, largely through use of radio aids. In December 1947 he again urged Republican House members to buy as much radio time as the traffic would bear during the upcoming '48 campaign.

Mr. Ingle also handled arrangements for radio and television coverage of the national convention in Philadelphia in 1948 and in Chicago this past summer. Additionally, he participated in evolving the first code for sponsored coverage of the conventions.

The Republican party reorganized functions and responsibilities when it set up its national campaign headquarters in Washington for the kickoff of the Presidential race, coordinating radio-TV activities of the national committee and its advertising agencies, Kudner Inc. and BBDO, through Robert Humphreys, publicity director.

Mr. Ingle, who had handled preliminary arrangements for radio-TV commitments, continued to oversee mechanics and took on the added chores of planning for campaign trains and supervising recording requirements for Eisenhower-Nixon addresses. He also is director of the GOP National Speakers Bureau, to which he was named in 1949.

While there was minuscule back-platform electioneering over radio and television and a greater emphasis on interview-panel formats—not to mention "fireside chats" by the Democrats—Mr. Ingle envisions the day when whistle-stopping will be even more widely geared to the coaxial cable and radio relay.

The evidence was partly manifested in the recent campaign as candidates accommodated their train and speaking schedules to advance network time commitments, using air travel when necessary. TV newreels caught the feel more of rear platform campaigning than live broadcasts, but Mr. Ingle still feels the technique will develop. He also believes that attendance at political rallies won't suffer from television coverage.

With the fruition of the GOP-er's National dream reflected in last week's election results, Mr. Ingle is prepared to play an old role in a new setting—that of the Administration Party. Already he has his sights set on the '64 Congressional elections—and you can bet radio and television will come highly recommended.

Mr. Ingle is married to the former Mignon Miller of Williamsport, Ind. They have no children. He belongs to the National Press Club, the Ohio Society of New York and the Chi Phi, Sigma Delta Chi and Phi Delta Phi fraternities.

WIGHT TO PHILCO
As Public Relations Head

WILLIAM WIGHT, Washington vice president of Carl Byoir & Assocs., has been appointed public relations director of Philco Corp., according to William Balderston, Philco president [Corrreto Carburet, Nov. 3]. He will headquarter at Philco's executive offices in Philadelphia, assuming office Dec. 1.

Mr. Wight has headed the Byoir Washington office 14 years. In 1944 he directed press relations for the Republican National Committee, on leave from the Byoir office. Previously, he had been a member of the Washington bureau of AP, which he joined in 1927.

LOWEST COST
MAJOR STATION BUY
IN THE DETROIT AREA

Compare—the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 Population area in five important states!

Ad 5,000 WATTS 800 KC.

DuMONT EXHIBITS
At Minneapolis, Atlantic City
ALLEN B. DuMONT Labs. participated in educational conventions held simultaneously from Thursday to Saturday by the National Assn. of Educational Broadcasters in Minneapolis and by the New Jersey State Secondary School Teachers Assn. and the Audio Visual Education Assn. of New Jersey in Atlantic City.
DuMont exhibited at both meetings a large four-panel display titled "Educational Television Moves Forward," depicting the work of the company in this field. It also showed continuous films of the operation of DuMont equipment.

HEALTH Information Service, N. Y., and ABC-TV presenting weekly dramatic series of six films stressing progress in health, Anywhere, U. S. A., over ABC-TV, 10:00-11 p.m., EST.

WNBT (TV) GETS
STA to Test Color
SPECIAL temporary authority was granted by FCC last week to WNBT (TV) New York to operate during limited hours as an experimental station to further test the RCA color television system. The test period is Nov. 10-26, restricted to a quarter-hour between 9 a.m. and 12 noon. Test report to FCC is due Jan. 15.
NBC officials reported the STA is for color tests similar to two others issued by the Commission in recent months. Data collected in these tests, including viewer reaction, is in the hands of an independent opinion research firm for compilation and analysis, it was reported. In the new tests, RCA-NBC engineers plan to transmit programs under three sets of technical circumstances described as minor variations in the fundamental system.

AFTRA DEMANDS
L. A. TV Stations Resist
RESISTANCE by Los Angeles TV stations is stiffening to demands by American Federation of Television & Radio Artists (AFTRA) for an overall 20% wage increase for local performers and staff announcers. Current agreement expires Nov. 30.
The stations are preparing a counterproposal and ask among other things that several working conditions in the proposed AFTRA contract be modified.

CTS Sales
COMPLETION of 49 individual sales in October by Consolidated Television Sales, distribution and sales agency for filmed television programming, was announced today (Monday) by Peter M. Ro- beck, general manager.

Photo Courtesy Ford Motor Co.

DO YOU REMEMBER?
When Ford's Model "A" was the newest, most powerful and fastest of Henry's models? It marked his departure from the 3-pedal way of driving. It brought new luxury to Ford owners throughout the world. Do you remember the "Model A" debut? We do, for that was the year WWNC was born. And speaking of automobiles, quite a bit is spent here in the WWNC 12-county market. Consumer Markets sets the figure at over 35 million dollars worth which is okay with us. What we KNOW is that it seems nearly everyone has a new car in the area where WWCN reaches 84% of all radio homes. Maybe the figure would go up 'cause most of the autos have radio.
And . . . . . . there are quite a few "Model A's" going after 25 years . . . . . . just like WWNC.

5000 WATTWS WWNC DAY AND NIGHT
575'S ON YOUR DIAL
CITIZEN-TIMES STATION IN ASHEVILLE, N. C.
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

BROADCASTING • Telecasting

November 10, 1952 • Page 73
EDWARD W. SHERIDAN, RCA Victor engineering products div., to I. D. E. A. Inc., Indianapolis, as industrial sales manager.

LEWIS & KAUFMAN Inc., Los Gatos, Calif. (electronic tube manufacturers), changes name to LEWIS & KAUFMAN Ltd.

MARTIN L. KLEIN, aeronauteal designer, to staff of Stancll-Hooffman Corp., manufacturer of Minilapse tape recorder.

CHIEF ELECTRONICS Inc., Poughkeepsie, appointed distributor of Westinghouse Reliatron tubes in 10 southeastern counties of New York State and portions of western Connecticut.


WILLIAM F. SHARKEY, I. D. E. A. Inc., Indianapolis, to Radio Apparatus Corp., that city, as assistant sales manager.

MERIT COIL & TRANSFORMER Corp., Chicago, is distributing 8-page TV replacement guide containing practical recommendations for replacing IF-RE coils and transformers in over 6,000 models and chassis plus exact replacements where required.

UNITED PRESS has reported its radio and TV news client lists have reached record highs, with 1,889 in radio in U. S. and 147 foreign and 72 in TV not counting duplications of services (56 for UP Movietone News, of which 11 also receive UP newpictures and six receive leased wire service, plus 18 other newpictures and 11 other leased wire clients).

TV is a wonderful thing—but very expensive! Lots of folks around here have found this out... and have come back to Radio. And, after the switch... they've found that many TV shows look a lot better on Radio, too!

And with these local boys... WIOD's the choice. Just ask your Hollingbery Man for the details!
BECKER NAMED
Manages Air Features
I. S. BECKER, CBS Radio vice president in charge of business affairs, has been named managing director of Air Features Inc., wholly owned package-producer subsidiary of CBS, it was announced last week. The move is effective Dec. 1.

In his new post Mr. Becker will succeed Maurice Scopp, who will devote full time to Maurice Scopp & Co., New York firm of certified public accountants. Mr. Becker’s successor at CBS Radio has not been named.

Mr. Becker served as vice president in charge of business affairs for CBS-TV from July 1961 until his transfer to the CBS Radio business affairs vice presidency last August. He has been with CBS since 1934, when he became business manager of Columbia Artists Inc., then a CBS division.

Julian L. Woodward
JULIAN LAWRENCE WOODWARD, 55, research executive with the Elmo Roper survey organization, died Tuesday at his home in New York. Before joining Roper in 1946, Mr. Woodward had served as associate professor of sociology at Cornell U. from 1927 to 1945 and previously as an instructor at Columbia U. and Dartmouth U. A former president of American Assn. for Public Opinion Research, Mr. Woodward served during World War II as chief of the survey division of the Office of Facts & Figures and later as assistant to Elmer Davis, director of the Office of War Information.

NET sales of Sylvania Electric Products Inc. for third quarter of 1962 were $57,996,949, or 43% above sales of the corresponding period in 1961, President Don C. Mitchell has reported. Net income for the third period was $1,632,225 compared with $1,107,824 in the same period last year.

SHORTEST live productions in television, and probably the most successful, second-by-second, are being sponsored six nights weekly in Chicago by the State Street Council. The council, comprising business firms located in Chicago’s main shopping thoroughfare, is running a 52-week schedule of 10-second spots on WNBQ (TV) to promote sales from Chicagoans and tourists.

One 10-second spot six nights weekly costs the council about $60,000 yearly for time, with several thousand dollars more added for production, art and talent costs. The council’s current buy-on-State Street campaign is concentrated on television and radio for the first time with these media late in the summer replacing metropolitan newspapers, which carried the bulk of the institutional load for many years. Television is supplemented by some 30 spots weekly on three local stations, WIND WBBM (CBS) and WMAQ (NBC), but these schedules vary with the season.

The video spots were planned with care and imagination by agency officials at the J. R. Perrell Co. and by WNBQ executives to get optimum visual effects. All are based on the theme: What do you want to buy? What do you want to pay? State Street’s got it every day! Each commercial is different, and takes full advantage of the station’s live announcement policy which it originated almost a year ago.

Street Backdrop Used
A permanent backdrop, painted by artist Curt Nations of the WNBQ staff, shows Mr. Nations’ conception of the famous street which bisects the city’s loop area. The slogans, presented repetitively to fix the theme in viewers’ minds, are illustrated with a variety of props. The three-point message may be painted on three dinner plates, on family-wrap gift boxes, guest towels or on a miniature State Street streetcar.

Gimmicks and gadgets to amuse the viewer and still educate him to shopping on the street were planned by George B. Bogart, vice president of the agency and account executive who originated the campaign. He was aided by George Heinemann, program manager of WNBQ, and Wee Risser, staging services manager for the station who developed many of the visual effects used on NBC-TV’s former Garrovoy at Large feature.

The spots are aired at 10:10 p.m. on CST Monday, Tuesday, Wednesday and Friday, and at 10 p.m. Thursday and 6:30 p.m. Sunday with Saturday omitted. Mr. Bogart says the campaign is planned on a continuing, multi-year basis so maximum effects may be gained from constant repetition of the theme. Increasing traffic will benefit all the council’s 400-plus members, the largest of which are retail establishments, although the group includes also hotels, restaurants and theatres.

GROUCHO MARX, star of NBC-AMTV’s You Bet Your Life, has asked that blood donations serve as admission to his U. of Oregon Dec. 2 lecture. With quota set at 400 pints, 809 pints have been collected.

In this closing year of 1952 we are thankful
1. For an efficient, competent staff;
2. For a good increase in business;
3. For the nice things people are saying about us.

The Art Mosby Stations

CHICAGO’S STATE STREET
Featured in Year-Around Radio-TV Spots

SHOP, HAT and suit boxes are demonstrated by WNBQ (TV) announce Franklin Fergueon in tie-in with three-point sales theme of the State Street Council.

Do not hallucinate.
EFFEKTIVE last Monday, WFLN Philadelphia extended broadcast day by day, adding the morning hours to its schedule of music and news. Station, now on the air from 7 a.m. to midnight, augmented its operation “because of the emergency of demands on the public for classical music even early in the day.”

TOWER PROGRESS
A HEALTHY number of “Armchair Superintendents” are watching the progress of the construction of the new 1,037 ft. TV tower of WTMJ-TV Milwaukee, according to word from the station. Each morning on the Time Out With Thomas program, a TV camera is taken outdoors to show viewers how work is progressing. On Oct. 16, the tower passed the 400 ft. mark, making it the tallest structure in the state of Wisconsin.

STUDENTS ON WSTV
WEEKLY series of dramatic shows is being presented over WSTV Steubenville, Ohio, by students of Bethany College, Bethany, W. Va. Students handle all phases of production including sound, music and direction. Scripts of American radio writers will be presented for the next 13 weeks.

CHRISTMAS PRESENTATION
PARENTAL answers to such questions as “Where did Santa’s reindeer come from?” have been woven into a format for a new kind of Christmas program by Aldridge Radio Productions, Greenwood, S. C. The 16 minute narrative, with prompters to standardize answers, is titled Fifty Years Before Christmas and is intended for presentation on Christmas Eve. Show is available in either script form or on transcription.

RAILROAD CONTEST
PENNSYLVANIA Railroad has announced its second Christmas contest in connection with its show on KQV Pittsburgh. Youngsters under the age of 16 are asked to send in complete solutions to the phrase “The Pennsylvania Railroad is important to my community because...” Prize list will include Lionel trains, bicycles, cameras and flashlights.

AFRS SERIES

SOUND’ CONTESTANTS UP
OVER 4,500 WLW Cincinnati listeners throughout the United States have entered the station’s “Sounds of the Century” contest since it opened Sept. 29, the station reports. Contest promises a new hardtop Kaiser Dragon automobile to a listener who can best complete the statement: “The sound of the century that has meant the most to me was...”

AN ANYBODY CAN PLAY
FLETCHER JONES, Los Angeles car dealer, is sponsoring a new show presented one week on KNRH (TV) Hollywood titled Anybody Can Play. Program features William Morrison, Beverly Hills High School chemistry teacher as m.c. Home viewers in addition to audience contestants will compete.

HOME VIEWERS COMPETE
WEEKLY half-hour quiz program on KECA-TV Los Angeles, Your Grab Bag Show, enables home viewers to answer questions concerning old time movie stars via the telephone. Grab bag prizes for correct identification range in value from $10 to $100. Sponsor of the show is Chest Furniture Co., L. A.

EDUCATIONAL PROGRAMMING
DURING National Education Week, WHAS-TV Louisville plans to devote 24 TV hours to education while visiting five schools in its second “Inside Our Schools” series, Nov. 8-14. The outlet will originate 1½ hours of the educational programming directly from classrooms. Numbers of local film sequences also will be telecast showing physical advantages and handicaps of the city’s educational facilities.

Baltimore ‘Bombing’ Contest
CITY of Baltimore was “bombed” early in October with 150,000 leaflets publicizing a forthcoming civil defense manual being prepared at WBAL-AM-TV that city. Leaflets inquiring “If this had been a bomb, would you know what to do?” encouraged enlistment of civil defense volunteers.

BIRTHDAY CONTEST
As part of its first birthday celebration, WJET Erie, Pa., ran a lucky record contest asking listeners to supply the answer to “How many records have been played on WJET during its first year of broadcasting?” Prize for the closest answer was $1,000 in merchandise. The station used the Erie Times and extensive on-the-air promotion to plug the contest.

FACTS ON FLYING
FACTUAL information about all kinds of flying, presented in a “glamour” format, is incorporated into Jet Pilot, a new half-hour live show on WNBQ (TV) Chicago. Originated there by George Heine- mann, TV program manager, the show includes authentic data presented by a Navy lieutenant commander in an elaborate and realistic airport setup. Show material, beamed to teen-age boys particular- ly, emphasizes the safety and value of aviation. It is presented in cooperation with the Civil Aeronautics Authority, commercial airlines and air branches of the armed forces.

‘Ask Washington’ Contest
NBC-TV inaugurated a daily program last Wednesday titled, Ask Washington, which answers questions from viewers on the conduct of government and develop- ments in the Nation’s Capital. The program, presented as a public
service, has Frank Blair as moderator. NBC Washington correspondents Leif Eid, Ray Henle, Albert Warner, Richard Harkness and Esther Tufty are among those who reply to letters and telegrams.

**TV QUIZ SHOW**

UNIQUE TV quiz game, *Movie Quick Quiz*, had its premiere in Cleveland on WNBK (TV) on Nov. 3. It is now scheduled as a regular Monday through Friday feature. Viewers, selected from the phone book, will be called and asked to answer questions whose answers are illustrated in the *Movie Quick Quiz* minute movies. Correct answers will merit cash awards.

**'MIKE' ON DISPLAY**

CURRENTLY seen in many stores in and around Bridgeport, Conn., is a display piece of "Bridgeport Mike," cartoon symbol of WICC Bridgeport. Caricature holds a small card plugging shows which are aired on the station. "Mike," according to WICC, is paving the way for "a new and aggressive promotion, publicity and merchandising campaign" launched by WICC to serve its clients.

**'TREMENDOUS' MARKET**

BROCHURE giving extensive information on the Greensboro, N. C. market has been prepared by WMFY-TV in that city. "Tremendous" is the word which keynotes the booklet and is used by the station to describe its listening area. Maps, population data, survey of buying power and statistics on WMFY-TV's effectiveness as an advertising medium are outlined.


**WBAL SPORTSCAST**


**WBNS RADIO DOMINATES CENTRAL OHIO**

We'll be a monkey's uncle if WBNS Radio still isn't the biggest entertainment factor in Central Ohio... and the cheapest! It's a fact... more people have radios than ever before. Listeners stay tuned to WBNS. There's no monkeying with dials because WBNS offers the 20 top-rated shows with strong CBS programming and locally-loved personalities. Sponsors have a billion-dollar listening and spending audience through WBNS.

**WBNS RADIO PLUS WELD-FM**

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

**RADIO** is selected by Kaiser-Frazer Dealers of Greater Washington for big promotion drive, based on daily sports show plus play-by-play of Navy games. Left to right (seated), James Davis, dealer president; Bob Wolff, sportscaster. Standing, Hubert Arbogast, dealer vice president, and Perry Weldes, WWDC account executive.

**WBAL SPORTSCAST**

Brewer Renews Contract

NATIONAL Brewing Co., which began sponsoring WBAL Baltimore's The National Sports Parade in 1937, has just renewed the contract for another 82 weeks.

The Parade is aired Monday through Saturday 6:15-6:30 p.m. It features Bailey Guss, WBAL's sportscaster.

Program's format includes the latest in sports news, interviews with national sports figures and a weekly contest featuring the "Sport of the Week." Norman Almoncy is advertising manager of the farming firm.

**RCA SERIES Explores Equipment Plans**

EQUIPMENT sales section of the Tube Dept., RCA Victor, is conducting a series of electronics symposiums designed especially for equipment manufacturers.

The series is being held to acquaint manufacturers with RCA's plans for the development and application of a wide range of electron tubes, semi-conductor devices and component parts.

**RTMA Brochure Out**

EDUCATIONAL brochure designed to acquaint equipment manufacturers, design engineers, the military and electronic jobbers with problems created by use of "close-limit" tubes has been prepared by Radio-Television Mfrs. Assn. Brochure was published on recommendation of the RTMA Tube Division under chairmanship of R. E. Carlson, Tang-Sol Electric Inc. RTMA suggested designers work with tube makers before designs are finalized and production started.

**K-NUZ CORRALS the market in HOUSTON**

Yes, K-NUZ corrals the market with programming catering specifically to Houstonians. Listeners are branded... name-branded, that is... by products advertised on K-NUZ. Advertisers who buy K-NUZ get ready-made listener loyalty... which, in turn, becomes product loyalty. An increasing list of both local and national accounts is proof enough for time-buyers who know that products identified with K-NUZ programming is the quickest route to the consumer's pocketbook!

**Call FORJOE**

National Representative
Or DAVE MORRIS,
General Manager
at K-NUZ 2581
Houston, Texas

**K-NUZ Houston's Leading Independent**

November 10, 1952 • Page 77
"Put your ideas..."

**On RCA Victor Transcriptions!**

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, large or small, is recorded, processed and pressed in the country's best-equipped studios and plants...receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Records office today:

630 Fifth Avenue
Dept. B-110, NEW YORK 20
JUdson 2-5011

440 North Lake Shore Drive
Dept. B-110, CHICAGO 11
Whitehall 4-2212

1016 North Sycamore Avenue
Dept. B-110, HOLLYWOOD 38
HILLCREST 5171

Write now for our fact-filled Custom Record Brochure!

custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

---

**NATIONAL NIELSEN-RATINGS**

**TOP RADIO PROGRAMS**

Regular Week September 21-27, 1952

**NIELSEN-RATING**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Average Rating</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK (Average For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>9.6</td>
<td>79,000</td>
</tr>
<tr>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
<td>9.0</td>
<td>75,000</td>
</tr>
<tr>
<td>3</td>
<td>Nixon Speech (CBS)</td>
<td>8.8</td>
<td>73,000</td>
</tr>
<tr>
<td>4</td>
<td>You Bet Your Life (NBC)</td>
<td>7.7</td>
<td>67,000</td>
</tr>
<tr>
<td>5</td>
<td>Great Gildersleeve (NBC)</td>
<td>7.6</td>
<td>65,000</td>
</tr>
<tr>
<td>6</td>
<td>Big Story (NBC)</td>
<td>7.3</td>
<td>63,000</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey's Scouts (NBC)</td>
<td>7.3</td>
<td>62,000</td>
</tr>
<tr>
<td>8</td>
<td>Dr. Christian (CBS)</td>
<td>7.3</td>
<td>61,000</td>
</tr>
<tr>
<td>9</td>
<td>Nixon Speech (MBS)</td>
<td>7.2</td>
<td>60,000</td>
</tr>
<tr>
<td>10</td>
<td>Life With Luigi (CBS)</td>
<td>7.1</td>
<td>59,000</td>
</tr>
<tr>
<td>EVENING, MULTI-WEEKLY (Average For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>News of the World (NBC)</td>
<td>5.8</td>
<td>48,000</td>
</tr>
<tr>
<td>2</td>
<td>One Man's Family (NBC)</td>
<td>5.8</td>
<td>47,000</td>
</tr>
<tr>
<td>3</td>
<td>Lass Ranger (ABC)</td>
<td>4.3</td>
<td>44,000</td>
</tr>
<tr>
<td>WEEKDAY (Average For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Ma Perkins (CBS)</td>
<td>7.8</td>
<td>41,000</td>
</tr>
<tr>
<td>2</td>
<td>Romance of Helen Trent (CBS)</td>
<td>7.1</td>
<td>40,000</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey (Liggett &amp; Myers) (CBS)</td>
<td>7.0</td>
<td>39,000</td>
</tr>
<tr>
<td>4</td>
<td>Our Gall, Sunday (CBS)</td>
<td>6.9</td>
<td>38,000</td>
</tr>
<tr>
<td>5</td>
<td>Guiding Light (CBS)</td>
<td>6.9</td>
<td>37,000</td>
</tr>
<tr>
<td>6</td>
<td>Big Sister (CBS)</td>
<td>6.9</td>
<td>36,000</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey (Nabisco) (CBS)</td>
<td>6.7</td>
<td>35,000</td>
</tr>
<tr>
<td>8</td>
<td>Right to Happiness (NBC)</td>
<td>6.7</td>
<td>34,000</td>
</tr>
<tr>
<td>9</td>
<td>Pastor Young's Family (NBC)</td>
<td>6.3</td>
<td>33,000</td>
</tr>
<tr>
<td>10</td>
<td>Aunt Jenny (CBS)</td>
<td>6.0</td>
<td>32,000</td>
</tr>
<tr>
<td>DAY, SATURDAY (Average For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>True Detective Mysteries (MBS)</td>
<td>4.5</td>
<td>29,000</td>
</tr>
<tr>
<td>2</td>
<td>Martin Kane, Private Eye (NBC)</td>
<td>4.4</td>
<td>28,000</td>
</tr>
<tr>
<td>3</td>
<td>Hollywood Star Playhouse (NBC)</td>
<td>4.2</td>
<td>27,000</td>
</tr>
<tr>
<td>DAY, SUNDAY (Average For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Fun For All (CBS)</td>
<td>5.8</td>
<td>26,000</td>
</tr>
<tr>
<td>2</td>
<td>Theatre of Today (CBS)</td>
<td>5.6</td>
<td>25,000</td>
</tr>
<tr>
<td>3</td>
<td>Stars Over Hollywood (CBS)</td>
<td>5.3</td>
<td>24,000</td>
</tr>
</tbody>
</table>

*Note: Some programs are not broadcast on all days.*

---

**This Clock gives you correct time**

**Style:** 37-15" S. S.

**Sweep Seconds**

Self- Winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

**One Clock or a Complete Synchronized Clock System**

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

---

**WRFD PLAY AREA**

April Completion Planned

RECREATION AREA scheduled to be completed next April will be begun by WRFD Worthington, Ohio, as the second phase in developing the station's 235-acre rural radio center, Herbert E. Evans, vice president and general manager of Peoples Broadcasting Corp., licensee, said last week.

The recreation area will include a large shelter house with a 90-person capacity and four smaller ones at a cost of $40,000, and will contain playground equipment, a putting green, picnic tables, traveling post, charcoal grills, comfort facilities and 12 outdoor fireplaces.

It eventually will include a restaurant and motel, Mr. Evans said. The grounds will be available to employees of WRFD and those of other firms, particularly those sponsoring advertising on WRFD and the Ohio Farm Bureau Federation members.

LAUNCHING of a training program designed to familiarizes employees of major American aircraft companies throughout the country with approved test and installation procedures on new RCA electronic equipment for Armed Forces has been announced by RCA Victor's engineering products department.

Company engineers are demonstrating the equipment at more than a dozen aircraft manufacturing centers.

---

**Ardent Amateurs**

WNHC-TV New Haven wishes to serve notice on amateur songwriters all over the country that his program, Song Premiere, is not now on the air and that the station has more than 7,000 songs—more than it needs. Spokesmen said Dave Harris, station production manager, doubled his production staff to handle increasing mail but that so after the show left on summer hiatus, his secretary's were still coping with song efforts from as far away as Oregon, California and the state of Washington.

---

**'Voices of Europe'**

NATIONAL Assn. of Educational Broadcasters will present a new series of recorded programs, Voices of Europe, designed to give the opinions and attitudes of men and women from 14 European countries on contemporary questions. The series, made possible by a $300,000 grant from the Fund for Adult Education, will be made available to member stations of the NAEB tape-network and to other educational broadcasting groups.
Six More UHF CPs Issued
Page 81

Package Plan Offered Educators
Page 81

New Applications For Stations
Page 82

Latest Set Count By Markets
Page 92

in our 8th year

Piel's Beer joins Cavalier Cigarettes and The General Tire & Rubber Company as co-sponsors of one of the top-rated dramatic shows on N.Y. television...

“BROADWAY TV THEATRE”

... the show that presents the same Broadway hit—live, complete—for five consecutive nights, Monday through Friday from 7:30 to 9 PM... reaching an average of 1,800,000 viewers a week (Telepulse—April through October, '52).
PRESCRIPTION for living with your heart

The substitution of hope and knowledge for fear and misunderstanding is the purpose of a series of programs on heart disease presented weekly by WDEL-TV, in cooperation with the Delaware Heart Association. On "Live with Your Heart," eminent medical authorities appear before the WDEL-TV cameras to discuss the causes, symptoms, and treatment of various kinds of heart disease, and to present the case histories of individual patients. A similar series last year was so well received that the Delaware Heart Association plans an augmented series this fall and winter—proof positive of successful programming. "Live with Your Heart" is one of the many public-service programs presented by WDEL-TV in the interests of healthier, happier living.

WDEL-TV WILMINGTON DELAWARE

A Steinman Station

ROBERT MEEKER ASSOCIATES

New York  Chicago  Los Angeles  San Francisco
SIX MORE construction permits for new commercial TV stations were granted by FCC last week to bring to 98 the total of post-haw authorizations. The total number of TV outlets now is 206, of which 111 are on the air.

Last week's permits, all for uhf, were issued to the following:

Wichita Falls, Tex. (City priority Group A-2, No. 56)—White Television Co., granted uhf Channel 22, effective radiated power 18.5 kw visual and 9.3 kw audio, antenna height 417 ft.

San Bernardino, Calif. (Group A-2, No. 64)—KITO Inc. (KITO), granted uhf Channel 35, ERP 87 kw visual and 49 kw audio, antenna, 3,660 ft.

Gadsden, Ala. (Group A-2, No. 69)—Jack A. Newborn Jr., granted uhf Channel 29, ERP 27 kw visual and 11 kw audio, antenna, 470 ft.

Warren, Ohio (Group A-2, No. 67)—WTVN Television Radio Station Inc. (WHHH), granted uhf Channel 67, ERP 80 kw visual and 43 kw audio, antenna, 510 ft.

Elmira, N. Y. (Group A-2, No. 81)—Elmira Television, granted uhf Channel 34, ERP 58 kw visual and 29 kw audio, antenna, 850 ft.

Lynchburg, Va. (Group A-2, No. 85)—Old Dominion Broadcasting Corp. (WWOD), granted uhf Channel 16, ERP 100 kw visual and 57 kw audio, antenna, 500 ft.

The new station grants result from long-delayed temporary speed up processing plan which became effective Oct. 15 and under which the Commission since then has been passing over contested applications in order to expedite service to cities presently without stations. The plan, formed in view of the large backlog of hearing cases, will continue for a time. Processing continues on hearing applications designated or notified prior to Oct. 15.

The Commission last Friday was expected to issue a list of contested applications passed over since Oct. 16 under the temporary speed up plan (see AT DEADLINE, page 114). Contested applications to which the Commission last week issued a protest and petition filed by WLAN Lancaster, Pa., for reconsideration of FCC's action of Sept. 15 (reported Sept. 16) authorizing conditional operation of WGAL-TV Lancaster on Channel 8.

In a second order, FCC dismissed WLAN's petition for waiver of Sec. 1364 of the Commission's rules which prohibits filing of multiple applications and dismissed an associated application by WLAN for interim operation on Channel 8.

WLAN, which has protested repeatedly the Commission's proposal to switch WGAL-TV from Channel 4 to 8 in accord with the final allocation, suggested the interim operation pending outcome of the proposed comparative hearing on the application of WGAL-TV for regular operation on Channel 8 and that of WLAN for a new TV station on the same channel (B*T, Nov. 3, Oct. 27).

Interim Operation

WLAN proposed the interim operation on Channel 8 since the Commission had approved the same to WGAL-TV for that channel, with capital composed of personnel, on less expense and less prejudice toward the hearing.

Comr. George E. Sterling concurred in FCC's opinion recognizing WLAN's protest of the Sept. 16 ruling while Comr. Robert Bartley also concurred.

Commission majority noted:

We reject the view that People's (WLAN) interest, which we recognized in our decision to designate for hearing its application for construction permit, gives it standing to set aside this conditional authorization to WGAL-TV. As we stated in our memorandum opinion and order of decision of the Supreme Court in the Ashbacker case . . . that the issuance in appropriate circumstances of conditional authorization to one of several competing applicants in appropriate circumstances, despite the possibility of prejudice to one of the applicants, we now reaffirm the statement made in our memorandum opinion and order of Sept. 16, that we will not give prejudicial, or indeed, any decision or order which could result in the issuance of funds which will be made by WGAL Inc. in the event of a decision on Channel 8 with minimum power in Lancaster. We may be mistaken, however, that the conditional authorization issued to WGAL Inc. was made in the light of exceptional circumstances, in our view if the mere existence of funds which would result in prejudice to other applicants for Channel 8, such possibility of prejudice at a future date does not enable it to bar the interim use of that channel for a period which is expressly limited to the comparative hearing of the application.

In the decision of Sept. 16, the Commission recognized, as we were required to do by the Court's decision and the express terms of the Order of Sept. 16, that the competing application could not enable it to bar the interim operation pending a decision of the comparative proceeding on its whether or not for WGAL Inc.

Comr. Bartley said:

I concur in the result. The petition has not brought forward any new facts which we did not have when we ordered WGAL Inc. to shift its operations to Channel 8 with a grant of interim operation pending a decision. Such an order does not affect the outcome of the comparative hearing which we have designated between WGAL Inc. and Peoples Broadcasting Co. if the public is to continue to receive service from a Lancaster station operation must be on Channel 8 instead of Channel 4.

Due to the availability of increased power authority for other stations on Channel 4, it is necessary that Lancaster operation on Channel 4 be discontinued if the public receiving service from Lancaster is to continue to receive service pending conclusion of the comparative hearing.

The Commission also reported last week that its notice of Oct. 30 announcing the grant of special temporary authority to WGAL-TV Honolulu to commence interim operation Nov. 8 on Channel 9 [B*T, Nov. 8] has been modified recently by Chairman Paul A. Walker and Comr. Frieda B. Hennek.

J. J. Planagan, KITO president, estimated the new San Bernardino Channel 18 station would be on the air in 8 to 12 months depending upon DuMont equipment deliveries. Representative will be George P. Hollingbery Co.

J. A. Newborn Jr., Channel 21 grantee at Gadsden, reported he is seeking personnel and equipment for expected April commencement.
television grants and applications

Digest of Those Filed With FCC Oct. 31 through Nov. 6

Grants Since April 14:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>22</td>
<td>67</td>
</tr>
<tr>
<td>Educational</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>

Commercial television stations on the air

- Includes XEID-TV Matamoras (Mexico)-Brownsville

Applications Filed Since April 14:

- Includes WENF-AM-FM, KRON-TV

NEW APPLICATIONS

Listed by States

WA - The Warren Tribune Company, 116 N. Main St., Warren, Ohio, is applying for a station to operate at Warren, Ohio. Estimated construction cost $179,000, first year operating cost $100,000, antenna height above average terrain 485 ft., average terrain condition. Estimated construction cost $276,000, first year operating cost $180,000, antenna height above average terrain 485 ft., average terrain condition. Estimated construction cost $484,000, first year operating cost $300,000. (For application and amendment, see TV Applications, B. T. Sept. 1, 1951.) City priority status: Gr. A-2, No. 83.

LAKE CHARLES, La. - Southland Telecasters, Inc., uch 25 (538-548 mc); ERP 15 kw visual, antenna height above average terrain 310 ft., average terrain condition. Estimated construction cost $375,000, first year operating cost $225,000. City priority status: Gr. S-5, No. 10.

WICHITA FALLS, Tex. - White Television Co., Inc., granted uch 22 (518-524 mc); ERP 15 kw visual, 9.3 kw aural; antenna height above average terrain 485 ft., above ground 485 ft., engineering condition. Estimated construction cost $275,000, first year operating cost $100,000, average terrain condition. Estimated construction cost $1,507,000, first year operating cost $800,000, antenna height above average terrain 500 ft., above ground 500 ft., engineering condition. Estimated construction cost $1,507,000, first year operating cost $800,000. (For application and amendment, see TV Applications, B. T. July 7.) City priority status: Gr. A-2, No. 83.

LYNCHBURG, Va. - Old Dominion Broadcast Corp. (WVOD), Granted uch 22 (462-478 mc); ERP 15 kw visual, 5 kw aural; antenna height above average terrain 375 ft., average terrain condition. Estimated construction cost $195,824, first year operating cost $120,000, antenna height above average terrain 375 ft., average terrain condition. Estimated construction cost $195,824, first year operating cost $120,000. Post Office address: 497-11 North Washington St., Lynchburg, Virginia. City priority status: Gr. A-2, No. 103.

FAYETTEVILLE, N. C. - Rollins Broadcast, Inc. (WFAY), uch 18 (694-698 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 450 ft., average terrain condition. Estimated construction cost $184,000, first year operating cost $110,000. City priority status: Gr. S-5, No. 10.

AMARILLO, Tex. - The Texan Telecasting Co., vhf ch. 7 (174-180 mc); ERP 40 kw visual, 10 kw aural; antenna height above average terrain 833 ft., above ground 833 ft., engineering condition. Estimated construction cost $626,946, first year operating cost $375,000, revenue $194,000. Post Office address: 1310 Montana St., Big Spring, Texas. City priority status: Gr. B-1, No. 14.

NEW TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KUSC-TV Los Angeles, Calif. (Walter D. Sweeney, Inc., owner), granted temporary authority to use KUSC-TV (TV) on channel 68 with ERP 1,000,000, revenue $200,000; and WUEN-TV Lincoln, Neb. (Cornbell Broadcasting Co., Inc., owner), granted temporary authority to use WUEN-TV (TV) on channel 69, Revenue $200,000; WATE-TV Raleigh, N. C. (Sir Walter Television Co., Inc., owner), granted temporary authority to use WATE-TV (TV) on channel 28; KFPA-TV Amarillo, Tex. (Texas United Corp., owner), granted temporary authority to use KFPA-TV (TV) on channel 10; KEPT-TV El Paso, Tex. (KTRK, Inc., owner), granted temporary authority to use KEPT-TV (TV) on channel 5; and KSMV-TV Mexicali, B. C. (Mexicali Television Co., Inc., owner), granted temporary authority to use KSMV-TV (TV) on channel 4.

Economic conditions and operating costs are expected to be limited to $140,000. Revenue $140,000, cost $140,000. Permittees are expected to apply for and win AM station in Yuma, Ariz., see FCC Application No. 20686 for details. City priority status: Gr. B-2, No. 178.
NOVEMBER 10, 1952

KDBU-TV DEBUT

Operation Begins Thursday

KDBU-TV Lubbock, first post-freeze television station in Texas, will begin commercial telecasting Thursday, W. D. (Dub) Rogers, president-general manager, announced last week.

Amid gala opening ceremonies, the station is to go on the air with a live program originating from in front of the Lubbock National Bank Bldg. where KDBU-TV has temporary studios. A temporary KDBU-TV tower stands atop the bank building.

Mr. Rogers explained that the permanent KDBU-TV building will be completed about March 1, 1,000-ft. tower is now under construction.

Set owners within a 15-20 mile range of Lubbock are expected to be able to receive KDBU-TV programs.

When the permanent tower is in operation, Mr. Rogers estimated that residents within 50-60 miles will be able to receive KDBU-TV program. The station is affiliated with CBS-TV and will be operated on vhf Ch. 13.

John Hicks will serve as program manager and, for the time being, as film director. Mr. Hicks formerly was assistant program manager of KEYL (TV) San Antonio.

Mr. Rogers added that he hoped to be able to announce names of those who will fill the posts of commercial manager and chief engineer by last Friday.

The new station will start at 5 p.m. with a half-hour telecast of the daily motion picture feature from Chicago.

The program will be repeated 4:30 to 6 p.m. followed by a half-hour children's program. The station will sign off at 7.

KDBU-TV, a group buying member of the TV Gabriel, Inc., a subsidiary of the Nobel Broadcasting Co., Inc., will operate in the Lubbock area.

Mr. Rogers said, "I am sure that Lubbock, and the citizens of the Lubbock area, are getting a first class television station to go along with all of the excellent radio programs that we have heard."

The station's sign-on is expected to take place at 5 p.m. with a half-hour television show of the featured motion picture to be repeated from 4:30 to 6 p.m. followed by a half-hour children's program and then sign off at 7 p.m.

Mr. Rogers said that the new station will sign off at 7 p.m. and that the half-hour children's program will be repeated from 4:30 to 6 p.m.

Mr. Rogers added that the new station will sign off at 7 p.m. and that the half-hour children's program will be repeated from 4:30 to 6 p.m.

Mr. Rogers said that the new station will sign off at 7 p.m. and that the half-hour children's program will be repeated from 4:30 to 6 p.m.

Mr. Rogers said that the new station will sign off at 7 p.m. and that the half-hour children's program will be repeated from 4:30 to 6 p.m.
**Full Station Coverage at Local Level**

(Continued from page 28)

New Jersey and Delaware, both for five minutes of each half hour, beginning at 8:25 p.m. WFTL-TV coverage was reported by American Oil Co., through Joseph Katz agency, with John Corcoran as key man before the cameras to analyze trends. Election results were relayed in the Philadelphia Inquirer to a WFTL-AM-TV news desk headed by Donald P. Kahn. WFTL-AM coverage was sponsored by Philadelphia advertising firm So- cieties, through Gray & Rogers agency, with Charles Harrison heading election returns airing. Radio and TV newsmen were sta-
tioned at various political head- quarters to report activities.

WIP Philadelphia and the Ameri-
can Legion, co-operating with MBS and American Heritage Foun-
dation, conducted a pre-election get-out-the-vote drive Oct. 30 with citizens turning on their porch lights the evening to signify in-
tentions to vote.

**Boston Stations**

In Boston, WBEI opened an all-
night session at 6:30 p.m., Tuesday, headed by Charles Ashley, who furnished CBS with Massachusetts voting returns.

WBZ-AM-Boston started its reporting at 8 p.m. on radio and 9 p.m. on TV, with both breaking away from NBC twice hourly to report results. The results were relayed in the various New England newspapers. Ken Mayer headed radio reporting and John Taylor, Boston newspaperman, reported for TV, with Arch McDonal reporting on both media.

WNAC-TV Boston preceded its election coverage on Nov. 1 by dem-
strating "How to Use Voting Machines" in an afternoon pro-
gram.

In Hartford, Conn., WDRC com-
bined with the Hartford Times and the latest WTHD, starting at 3 p.m. to bring listeners fast and complete returns in an agreement between Francis S. Murphy, Times publisher, and Franklyn M. Doolittle, WDRC president. Compilations gathered in the Times newsroom were broad-
cast simultaneously on both sta-

tions, to mark the first time such a plan has been tried in Hartford.

In Bridgeport, WICC maintained five pickup points, with WICC studios as the main center for election coverage. Philip Merry-

man, president and general man-ager, and Manning Slater, vice president in charge of sales, pre-

sent commented on tendencies and results, with assistance from J. Kenneth Bradley and Benjamin Leipner. The four remote points, quarters of candidates, were cov-
ered by Jim Ellis, on WICC; Will- ie Dunlap and Dave Bond. President Merryman was Connecti-
cut reporter for MBS, with direct feeds to Bradley.

In Washington, WWD-C-AMFM coverage started at 7 p.m. with Ken Evans heading returns from nearby Montgomery and Prince Georges Counties in Maryland, and

**DEWEY TELETHON**

Faces WOR-TV Cameras 6 1/2 Hours on Election Eve

GOV. Thomas E. Dewey of New York conducted a marathon cam-
paign on behalf of Gen. Dwight D. Eisenhower for a total of 6 1/2 hours out of 18 on WOR-TV New York on election eve.

His performance paralleled his 16-hour stint on WOR-TV in 1940, when he was seeking re-election.

... ... ...

GOV. DEWEY before WOR-TV cameras.

In the Times Herald city room to re-
port on Maryland and Virginia voting twice hourly, starting at 8:25 p.m. on WRC, with Dave Van Sothen and Kenneth Ludlam air-
ing returns, and at 9:35 on WNBW (TV), with Earl Godwin and Ray Michael using master charts.

WOL Washington started Mary-
land and Virginia coverage at 7

co-operating with WGAY Silver Spring, Md., to bring Maryland results from WGAY newsmen Ernie Tannen, Chuck Dalane and Val Thomas four times each hour, and stationing its own newsmen at election headquarters in Arlington. WOL national returns were aired by WOL newsmen Gene Berger, Joseph C. Harch, George Craw-
ford and George Campbell. Entire coverage was sponsored by Brad-

bury Homes.

Philip's, Washington TV and appliance chains, purchased local three- and five-minute cut-ins in WTOP-TV, WMAL-TV, WWC, WOOK and WTOP to bring election coverage. Using a Parade of Progress theme for its sixth an-
iversary, Philip's employed institu-
tional themes to climax its month-long "Vote with Philip's" pro-
nouncing, planned by its agency, Cohn & Miller, to give voiceless Washintonians a chance to ex-

press Presidential preferences.

WOOK served as flagship for election returns to seven stations owned and operated by the United

Broadcasting Co. It aired results from 9 p.m. to 6 a.m. the following day, with Graeme Zimmer, Richard Eaton and Gene Miller handling re-
motes.

WBAL-TV Baltimore, Md., used films taken throughout the day at Republican and Democratic head-
quaters, with processing handled at Fimlico Race Track and getting back to the studio. Tote boards supplied by American Totalisator Co. were used to flash vote totals on TV screens, either as super-

impositions over network programs or for straight effect on live segments. Station claimed exclusive inter-

views and thorough on-the-spot coverage throughout night.

WCHS Charleston, W. Va., re-

ained on the air until 4:30 a.m. to report on results involving state offices won by the Democrats in carrying West Virginia. Station broadcast from the news room of the Charleston Daily Mail with coverage by Mort Cohn, program director, and Ross Edwards, news editor, of WCHS.

**Crosley Combination**

In Ohio, the Crosley TV stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, conducted a six-hour, three-station get-out-the-vote drive. WLWD's seven-man coverage was headed by M. M. Murphy, reporter, who said the Crosley combination represented the most extensive coverage in the station's history.

WLTV (TV) Columbus coverage was headed by Gene Ragle, pro-
ducer, with direction by Walter Jacobs, production man-
ager, and Bill Mindam and Dick Mail at microphones.

**Cleveland Coverage**

In Cleveland, WAGR began local coverage with hourly five-minute broadcasts at 8:25 p.m., with Charles Day coordinating all re-

sults and Jack Dooley supplying hourly five-minute reports from Columbus, assisted by Don Hyde. At telephones in various headquar-

ters were Bob Forker, Glenn Gilbert, Tom Armstrong and Bob Smith.

In Steubenville, Ohio, WSTV on election day celebrated its 12th birthday with pre-election promotion featuring a get-out-the-vote campaign.

In Oklahoma City, WKY-AM-TV coverage was headed by Grant Foster, who said the stations' local staffs were coordinated by parent company, Oklahoma Publishing Co., to make complete returns possible. WKY local radio coverage was sponsored by Oklahoma Tire & Supply Co., with Southwest Radio & Equipment Co. purchasing WKY-

TV local cut-ins while NBC had the cable, and Walter E. Allen, local announcer, joined the same, while CBS had the cable. The election airing followed a comprehensive get-out-the-vote campaign by both AM and TV facilities.

At Milwaukee, WTMJ-TV aired a "Barber Poll" feature during the 10-day period before the election with announcer Lloyd Pettit sam-

rating conducted in Cincinnati elec-

tion night indicated WLWT (TV) had the largest audience there, the two other outlets receiving 28.6% and 16.6%, respectively, with a reported 66.8% of sets in use, according to WLWT officials, who said the coverage represented the most extensive coverage in the station's history.

WLW (TV) Columbus coverage was headed by Gene Ragle, pro-
ducer, with direction by Walter Jacobs, production man-
ager, and Bill Mindam and Dick Mail at microphones.

**Campaign Costs**

SEN. Ernest W. McFarland (D-Ariz.), Senate Majority Leader and Chairman, Com-
merce Communications Sub-
committee, defeated in last 
week's election, siphoned nearly 25% of his campaign money into radio broadcasts, according to a report filed with the Secretary of the Senate. Sen. McFarland re-

ported he paid $1,913.50 to KTAR Phoenix, Ariz., out of total $1,208.50 spent on TV, for "263. Rep. Albert Gore, who de-
fated Sen. Kenneth McKellar for the Tennessee Democratic Senatorial nomi-

nation, reported payment of $633.85 as half the cost of a statewide radio broadcast, listing expenses of $833.85.
BROADCASTING

In Eau Claire, Wis., WEAU spurned voting by offering its announcers for voting for registration, providing baby sitters, notarizing registrations for shut-ins and promoting a contest between the twin cities of Eau Claire and Chippewa Falls in which the mayor of the city with the greatest voting pressure would be pushed down an ice-covered river by the mayor of the losing city. The two mayors were given one minute per hour of WEAU time on election day to urge voting and a WEAU-contracted pheasants sign placed to attract the curious urged them to exercise their voting rights.

DENVER SERVICE

In Denver, KFEL local and state coverage, sponsored by Albany Hotel and Alpine, featured special crews flashing returns from party headquarters and the Election Commission, plus interviews. KFEL also fed returns to MBS for Wyoming, New Mexico and Arizona.

KLZ Denver local and regional coverage was conducted by a 30-man team headed by Sheldon Peterson, supplying information from the Election Commission and state party headquarters. The KLZ mobile unit claimed a scoop with an interview of Sen. Ed. Johnson, who, the station's commentator, was the first nationally ranked Democrat to concede a Republican landslide.


BAY AREA BALLYING

In San Francisco, KSFP's five-man staff flashed news, returns, trends and interviews beginning at 5 p.m. The five were Bob Hansen, Bob Colvig, Frank Allan, Bill Heyward and Bob Boyd. Behind them was an election night staff of 54, maintaining graphs and charts, compiling statistics, spotting trends and arranging interviews. The station installed special high speed teletypes from several points over the country.

KCBS San Francisco began its coverage at 6 p.m., according to Arthur Hull Hayes, general manager and CBS vice president. Bill Nietsdfield headed most of the KCBS staff in airing local results twice hourly. Newsmen on various area assignments were Don Mosley, Carroll Hansen, Gordon Roth and Bill Bradley.

KNBC San Francisco started coverage at 5 p.m., with five-minute newscasts twice hourly devoted to

California election returns aired by Henry Schacht and Joe Gillespie and Bob Lesy analyzing vote trends. KNBC state coverage was under direction of Bill Cothran. On the KNBC schedule of election night activities were interviews with northern California political figures.

In Portland, Ore., KGW climaxd with election coverage three months of informing voters on Oregon issues via its weekly "Freedom Forum," in which some of the state's top political figures participated. Oregon returns election night were handled by KGW with facilities of the Portland Oregonian, in addition to local coverage every half-hour. Danny Kaye, stage-screen- TV star, aired some returns, spiced with humor, from Portland's Paramount theatre via KGW.

CBS-TV fed a dress rehearsal plan of coverage last Monday afternoon by closed circuit to West Coast stations. Stations along the intercity relay route were allowed to cut in.

NLRB HEARING SET

NATIONAL Labor Relations Board hearing on the petition of Television Writers of America to be the bargaining agent for Hollywood writers with live and film television network shows, tentatively has been set for Nov. 24 with Los Angeles Field Examiner Norman Greiner presiding. Contesting TWA are Screen Writers Guild and Authors League of America which already have negotiated agreements with the networks in New York.

CONFERRING before one of 14 telecasts aired by WABD TV New York from the city room of the New York Journal-American are: (standing, 1 to 9): Paul Schoenstein, Journal-American city editor; Leslie Gould, Journal-American financial editor; David Lowe, who directed the proceedings for DuMont; Journal-American Publisher William Randolph Hearst Jr. (leaning); and Howard Rushmore, the paper's expert on governmental activities. Seated: Bob Madigan, political editor, the Chicago Herald-American; Sanford E. Stenton, political writer, Journal-American; and Frank Conniff, Journal-American columnist.

Network reporting at New High

(Continued from page 87)

with "corrective factors," to conform more nearly with pre-election polls, with the result that Univac shortly was predicting a 24-24 division of the states.

CBS newscaster Edward R. Murrow scored a beat on Univac with his 10:30 forecast that Gen. Eisen- hower had been elected—at which time the machine was giving 9-7 odds on Gov. Stevenson. When statisticians returned to feeding Univac unadjusted data, spokes- men said, Univac soon responded with 100-1 odds on Gen. Eisenhower's election three hours before Gov. Stevenson conceded defeat at about 1:30 a.m.

NBC-TV did experience at least one embarrassment, however. In a CBS special to the West Coast for a pickup on Vice President-Elect Nixon, NBC screens suddenly and somewhat startlingly began to display the "eye" that is the station identification of CBS-TV, which happened to be supplying the feed to the West Coast at the moment.

ABC-TV also experienced an unscheduled development, when an Amoco-sponsored local cut-in on WJZ-TV New York appeared, briefly, on West Coast screens as well.

Overall, however, the coverage by all networks, radio and television, was characterized as

smooth, efficient, and accurate.

Highlights, by network:

NBC

Some 300 commentators, reporters, technicians and general staff members, operating under News and Events Manager Wil- liam R. McAndrew, provided six hours of TV reportage starting at 9 p.m. and six hours and 30 minutes of radio, which commenced at 8 p.m., all under spon- sorship of Philco at an estimated sponsorship cost of about $2.5 million for this and the conventions.

A total of 26 commentators were heard and/or seen from NBC headquarters in New York, Steven- son headquarters in Springfield as well as Gen. Eisenhower's in New York. According to Philco's Robert Trout, Chicago, Detroit, Cleveland, Los Angeles and elsewhere. "The network said Gov. Stevenson his- tory showed the returns on NBC-TV via a special two-hop microwave relay into Springfield."

Bill Henry served as moderator for the television coverage, with John Cameron Swayze reporting on the Presid. And Ned Brooks and Richard Harkness on the Congressional and Gubernatorial contests. NBC-TV stations gave local results on a half-hourly basis, and pickups were made from cities across the nation at least once an hour.

Joseph Meyers supervised radio reports, which featured Merrill Mueller, George Hearn, Bob Murphy, H. V. Kaltenborn, Bill Chap- lin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague. Mr. Kaltenborn appeared on both radio and television, as did public opinion analyst Elmo Roper. Moran Beatty reported calculations and news of Monrobot "brain" throughout the night.

NBC employed seven TV cameras and 50 microphones at its New York headquarters alone and claimed a number of "firsts" and "exclusives," including a 10:45 p.m. interview in which James A. Farley, one-time Democratic committee chairman and national strategist, conceded a Republican landslide.

NBC-TV's "Monitor Day" program presented a special round-up of election developments on Wednesday morning, including filmed highlights from the preceding night and analyses by corre- spondents in the U. S. and abroad.

CBS

CBS radio and television coverage, aogued by WABC and as part of a reported $5 million package which included the con- vention, a get-out-the-vote cam- paign, and the elections, was under the direction of News and Special Events Directors Wells Church for CBS Radio and Sig Mickelson for CBS-TV.

Robert Trout, who spent 10% (Continued on page 112)

November 10, 1952 • Page 85
G-E OFFERS COMPLETE and all equipment required

1 KW UHF... New General Electric 1 kw UHF Television Transmitter. Designed to provide an ERP of 20 kw or more when used with a G-E high gain helical antenna on any UHF channel. Features space-saving ceramic seal tubes.

CERAMIC SEAL TUBES
Developed for UHF TV. Design permits low power loss... greater reliability.

100-WATT UHF—Complete low cost General Electric transmitter provides adequate community service. Will operate to drive high power TV amplifiers for maximum ERP requirements. Also features single crystal stability, air cooling, and low cost tube complement.
TRANSMITTER LINE...

for UHF TV operation!

- All your equipment requirements for UHF telecasting today or tomorrow are available from General Electric. Studio cameras, consoles, film units, antennas and a complete transmitter line give you quality program facilities—market coverage.

**G-E transmitters** now range in power from 100-watts to 12 kw... and all units are factory tested on your frequency. The new G-E 1 kw transmitter incorporates recently developed ceramic seal tubes for increased operating efficiency. Big brother in the line is the 12 kw unit with a 15 kw klystron tube for triple-power.

**Your area** will fit the General Electric UHF program providing a transmitter-antenna combination for requirements in large or small markets. Get power and equipment produced through years of G-E development and research.

**12 KW UHF**

The industry's highest power UHF transmitter! Powered by a 15 kw klystron tube developed for UHF. G-E helical antenna boosts ERP up to 20-25 times.

WRITE FOR THESE NEW UHF BOOKLETS

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
School Package Plan Offered Educators

(Continued from page 81)

Assistant to the late Thad Brown, FCC Commissioner from 1984-40; Vice President Earl L. Boyles, general manager of WNAV Annapolis, Md.; Director Allen M. Jones, Washington attorney and Secretary James E. Waddell, consulting engineer and attorney.

Frank E. Pellegrin, vice president of H-R Representatives Inc., New York, is advertising consultant to Washington Associates while Lynne C. Smeby, Washington radio-TV consulting engineer, has been retained in his professional capacity.

William E. Ware, president of KSTL, St. Louis and of Broadcast House Inc., applicant for uhf Channel 36 at St. Louis, is TV station operation specialist for Washington Associates.

Mr. Pellegrin acknowledged his consultancy to Washington Associates last week but emphasized this work in no way would be allowed to interfere with his duties at H-R Representatives or conflict with clients of the representative firm.

Proposals for the combination educational-commercial stations have been made, it was reported, to the University of Miami and Rollins U., Winter Park, Fla., near Orlando; Western Reserve U., Cleveland, and several schools in the Washington area, including Catholic U., Georgetown U., American U., Howard U. and George Washington U.

Rollins U. is permittee of a newly authorized 10-w noncommercial educational FM outlet, WPDK (FM).

Western Reserve U. began regular college courses on TV last year in cooperation with WETS (TV) Cleveland and at present programs 5½ hours a week on that station. A school official on Thursday said the Washington Associates proposal is under consideration but the institution is "far from decision."

John White, Western Reserve administrative vice president, told BROADCASTING & TELECASTING that in view of the "tremendous results" from cooperation with WETS there is "very little likelihood" that the proposal will be adopted.

He said the time made available by WETS meets Western Reserve's needs at present "very satisfactorily." The school charges fees to those listeners who wish college credit from the TV courses, he related, and the project has been very successful.

Miami U. has been presented a TV transmitter no longer used by WTVJ (TV) Miami.

Georgetown U. now is conducting a weekly current events forum on WTTG (TV) Washington, and in past years had a similar program on WMAL-TV Washington.

Discussions with Dr. E. F. Ashe, president of the U. of Miami, began several years ago, it was learned. In late August, at the suggestion of Dr. Ashe, the Washington Associates' president wrote Dr. Jay F. W. Pearson, the school's vice president, explaining their feasibility.

... Dr. Ashe's letter of Aug. 20 ... provides a very acceptable basis for further discussion for the problems which he raises are precisely those with which we are prepared to answer. The president is right that the no-profit educational stations do not permit any revenue from advertisers. They should be devoted to that type of educational station, operating where they become in effect a part of the formal educational system of a community. With that role in mind they can be tax supported or operated from charitable donations. This is most likely the purpose that will be served by the public school application.

Our proposal meets a different need—the need of the community to have one TV station dedicated to the highest public service, a goal which would be inconsistent with the commendable attitude of the average television station to operate with the highest possible return. Whatever station is awarded the use in Miami will compete for listeners and thus directly or indirectly compete financially. I believe you will find that the existing station and other applicants would prefer our proposed station as competition to a strictly profit enterprise.

My organization can completely handle the whole job of setting up a television operation, complete the staff, both executive, production, engineering and commercial. We will assist in obtaining the financial backing. We will cooperate with the university personnel in the educational side of the enterprise which will—except to avoid going out of business entirely—always come first.

... Mr. Ben Gale and I will help in the fund raising necessary to get on the air and to provide the necessary working capital. We believe this to be in the order of $400,000...

We believe we will be able to make available to the university more time than the numerous departments will ever be able to program and that the enterprise supported by the highest type of advertising will be completely self-supporting, including the time and expense to the other departments of the university for their participation.

If we can correspond a while, we may be able to reach a meeting of the mind on the scope of the project sufficient to warrant our coming down to reach a formal agreement with the university. No reimbursement from the university is contemplated, as we propose to look to the new non-profit educational corporation to be set up to handle this for our recompense.

Channels 2° (reserved), 4 (WTVJ), 7, 10, 27 and 33 have been allocated to Miami. The educational reserved channel has been filed for by Lindsay Hopkins Vocational School. Pending for Channel 7 are bids by WIOD and WQAM while Channel 10 is sought by WKAT and WGBS. WMIE

(Continued on page 90)

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

WLTW Atlanta
owned by Broadcasting, Inc.

WAAM Baltimore
owned by WAAM, Inc.

WBEN-TV Buffalo
owned by Buffalo Evening News

WFMY-TV Greensboro
owned by Greensboro News and Record

WDAF-TV Kansas City
owned by The Kansas City Star

WHAS-TV Louisville
owned by the Courier-Journal & the Louisville Times

WTMJ-TV Milwaukee
owned by the Milwaukee Journal

WTG Washington
owned by Allen B. DuMont Labs., Inc.
TO SHOW the insides of a ticking watch enlarged 20 times—
to do it efficiently and at low cost—
USE FILM...

Complete information concerning film selection and processing available... also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 8706 Santa Monica Blvd., Hollywood 38, California.
The New Grantees' Commencement Target Dates

Here are the 98 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call City and State Ch. Granted Commencement Network Rep.

A

WAKR-TV Akron, Ohio 49 Sept. 4 Spring 1953

WTVT (TV) Atlanta, N. Y. 174 Oct. 18 Late 1953

KTA-MTV Amarillo, N. M. 10 Oct. 16 March

KONC-TV Anchorage, Alaska 81 Aug. 21 Early 1953

WPAG-TV Ann Arbor, Mich. 20 Sept. 25 March

WEAE-LP Asbury Park, N. J. 29 Oct. 7 Late 1953

WISE-TV Asheville, N. C. 20 Oct. 20 March

WTJV (TV) Ashland, Ky. 174 Oct. 22 Early 1953

WPFO-TV Atlantic City, N. J. 12 Oct. 20 April

XCV-TV Austin, Tex. 11 July 22

KTIC-TV Austin, Tex. 7 June 21

KTVX (TV) Austin, Tex. 14 July 14

WAR-TV Baton Rouge, La. 28 Aug. 14 Late 1952


Bath, Pa.

WGTW (TV) Binghamton, N. Y. 20 Aug. 23 Unknown

WCSC-TV Binghamton, N. Y. 8 Oct. 20 Unknown

WSJU (TV) Bridgeport, Conn. 48 Aug. 14 Unkown

WTVP (TV) Buffalo, N. Y. 12 March 11

WCSU-TV Charleston, S. C. 5 Oct. 20 Unknown

WOWC-TV Des Moines, Iowa 49 July 11

WTVT (TV) Downtown, Tenn. 49 July 11

WTVT (TV) Chattanooga, Tenn. 43 June 25

WTVH (TV) Columbus, S. C. 35 March 21

WNOX-TV Columbia, S. C. 67 Sept. 22 April

WTOV (TV) Danville, Va. 9 July 11

KOEN (TV) Denver, Col. 11 July 11

KFEL-TV Denver, Col. 2 July 11

Mountain States TV Co., Denver 26 Sept. 18

Great Plains Television Properties, Inc., Duluth, Minn. 13 Oct. 24

WJAR (TV) Des Moines, Iowa 46 July 25

Elmira Television, Elmire, N. Y. 24 Oct. 28

KROD-TV El Paso, Tex. 13 July 31

KDKA (TV) East Pittsburgh, Pa. 27 Aug. 27

KRTV (TV) Fall River, Mass. 46 Sept. 14

WCTV (TV) Flint, Mich. 21 March 31

WTFL-TV Fort Lauderdale, Fla. 23 July 31

WTVO (TV) Fort Lauderdale, Fla. 17 Feb. 25

WNOH-TV Frederick, Md. 45 May 17

KXJM-TV Fresno, Calif. 24 Sept. 18

Jasper A. Newman Jr., Glendale, Ariz. 21 Nov. 11

WNF-TV Harrisburg, Pa. 55 Sept. 25

WHYN-TV Holyoke, Mass. 55 July 11

KOMO (TV) Honolulu, T. H. 9 Aug. 24

KAMI-TV Honolulu, T. H. 11 Oct. 24

KURT (TV) August 12, Unknown

WTWJ (TV) Jackson, Miss. 15 Sept. 11

KFDC-TV Lincoln, Neb. 25 Oct. 16

KGX-TV Lincoln, Neb. 11 Aug. 23

KTVP (TV) Little Rock, Ark. 17 Sept. 10

Jasper A. Newman Jr., Little Rock, Ark. 22 Oct. 30

KUSC (TV) Los Angeles 38 Aug. 2

KCBT-2 (TV) Lubbock, Tex. 11 Oct. 9

KOKH-TV Oklahoma City, Okla. 28 Oct. 16

WJW-2 (TV) St. Louis, Mo. 6 Nov. 16

KEAC-TV Manhattan, Kan. 20 July 12

WMAC-TV Montevideo, Minn. 11 Aug. 15

WEAR-TV Mobile, Ala. 48 June 27

WGGV (TV) Saginaw, Ala. 19 Aug. 18

WIFB (TV) Muncie, Ind. 46 Sept. 30

WCMF (TV) Newton, Iowa 11 Feb. 18

WNBG (TV) New Britain, Conn. 30 July 11

WJST-TV New Castle, Pa. 48 July 30

WGTV (TV) New York City 25 Aug. 25

WHEC (TV) Rochester, N. Y. 43 Aug. 13

WPX (TV) Rochester, Ill. 11 Aug. 11

KPTV (TV) Portland, Ore. 27 Sept. 21

KCSJ-TV Pueblo, Colo. 5 Oct. 20

WTVD (TV) Raleigh, N. C. 21 Aug. 23

WRKJ (TV) Rochester, N. Y. 21 Sept. 18

WTU (TV) Syracuse, N. Y. 11 July 21

WEUI-TV Reading, Pa. 33 Sept. 24

WDDL-TV Redding, Conn. 51 Aug. 8

WRAY (TV) Boone, Va. 27 Sept. 18

WJSL (TV) Roanoke, Va. 19 Aug. 19

WTVO (TV) Rockford, Ill. 39 Sept. 17

WRNX-TV Saginaw, Mich. 57 Oct. 2

KELO-TV St. Joseph, Mo. 46 Oct. 2

WJN-TV St. Peterburg, Fla. 36 Aug. 11

KITV-Radio San Bernardino, Calif. 18 June 6

KWAG-T (TV) San Juan, P. R. 2 July 25

WGB-T (TV) Scranton, Pa. 20 Aug. 14

WTJV (TV) Scranton, Pa. 73 Aug. 14

Groton TV (The New Grantee of Cross County Properties, Inc., Sioux City, Iowa) 36 Oct. 20

WNBT-TV South Bend, Ind. 34 Aug. 30

KMedium NBC, Early 1953

KXLY-TV Spokane, Wash. 36 June 4

KXLY-TV Spokane, Wash. 6 Aug. 21

WWL (TV) Springfield, Mass. 61 July 11

KTTS-TV Springfield, Mo. 10 Oct. 9

WHRH (TV) St. Louis, Mo. 67 Aug 30

WATR (TV) Waterbury, Conn. 35 Oct. 30

White Oak Cotton Co., Wichita Falls, Tex. 22 Nov. 6

WSRE-TV Wilkes-Barre, Pa. 38 Oct. 2

WFSX-TV Wilkes-Barre, Pa. 34 Aug. 17

WHOW-TV York, Pa. 49 July 11

WHE (TV) York, Pa. 47 Dec. 1

WFMJ-TV Youngstown, Ohio 73 July 13

WSBN-TV Youngstown, Ohio 15 Sept. 31

WTVT (TV) Youngstown, Ohio 27 Sept. 17

* Educational permits.

Miami seeks Channel 27. Miami is city No. 183 in FCC's B Group temporary processing line.

The proposal to Western Reserve specifies Channel 65, which would put it into conflict with bidding bidders by WFMJ and WGBI Cleveland should the school accept the plan.

In Washington, only Channel 20 is unassigned but bids are pending from WFMJ, WGBI and WEAM. The District Council of Catholic Women's Board of Education has filed for reserved Channel 26.

In its presentation to John S. Mills, president of Western Reserve, Washington Associates explained initial cost of constructing the proposed outlet would be about $350,000 while first year salaries (staff of about 34) would total around $195,000 with other operating expenses totaling almost $160,000.

Estimated first year revenue was given as about $355,000 while income for the second year was expected to be about $540,000; third year, $600,000, and fourth year, $700,000. Annual operating cost of about $350,000 was noted.

Tax Advantages Cited

The proposal to President Mills suggested the creation of a non-profit educational foundation or corporation with a self-perpetuating board of trustees which would "enjoy substantial tax advantages."

The foundation's revenues "from tuitions, research and development contracts, donations and advertising would be substantially tax free," the presentation explained, while "its surplus earnings would be used to increase its facilities, expand its cooperative work with the university and provide fellowships and scholarships to university personnel and students."

The presentation indicated Mr. Salisbury would be president and trustee of the proposed foundation.

The presentation pointed out that "there would be no financial obligation created for the university, and in fact, the earnings of the foundation would shoulder those burdens of the university connected with television."

Others in Project

The presentation also listed several persons who would be made available to the foundation after a grant. These included Norman Bergholm, in radio since 1934, listed as new service; Alton Whitehouse, 15 years in radio and TV, commercial manager; William White, New York agency man, sales manager; Margaret Kindly, 10 years in radio, program director; Paul Clendenin, with RCA 10 years, chief engineer; and Frank D. Grosse, novelist and movie writer, program manager.
Rugged GPL Camera withstands a Rugged Trip

EQUALLY RUGGED and service-free on trip was GPL Utility Projector with "3-2" intermittent which permits use with 1-0 camera for film telecasting from remotes.

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico . . . Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

Export Department: 13 E. 40th St., New York, N. Y.
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Cable address: Arlab

November 10, 1952 • Page 91
**Advertest Surveys Reading Habits of Viewers**

(Report 241)

**TV's Election Role**

TELEVISION was credited by Dr. Allen R. DuMont Thursday with bringing out the record vote of more than 57 million persons on Election Day. Calling TV "this country's newest and most potent political force," Dr. DuMont, president of Allen R. DuMont Labs., included the DuMont TV Network, declared: "In the election, television proved itself to be the most effective instrument of political education this country has ever known. Never before was the electorate in such intimate association with the candidates and the political issues involved. We in the industry are proud of the major role that television played in the nation's choice of its Chief Executive."

---

### Weekly Television Summary — November 10, 1952 — Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLTW</td>
<td>215,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WABM, WBAL-TV, WMAR-TV</td>
<td>422,500</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WNDR-TV</td>
<td>97,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WTOV, WERI-TV</td>
<td>135,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW</td>
<td>941,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTI</td>
<td>293,400</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBEZ</td>
<td>1,231,854</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TV, WREK-TV, WLWT</td>
<td>174,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WRHS, WIXEL</td>
<td>660,547</td>
</tr>
<tr>
<td>Columbus</td>
<td>WJTV, WVIS, WTVN</td>
<td>374,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-TV, WABP-TV</td>
<td>330,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KLLB-TY, WLIB-TY</td>
<td>352,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>KELT-TV, KTVI</td>
<td>60,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WJTV</td>
<td>187,000</td>
</tr>
<tr>
<td>Houston</td>
<td>WICU</td>
<td>174,660</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WBAP-TV, KRIB-TV, WAFA-TV</td>
<td>189,341</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WISN</td>
<td>332,961</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KONA-TY</td>
<td>128,576</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WNIN</td>
<td>187,500</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJXT</td>
<td>177,673</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJTV</td>
<td>265,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF</td>
<td>73,000</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WKEO</td>
<td>241,832</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WBSF</td>
<td>351,944</td>
</tr>
<tr>
<td>Lexington</td>
<td>WSAL, WLEX</td>
<td>175,640</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA-TV, KNJ-TV, KLAS-TV, KNBN</td>
<td>110,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>1,281,452</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>KSTP-TV</td>
<td>179,820</td>
</tr>
<tr>
<td>Nashville</td>
<td>WTVN</td>
<td>45,769</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSY-TV</td>
<td>121,195</td>
</tr>
<tr>
<td>New York</td>
<td>WOR-TV, WSY-TV, WTJX-TV, WNBW</td>
<td>3,069,000</td>
</tr>
<tr>
<td>North Dakota</td>
<td>KCND-TV, WTCI-TV</td>
<td>290,100</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>237,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WDBT</td>
<td>145,394</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KJTL-KTVI</td>
<td>160,500</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>KTVL, KSL-TV</td>
<td>189,820</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KABB, KBAA-A</td>
<td>190,505</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB, KFMB-A</td>
<td>153,850</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KHJ, KQME-A</td>
<td>446,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>230,100</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK</td>
<td>433,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>KQTV</td>
<td>195,364</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WUSB-MF, WPTP-MF</td>
<td>70,900</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAB-TV</td>
<td>134,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WDBT</td>
<td>145,394</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KPTV (not yet estimated)</td>
<td>237,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAB-TV</td>
<td>134,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>WHAM-TV</td>
<td>160,500</td>
</tr>
<tr>
<td>Rock Island</td>
<td>WFRG</td>
<td>138,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>KXDA-TV, KDLA-TV, KTLA-TV</td>
<td>92,895</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>KCAL-TV, KFIK-TV</td>
<td>129,025</td>
</tr>
<tr>
<td>Reading</td>
<td>KEPR-TV</td>
<td>153,850</td>
</tr>
<tr>
<td>Reading</td>
<td>WBSF</td>
<td>146,000</td>
</tr>
<tr>
<td>Reading</td>
<td>WAVE-TV, WHAS-TV</td>
<td>179,820</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KABB, KBAA-A</td>
<td>190,505</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB, KFMB-A</td>
<td>153,850</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KHJ, KQME-A</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-TV</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-TV</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-TV</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-TV</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-TV</td>
<td>446,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KUSB</td>
<td>230,100</td>
</tr>
</tbody>
</table>

**City** | **Outlets on Air** | **Sets in Area**
--- | --- | ---
Albuquerque | KOB-TV | 16,500
Atlanta | WAGA-TV, WSB-TV, WLTW | 215,000
Baltimore | WABM, WBAL-TV, WMAR-TV | 422,500
Boston | WNDR-TV | 97,000
Charlotte | WBTI | 293,400
Chicago | WBEZ | 1,231,854
Cincinnati | WCPO-TV, WREK-TV, WLWT | 174,000
Cleveland | WRHS, WIXEL | 660,547
Columbus | WJTV, WVIS, WTVN | 374,000
Dallas | KRLD-TV, WFAA-TV, WABP-TV | 189,341
Denver | KLLL-TV, WLIB-TY | 332,961
Detroit | KELT-TV, KTVI | 60,000
Fort Worth | WJTV | 187,500
Greater New York | WICU | 174,660
Grand Rapids | WBAP-TV, KRIB-TV, WAFA-TV | 189,341
Greensboro | WMYF-TV | 128,576
Houston | KPHC-TV | 187,500
Indianapolis | WNIN | 177,673
Jacksonville | WJXT | 265,000
Jacksonville | WJTV | 73,000
Kalamazoo | WKEO | 241,832
Kalamazoo | WBSF | 351,944
Kansas City | WBSF | 175,640
Lancaster | WSAL, WLEX | 175,640
Los Angeles | KECA-TV, KNJ-TV, KLAS-TV, KNBN | 110,000
Louisville | WAVE-TV, WHAS-TV | 1,281,452

**Total Markets on Air**

**Estimated Sets in Use:** 19,085,558

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources for set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV. Arthur's TV debut provides a special opportunity for advertisers to reach 255,237 Carolina television families through the entertainers they demanded on television.
TV Hearings (Continued from page 88)

Field earlier this year for a total consideration of $1.5 million [B*T, Aug. 18].

FCC approval of the KJR transaction will be required since transfer of control is involved, but such approval is not necessary in the KOIN case. However, approval by the Commission will be required for acceptance of the amendment to the KOIN television application. The Portland Channel 6 hearing begins before Examiner Elizabeth C. Smith on Nov. 19.

Similar amendment to the KJR television application is expected, but the Seattle hearing has not been designated.

In brief, the KOIN stock holdings are affected as follows: Mr. Gamble, board chairman, retains his 43.5% interest. C. Howard Lane, president, increases his holding from 8% to 21.3%; Mr. Stollknecht resigns as vice president and sells his entire 21.75% interest. Mr. Burke resigns as vice president and sells his 14.75%; Mr. Corwin sells his 10.815%; Mr. Buckenbuhl, vice president, increases his 5% to 17.75%; Mr. Cooke, director, becomes vice president and increases his 2% to 5.0%; Arthur Kirkham becomes vice president and acquires 5.1%; Clyde E. Phillips, secretary-treasurer, acquires 2%; Harry H. Kahn resigns as assistant secretary; Surveyor B. Benson, director, acquires 5.4% and becomes assistant secretary. Remaining 13% is distributed among the 24 station employees, no one of whom owns 5% or more.

Approximately $225,000 has already been expended by KOIN in conjunction with the acquisition of land, buildings and television equipment, the amendment stated, and upon grant the station would obtain at least $500,000 from a Portland bank. The license also has cash in excess of $200,000 on deposit, it was stated, which funds are available for the TV construction and initial operation.

Meanwhile, in other TV hearing developments last week, the Commission scheduled the Sacramento Channel 40 and 46 cases for Nov. 17 in Washington. Maria Helen Alvarez and Cal Tel Co. are competing for Channel 40 while John Poole Broadcasting Co. and Jack O. Gross both seek Channel 46. The Channel 3 competition there, involving XKOA, KCRA and KROY, already has been set for Nov. 17 (B*T, Nov. 3).

FCC consolidated the Channel 12 application of W. S. Butterfield Theatres Inc. for Flint, Mich., with the competitive bids there of WJR Detroit and WFDP Flint. Hearing also begins Nov. 17.

Other cases to commence Nov. 17 in Washington include hearings for applicants in Harrisburg, Pa.; Beaumont, Tex.; Duluth, Minn.; and Fort Wayne, Ind. Wichita's Channel 3 hearing begins Nov. 12. The, Canton, Ohio, Channel 29 case is set Dec. 6. Portland, Ore.'s Channel 8 hearing is set Jan. 6.

Indication of how FCC is going to treat TV applicants whose competition drops out—after a hearing has commenced—was given last week when the Commission ordered that the Wichita Beacon's KWBW be placed back in the processing line.

Both KWWB and KFBI Wichita were in hearing for Channel 16 with the complainant, but the latter, a few days before petitioned for withdrawal. This was granted by the motions commissioner a few days later, he said. At the same time he referred to the full Commission the request of the FCC Broadcast Bureau that KWBW's application be returned to the Nebraska FCC. KWBW had protested this, on the legal grounds that the hearing had begun and also its fear that it might get involved in hearing again should another applicant file for Channel 16 before its grant was secured [B*T, Oct. 27].

In its decision last week, the Commission said it was not bound to apply its rules arbitrarily, since it was obvious that the KFBI application was being withdrawn before the hearing began. It also said that the hearing on KWBW would be further processing and this could be accomplished only by returning it to the processing line.

Quick Handling Seen

Expedite the handling of the KWBW application is expected, since Wichita is No. 6 in the A-2 processing line and the FCC staff has long passed that city.

The Denver Channel 4 hearing recessed to Dec. 16 last week upon the completion of the KOA Denver case. Still unfinished is the cross examination of A. G. Meyer, KMVR principal, who suffered a heart attack three weeks ago while on the witness stand [B*T, Nov. 3].

FCC was waiting last week to hear whether Florida Gov. Fuller Warren was willing to make a deposition on his objections to the grant of TV stations to the Tampa Tribune's WFLA and the St. Petersburg Times' WTPS.

The Gov. Warren wrote two sealing letters to FCC regarding the two applicants. In both letters he made accusations against the newspapers and their affiliated radio stations. He offered to testify against their applications but said he was unable to go to Washington.

The Commission noted the Tampa-St. Petersburg hearings were in recess until Nov. 12 and suggested that Gov. Warren let it know whether he would be prepared to submit to deposition proceedings before that date. If the Governor's answer is in the affirmative, FCC counsel and parties' counsel would convene in Tallahassee to take the Governor's deposition and cross examine him.

FCC granted a petition of its Broadcast Bureau to add a new issue in the Harrisburg Channel 27 hearing. This concerns whether the proposal of WCMO would add to the broadcasting operation of WHP there, new grantee for Channel 55 [B*T, Sept. 28]. WHP was made a party to the hearing which also includes TV bid of WHGB.

Petition of Cascade Television Co., Channel 8 applicant at Portland, Ore., to transfer the non-engineering portion of the hearing on that channel from Washington to Portland, was opposed by FCC. Other Channel 8 contenders are KEX, Portland Television Inc. and North Pacific Television Inc.

Portland's Channel 12 hearing is expected to be held early next week before Examiner Smith at Northwest Television and Broadcasting Co, finishes its case. Present are the applicants and Columbia Empire Telecasters have been heard.

On Thursday morning, Examiner Smith accepted an amendment of Oregon Television's application to show changes occasioned by General Manager Stiles' withdrawal. Extensive legal argument preceded the action.

The examiner also ruled to accept, without amendment of applications, certain exhibits of the other applicants which showed, alternative program proposals for independent operation should network affiliation not be obtained. In legal debate was question of whether such exhibits could be admitted since they had not been included in the original applications submitted prior to the hearing.

The rulings are considered to be significant as possible precedents for applicants in other cases.

KRON-TV WALKOUT

Outlet Off Air 1½ Hours

UNAUTHORIZED walkout of studio technicians threw KRON-TV San Francisco, off the air from 4 to 5:30 p.m. last Tuesday.

The walkout was held in protest over current contract negotiations. Both Charles Thieriot, general manager of KRON-TV, and Jack O'Connor, business agent of Local 202, IBEW, said the walkout was in a protest of certain phases of contract negotiations involving wages and working conditions. Union contract expired Nov. 1.
Sales
CERTINA WATCH DIV. OF ILLINOIS WATCH CASE CO., ELGIN, ILL. (WATCHES), AND ELGIN AMERICAN DIV. OF ILLINOIS WATCH CASE CO., THAT CITY (COMPACTS, CIGARETTE CASES, LIGHTERS, PEARLS), WILL CO-Sponsor A QUARTER- HOur BASIS, MIKE STOKER'S HOLLYWOOD GUESS STARS IN 20 MARKETS.

New half-hour TV series, filmed by MIKE STOKER PRODUCTIONS, HOLLYWOOD, STARTS NOV. 18 ON WBNNS-TV COLUMBUS, KBTB (TV) DENVER AND KGO-TV SAN FRANCISCO; NOV. 18 ON WAVE-TV LOUISVILLE AND WOWN-TV OMAHA; NOV. 20 ON WPIX (TV) NEW YORK, WENR-TV CHICAGO, WXEL (TV) CLEVELAND, WSB-TV ATLANTA, WFAT-TV DALLAS, KDYL-TV SALT LAKE CITY, WCPO-TV CINCINNATI AND WBEN-TV BUFFALO; NOV. 21 ON WXZY-TV DETROIT AND WMAL-TV WASHINGTON; NOV. 22 ON WCAN-TV PHILADELPHIA AND WNAQ-TV BOSTON; NOV. 23 ON KNXT (TV) HOLLYWOOD; NOV. 24 ON KSTP-TV ST. PAUL AND KFMB-TV SAN DIEGO. AGENCIES ARE FRANK R. BRODSKY ADV., CHICAGO, FOR CERTINA WATCH DIV. AND RUSSEL M. SEEDS CO., THAT CITY, FOR ELGIN AMERICAN DIV.

LeVolar Lorenzen Inc., New York (VENETIAN BLIND HARDWARE), THIS MONTH STARTS SECOND RUN OF LITTLE THEATRE ON WJZ-TV THAT CITY, WENR-TV CHICAGO, WMCT (TV) MEMPHIS AND WSM-TV NASHVILLE, FOR 26 WEEKS. FIVE-MINUTE TV SERIES, PRODUCED BY MARC FREDERICK, IS CURRENTLY IN ITS FIRST SHOWING IN 33 MAJOR MARKETS. AGENCY IS RELAN ADV., N.Y.

UNITED TELEVISION PROGRAMS, CHICAGO AND NEW YORK, HAS SIGNED MOVIE QUICK QUIZ, 15-MINUTE TV FILM, TO WNBR (TV) CLEVELAND, BRINGING TOTAL MARKETS FOR STRIP TO 20. UTP ALSO ANNOUNCED GEORGE CHERRY ADV., DENVER, HAS BOUGHT THE CHIMPS, FOR BROOKIDGE FARM DAIRY CO., FOR SHOWING ON KFEL-TV DENVER.

CONSOLIDATED TELEVISION SALES, NEW YORK, HAS SIGNED THE FOLLOWING TV SERIES: FRONT PAGE DETECTIVE, TO WTOP-TV WASHINGTON AND TO WTVT (TV) BLOOMINGTON FOR FALLS CITY BREWING CO.; ALL AMERICAN GAME OF THE WEEK, TO WENO-TV CHICAGO FOR OTTO PAINT CO. AND KPTV (TV) PORTLAND, OR., FOR RALPH HOUYT CO.; PUBLIC PROSECUTOR, TO WDAF-TV KANSAS CITY, FOR KATZ DRUG CO. AND HOLLYWOOD HALF-HOUR, TO TRI-CITY RADIO SUPPLY CO. FOR SHOWING ON WOC-TV DAVENPORT, IOWA.

TWO ADDITIONAL POST-FREEZE TELEVISION STATIONS, WTVU (TV) SCRANTON AND KDUB-TV LUBBOCK, HAVE SIGNED FOR INS-TELENEWS FILM AND WIRE SERVICES. KDUB-TV IS EXPECTED TO COMMENCE BROADCASTING NOV. 18; WTVU, BY JAN. 1.

PRODUCTION
MERIDIAN PICTURES INC. IS NOW FILMING CBS-TV'S SCHLITZ PLAYHOUSE OF

Your Jeweler's Showcase, sponsored on an alternate weekly basis in 20 markets by Hamilton Watch Co. and International Silver Co.

STARS OF THE WORLD INC., WHOSE PARENT COMPANY IS TELEVISION VARIABLES INC., HOLLYWOOD, HAS COMPLETED 14 QUARTER-HOUR TV FILMS IN THE FRANKIE LAINE SHOW IN LONDON. DUBBING OF THE MUSICAL SCORES WILL BE DONE IN HOLLYWOOD.

REID RAY TELEVISION PRODUCTIONS INC., FORMERLY KNOWN AS REID RAY TELEFILMS INC., WHOSE PARENT COMPANY IS REID H. RAY FILM INDUSTRIES, MINNEAPOLIS, HAS STARTED PRODUCTION ON THE FIRM'S FIRST HALF-HOUR TV FILM SERIES. STARRING RICHARD ERDMAN, MOTION PICTURE ACTOR, A SPORTING CHANCE WILL BE FILMED ON LOCATION IN AND AROUND MINNEAPOLIS AND CHICAGO.

REVUE PRODUCTIONS, CULVER CITY, HAS COMPLETED "GUN CLUB," A HALF-HOUR TV FILM STARING DENNIS MORGAN. RODNEY AMATEU DIRECTED THE PSYCHOLOGICAL MYSTERY FROM AN ORIGINAL SCRIPT BY HAROLD SHUMATE. JENNINGS LAG IS IN CHARGE OF PRODUCTION.

GENERAL ELECTRIC HAS SIGNED GIL RALSTEIN AND ARTHUR RIPLEY TO PRODUCE AN UNTITLED HALF-HOUR DRAMA-TV SERIES, IN WHICH TOP MOTION PICTURE STARS WILL BE FEATURED. AGENCY IS BBDO, HOLLYWOOD.

TED BALDWIN INC., NEW YORK, TV FILM PRODUCTION FIRM, WILL RESUME SHOOTING ITS SPOTLIGHT, U.S.A. SEASON.

(Continued on page 98)
Canada Policy

central Canada AM broadcasters were warned that they may be frozen out of television development by present Canadian government policies. Jim Allard, general manager of Canadian Assn. of Broadcasters, in a closed meeting of the Central Royal York Hotel, Toronto, Nov. 3, told some 50 broadcasters that there are many applicants with ample funds who are ready to apply for TV station licenses.

He warned that unofficial government thinking is that AM station operators and moving picture interests most likely will not be granted TV station licenses when the government opens the TV field to private enterprise within the next two years.

TV, copyright problems and selling featured the two day meet, of Ontario and Montreal English-language station operators, under chairmanship of Murray Brown, CFPL London. Officers elected for 1952-53 were Cliff Wingrove, CKTB St. Catharines, president; Grant Hyland, CJIC Sault Ste. Marie, first vice-president; Jack Radford, CFRM Brockville, second vice-president; W. Cruickshank, CKNX Winnipeg, secretary, and Bob Lee, CHUM Toronto, treasurer. Three directors elected from CCBA to the CAB were J. A. Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins, and J. E. Campeau, CKLW Windsor.

Mr. Brown reported on the year's work of CCBA, the BMI clinic, engineering clinic and farm program committee meetings held during the year. He said CCBA directors are planning to repeat next spring, with BMI Canada Ltd., the successful clinic held at Toronto last May.

On copyright, Mr. Allard reported the status of a test case to be before the Supreme Court of Canada on Nov. 24. Case involves CHML Hamilton, which challenges the validity of the Canadian Copyright Appeal Board's decision on the validity of a BMI's contract with CHML.

A CAB Opinion Urged

CBC's proposed revised regulations [B+W, Oct. 13] also were discussed. Feeling was that CAB should appear before the CBC board of governors in January to give its opinion on the regulations.

Harold Moon, BMI Canada Ltd., reported on the status of BMI's operations and expansion in Canada. Pat Freeman, CAB sales director, unveiled new statistical data on Canadian radio advertising, showing national selective or spot radio from Sept. 1961 to August 1962 amounted to $9.1 million Canadian station time. This total was spent by 584 national accounts.

Joseph Sedgwick, CAB counsel, reviewed the effort to obtain the right to advertise beer and wine on Ontario stations, which without Ontario government sanction CBC will not permit. The government already has begun to clamp down on so-called institutional beer advertising in newspapers and magazines.

Open sessions Tuesday dealt primarily with sales from the advertiser and the station sales manager's viewpoint. The panels were chairmen of Cliff Wingrove, CKTB St. Catharines, Fred Metcalfe, CJOY Quebec, and Cam Ritchie, CKLW Windsor. Community broadcasting services were discussed by Vin Dittmer, CKNX Winnipeg, and radio for industrial relations by Grant Hyland, CJIC Sault Ste. Marie.

Resolution was passed favoring

WHUM-TV Tower

Completion of the 1,036-ft. WHUM-TV Reading, Pa., tower, is expected this weekend, according to the ABC network's Montreal station, CHUM. The tower will serve the Reading CBS-TV outlet on uhf Ch. 61, expected to be on the air by Dec. 1, will be higher than the Eiffel Tower in Paris, WHUM-TV noted.

Private Operators Face TV Freeze?

PRIVATE operators face TV freeze when a last-minute strike by a Detroit Edison Co. local union prevented Walker L. Cialier, president-general manager, Detroit Edison, from agreeing to the Midwestern District meeting in Toledo of the Assn. of Electrical Engineers. Arrangements were made through WWJ-TV Detroit and WSPD-TV Toledo to transmit his picture and message to the conference via closed circuit.

Canadian Adminal

Sues Wired TV Service

CANADIAN Adminal Corp. has filed a statement of claim for damages against Rediffusion Inc. of Montreal, charging the latter picked up Admiral-sponsored telecasts of Alouette Football Club games which were wired over CBPT (TV) Montreal, claiming that Rediffusion's wired TV service had reduced sale of Admiral receivers and discredited the wares of CAC.

Canadian Admiral attorneys stated they warned Rediffusion on Aug. 2 that telecasts of Alouette football games were copyrighted and could not be supplied to Rediffusion's subscribers. The Admiral action was filed in Exchequer Court at Ottawa on Oct. 28.

Canadian Set Fee

NLF Group Asks Abolition

DROPPING the annual $2.50 Canadian receiver license fee has been proposed by the National Liberal Fed of Canada in the meeting of its advisory committee at Ottawa Oct. 28.

The committee is the top governing body of the Canadian Liberal Party which has been in power for more than 20 years. The NLF group also urged the government to change its TV policy asking for the development of television in Canada by private enterprise along with the Canadian Broadcasting Corp."

Religious Programs

DUNCAN MacDonald, supervisor of women's programs for the DuMont Television Network, also will supervise the network's religious programming, James L. Cadigan, DuMont's director of programming and production, announced last week. Miss MacDonald joined DuMont in 1948 as a performer on a morning show.
CBS TV CITY

Los Angeles Opening Set

RIBBON-cutting by Mayor Fletcher Bowron will highlight long ceremonies Nov. 15 for official opening of the first unit of CBS Television City in Los Angeles. Initial ceremonies from the plant at Beverly Blvd. and Fairfax Ave. will be telecast locally on KNXT, Los Angeles CBS-TV owned station.

A tour of the unit will follow luncheon for visiting celebrities and press.

The Los Angeles mayor has proclaimed next week as City Television Week in honor of the CBS-TV achievement.

With a specially invited studio audience to witness the telecast, an all-star 60-minute show is to originate from Television City on CBS-TV network at 9 p.m. (EST). Jack Benny will emcee and head a cast which includes Eve Arden, Lucille Ball, Desi Arnez, George Burns, Gracie Allen, Eddie (Rochester) Anderson, Bob Crosby, Gisele MacKenzie, Cass Daley, Art Linkletter, Alvin Childress (Amos), Spencer Williams (Andy), Tim Moore (Kingfish), J. Carroll Nanin, members of the Life With Luigi cast, Marie Wilson and Cathy Lewis, co-stars of My Friend Irma, Alan Young and others. Lust Gluskin will conduct a 26-piece orchestra.

Jack L. Van Vollenburg, CBS-TV president, also is to appear on the telecast.

Covering 15 acres and built at an overall cost of $12 million, the unit consists of four large studios seating 300 persons each, and a six story engineering building.

When completed the entire project, covering 260 acres, will represent an investment of more than $35 million on the part of CBS. It will include a 13 story permanent administration building of 600,000 square feet.

The new type “sandwich loaf” building comprising the initial unit was devised after more than 50 attempts by William Pereira and Charles Luckman, architectural engineers, to come up with a Television City design acceptable to the network executives, it was said.

Microwave Filing

AT&T Long Lines Dept. has filed plans with FCC for a six-channel microwave radio-relay route between Kansas City and St. Louis which will add two TV and two telephone channels to the present service. This would leave one channel each way for maintenance and protection. Eight radio-relay stations would be built along the 260-mile skyway, which is scheduled for completion by the end of 1953. The new video channels would provide another route to Kansas City, now connected to the Long Lines TV network facilities by coaxial cable out of Omaha.

Harry L. Gamson

FUNERAL services were held last Monday in Hollywood for Harry L. Gamson, 52, head of Harry Gamson & Assoc., Beverly Hills advertising agency. He died Nov. 1 in Las Vegas after a heart attack. Associated with Erwin, Wasey & Co., Chicago, for 23 years, he was with Milton Weinberg Adv. Co., Los Angeles, before forming his own agency last July. Surviving are wife, Hannah; son, Mitchell; four sisters, and three brothers.

TV Service Income

AVERAGE TV service dealer last year grossed $21,000 in business at the rate of $8 per call, according to a survey by the General Electric Co. Tube Dept. Average service dealer hires 5.3 service technicians who handle 37 calls each weekly, 80% in the set owner's home, and has more business than he can handle. His gross income will be up 27% this year, according to the survey.

WDTV (TV) READIES

New Quarters for '53

WDTV (TV) Pittsburgh, DuMont Television Network o & o station, will move into larger and modern studios in Gateway Center sometime in the late spring or early summer of 1955, Chris J. Witting, DTN director and general manager, said last week.

WDTV will lease 84,000 sq. ft. of space in Gateway Center in an agreement with Equitable Life Assurance Society, builder for Gateway project. Pittsburgh’s only TV outlet now occupies studios in the Chamber of Commerce Bldg.

The move will follow the conclusion for 11 to 12 station, will move into larger and modern studios in Gateway Center sometime in the late spring or early summer of 1955, Chris J. Witting, DTN director and general manager, said last week.

WDTV will lease 84,000 sq. ft. of space in Gateway Center in an agreement with Equitable Life Assurance Society, builder for Gateway project. Pittsburgh’s only TV outlet now occupies studios in the Chamber of Commerce Bldg.

The move will follow those of DTN's two other stations—WTTR (TV) Washington, which recently occupied new studios in the Ralheig Hotel, and WABD (TV) New York, key DuMont station, which will move into its TV center at 265 E. 67th St.

The new WDTV facilities will include two studios, 78 x 78 and 44 x 31 ft., both on the first floor adjacent to WDTV scene and carpenter shops. The centralized video control plan inaugurated at WTTR also will be installed at WDTV, according to Rodney D. Chipp, DTN engineering director. Production offices will be on the first floor, with additional offices on the lower lobby floor. Executive offices, master control and film projection facilities will be on the second floor.

Harold C. Lund is manager of WDTV, which premiered Jan. 11, 1949. Mr. Chipp, Jim Bigwood and Raymond Rodgers, all of DuMont, have been working on the station's plans for new quarters.

TOUR of ABC’s TV installations in New York was made Oct. 24 by 50 teacher-delegates to Long Island Teachers Conference to learn more about TV’s role in education.

Eyes to the sky when a tourist in New York is to see the famous “Sandwich Loaf” building of CBS TV City. The new WDTV facilities will include two studios, 78 x 78 and 44 x 31 ft., both on the first floor adjacent to WDTV scene and carpenter shops. The centralized video control plan inaugurated at WTTR also will be installed at WDTV, according to Rodney D. Chipp, DTN engineering director. Production offices will be on the first floor, with additional offices on the lower lobby floor. Executive offices, master control and film projection facilities will be on the second floor.

Harold C. Lund is manager of WDTV, which premiered Jan. 11, 1949. Mr. Chipp, Jim Bigwood and Raymond Rodgers, all of DuMont, have been working on the station’s plans for new quarters.

TOUR of ABC’s TV installations in New York was made Oct. 24 by 50 teacher-delegates to Long Island Teachers Conference to learn more about TV’s role in education.
**Film Report**

(Continued from page 95)

* * *

**Family Films, Hollywood, has started production on last five half-hour films in This Is the Life TV series of 26 programs, being made for Lutheran Church-Missouri Synod.**

* * *

Great Commission Films, Hollywood, is in production on special "Pearl Harbor" film to be shown Dec. 7 on ABC-TV Hour of Decision, half-hour series featuring Evangelist Billy Graham. Guest star is Masato Fuchida, chief commander of the Air Squadron that led the Japanese attack on Pearl Harbor.

**Availability...**

Association Films, New York, offering free of charge four films of 10 to 25 minutes duration on the principles of insurance and its place in the family structure. Films employ both dramatic and documentary techniques.

**Random Shots...**

Key Productions, now under contract to film the Red Skelton television show, has installed a complete 17.5 mm magnetic recording system, it was announced by Stancliff-Hoffman Corporation, which handled the installation.

Series of six three to five-minute "dramatic vignette TV films, edited by Filmcraft Productions, Hollywood, are being telecast by all seven local stations as part of the Community Chest drive.

**Film People...**


Monique Van Vou getConfig, Belgian actress making her American debut in RKO release, "Tarzan and the She-Devil," to New York as co-star in CBS-TV Mr. Pickapoy, half-hour film series, to be produced by William Doud. 

Sandra Spence, featured on former NBC-TV Pantomime Quiz, assigned role of Burma in Terry and the Pirates, half-hour TV series being filmed by Dougfair Corp., Los Angeles, for Canada Dry.

Margaret Baell Wilder, story editor, Frank Wisbar Productions, Hollywood, to Screen Gems Inc., that city, in same capacity.

Al Simon, producer of NBC-TV I Married Joan, half-hour film series, will discuss TV film production at Nov. 26 meeting of Los Angeles Ad Club.

WAYNE OLIVER, West Coast representative of Television Authority before its merger with AFRA, named assistant to Claude McCue, AFTRA's executive secretary in Hollywood.

HANDS are clasped after contract is signed for Simmons Co. sponsorship of the CBS-TV program, It's News to Me, on alternate Saturdays. L to R: Jack L. Van Volkenburg, CBS-TV president; John Daly, show moderator, and Jack Hubbell, Simmons advertising manager.

**ARGENTINE TV BIRTHDAY**

Clark Reports on Status, Logging Sales

By HERBERT M. CLARK

Buenos Aires Correspondent

ARGENTINE television had its first birthday Oct. 17, not much further forward than it was when it sprang into being, full-blown and government-controlled, to cover "Loyalty Day" in 1951.

The occasion was the anniversary of the day in 1945 when the "despised" one in 100 houses, without a license, "guilty" of watching television, was ordered by the regime to pay a $5 fine and seizure of equipment followed. It was another 10 years before TV was to be prohibited in the homes of the wealthy.

That is how one goes about "instituting" television. The body responsible for TV in Argentina is the state TV Enterprise, or TVA. It is one of the few publicly owned enterprises in Argentina, subject to only one branch of government; the next in line of government control is the Ministry of Internal Affairs.

The first TV in Argentina was that of Eva Peron's "radio-movie," Banderita, which she broadcast, under the auspices of the Peronist national labor union, the CCT, back in 1947. In celebration of the first anniversary of the "radio-movie," a make-shift television set was exhibited in Plaza de Mayo, the nation's historic plaza, and in the launching of the actual TV network, to go on the screen on Oct. 17, 1951, the anniversary of the "radio-movie" got the top billing.

TVA has always been a virtual monopoly of the government, with no outside ownership. It's been paying the equivalent of $45,000 a year for which rate cards indicate is worth a maximum of $29,000. The new price tag is $90,000.

**Banned Third Time**

Banned in 1949 after Argentina had been read out of the Inter-American Broadcasting Association because of restrictions on freedom of speech and again in 1951 as part of general official resentment against unfavorable foreign comment on the closing and seizure of the independent paper Nacion, TVA was on the air for the third time on July 27, day after the death of Eva Peron, under regulations which ordered all radio time devoted to mourning for the President's wife.

The present permission to resume activities was achieved after a long series of negotiations between Embassy officials and Argentine representatives up to the cabinet level at the Ministries of Foreign Affairs and Communications.

**NEW TV OUTLETS**

Charlotte Meet Set Dec. 3-4

MAJOR phases of TV operation will be explained to prospective licensees and applicants during a two-day Southeastern Television Conference, to be held at Charlotte, N.C., Dec. 3-4, according to Charles H. Crutchfield, WBT-AM-FM WBTV (TV) Charlotte.

Sessions will cover engineering, programming, sales, promotion, accounting and management, with time set aside for questions and discussions. Staff of WBTV and WFMY-TV Greensboro will conduct sessions. Guests will include representatives of NARTB and the FCC.

**PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY**

Arising from Editorializing, Speeches, Newscasts, Ad Lines, Financial Comment, Mystery Plays, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SAFE WITH INSURANCE.

For details, write to the Pioneer in this line.

**EMPLOYERS REINSURANCE CORPORATION**

Insurance Exchange Bldg. Kansas City, Mo.
POLAN CHALLENGES
Valley Television Protest

POLAN INDUSTRIES, grantee for a new TV station at Youngstown, Ohio, on uhf Ch. 21, has asked FCC to dismiss the "protest" of Valley Television Co., which also seeks the assignment, on grounds that it is "a repetitious pleading totally without merit." FCC denied Valley Television's earlier petition for reconsideration of the grant [B•T, Oct. 20, 13].

Valley Television contended the Sept. 19 grant to Polan Industries, announced by the Commission on Sept. 22, was premature since only 17 working days previous, FCC had finalized the allocation of Ch. 21 to Youngstown and the Commission had not waited the usual 30 days before the grant to allow possible applications by others. Polan Industries, however, asserted "any contention that protestant (who failed to file by July 1 when for all it knew all three channels might have been granted) did not have adequate time to prepare and file an application between July 24 and Sept. 19 approaches the frivolous."

Code Subscriber

KDUB-TV Lubbock, Tex., which will begin operation Thursday, has subscribed to the NARTB Television Code. The new station is the 96th subscriber.
PROGRAM GRANTS
Made to 13 Schools

AWARDING of grants in aid totaling $78,500 to permit 15 colleges and universities in the U. S. to present educational radio and television programs has been announced by the National Assn. of Educational Broadcasters. Money for the project was provided by the Fund for Adult Education of the Ford Foundation and is being administered by the Holdsworth Foundation.

The following received awards for radio projects:

- Grinnell College, $3,400, for 13 15-minute American "Special" programs;
- U. of North Carolina, $5,000, for 13 half-hour American "Special" programs;
- U. of Michigan, $6,000, for 13 half-hour Freedom to Learn sketches;
- U. of Alabama, $5,000, for Document Deep South series of 18 half-hour tapes; Boston U., $5,500, for 13 half-hour tapes of New England Renaissance series; Indiana U., $3,100, for 19 15-minute Folklore of Indiana series;
- U. of Chicago, $6,500, for several series on political, economic and cultural problems.

Awards for TV projects went to:

- Wayne U., $2,100 for The Nationalities That Make America series of 16 half-hour programs; U. of Miami, $3,200, for 10 15-minute films titled The Sea, dealing with the economics of the sea; Stanford U., $5,950, for 13 half-hour documentaries on kinescopes of People, Places and Politics over KPIX (TV) San Francisco; Syracuse U., $6,700 for 13 half-hour telecasts of Footnotes to America over WSYR-TV Syracuse; U. of Oklahoma, $8,400, for 10 15-minute films titled Camp Fires and War Drums and U. of Minnesota, $8,500, for 12 hour-long telecasts in cooperation with WCCO-TV Minneapolis and the Minneapolis Symphony Orchestra titled A Great Symphony Orchestra and The Region It Serves.

SNADER SUIT
Answer Due Wednesday

A SUPERIOR Court judge will determine Wednesday in Los Angeles whether Alexander Bianco and Samuel Markovitch should be permanently enjoined from selling outright 750 Snader Telecriptions and other properties without unanimous approval of Louis D. Snader and other partners in Snader Telecriptions Corp. and interlocking companies.

Mr. Snader was granted a show cause temporary restraining order by Judge Frank T. Swain on Oct. 31, the legal action resulting from sale by Messrs. Bianco and Markovitch of the entire telecriptions library to Ben Frye, general manager of Studios Films Inc., Cleveland, for $600,000.

Besides asking for a permanent injunction to prevent sale of the 3/4-minute musical films, he petitioned the court for declaratory relief, receivership, accounting and a dissolution of the partnership.

BILINGUAL CBFT
Sets up a Program Ratio

PROBLEMS of a two-language TV station are being solved at CBFT Montreal, where the 1.2 million population breaks down to some 900,000 French-speaking and the balance English-speaking.

Because another Canadian Broadcasting Corp. TV station is not expected in the Montreal area for some time (government plans stations in other Canadian cities first), the CBFT staff has had to develop programs which would hold most of the audience for the three hours each evening the station is on the air.

CBFT has been scheduling shows in each of the two languages as well as bilingual programs. Plays and talks have to be done in either language. Variety shows and some sports can be done effectively in both languages. In the first two months of CBFT's operations, September and October, the schedule included about seven hours a week of bilingual programs, with the remainder of the weekly 25 hours favoring French over English.

FCC Cites WGN

WGN Murfreesboro, Tenn., a 250-w fulltime outlet on 1450 kc, was ordered by FCC last week to show cause why cease and desist order should not be issued concerning the operation of the station by Garth Fort Freeze, "an unlicensed operator, and for failure to maintain required operating and program logs." FCC's order also was directed to Mr. Freeze and Cecil Elrod Jr., president and general manager, and requested the parties to inform the FCC by Dec. 15 "of appearance at a hearing to be held at Washington, D. C., to determine whether said cease and desist orders should be issued."

JOHN F. RIDER Publisher Inc., N. Y., announces publication of Rider's Television Manual Volume 10. Latest volume in the series will be ready for distribution this month.

ABC Pacific Coast & Mountain Radio Networks (Nov. 9) started new weekly quarter-hour musical program featuring Paulena Carter, concert pianist.

It's a WHIZ For Sales!

WHIZ 1380
NBC in Southeastern Ohio
**INTERCITY TV**

Nine Links Opening in ’53

NINE new intercity TV links will be opened during 1953 through the equipping of coaxial tubes in cables already built or under construction for video service, according to plans filed with the FCC by the Long Lines Dept. of AT&T and 13 associated companies. Overall 1953 construction program, of which overall cost is estimated at $32 million, will provide three million miles of telephone facilities and some 680,000 miles of telegraph channels for private line telegraph and teletypewriter exchange service, as well as extensive additions to radio and TV networks, the company announced.

New coaxial cable TV channels to be opened during 1953 include: Amarillo-Oklahoma City, Charlotte-Jacksonville, Chattanooga-Knoxville, Dallas-Houston, Dallas-Jackson, New Orleans, Little Rock-Memphis, Memphis-St. Louis, Orlando-Tampa.

Plans for making microwave facilities available for connecting Holyoke and Springfield, Mass., and New Britain, Conn., to the nationwide TV network were announced Thursday by the long lines dept. Connections for the three cities would be made to the New York-Boston radio relay system at an intermediate microwave tower about 120 miles north of New York, AT&T said. TV signals would be beamed by microwave antennas to radio relay towers.

**Antenna Report**

A STUDY of the variations in radiated field intensity about the theoretical pattern factor of a standard broadcast directional antenna has been issued by the Technical Research Div. of FCC’s Office of Chief Engineer. The eight-page, highly technical report is titled “Physical Limitations to Directional Antenna Systems in the Standard Broadcast Band” (T.R. R. 1.2.6) and is available upon request to FCC. Written by Harry Fine, the report can aid in adjusting and maintaining directional arrays.

**Among 75 commercial and educational broadcasters at the sixth annual Radio Executives Conference held in cooperation with Wisconsin Broadcasters Assn. on the U. of Wisconsin campus Oct. 24-25 were: Walter Donald, Witch Shawano; Mrs. Donald, WBA treasurer; Prof. Raymond Stanley, project director of the university’s TV laboratory; Mrs. Ben Laird, and Mr. Laird, WDUZ Green Bay, WBA president.**

**Radio Report**

**milesstones...**

- ED ALLEN Jr., president-general manager, WOR Sturgeon Bay, and general manager, WWOC Manitowoc, both Wisconsin, last Thursday celebrated his 22nd anniversary in radio.

- BOB COLVIG, KSFO San Francisco newscaster, completes his 16th year in radio Nov. 15. An informal KSFO staff party will be given in his honor. Mr. Colvig entered radio in 1956, and has been with KSFO since 1946. In addition to his newscasts, he emcees KSFO’s The Hour of Melody.

- WMAR-TV Baltimore commemorated its fifth birthday Oct. 27 by issuing a 24-page, illustrated booklet highlighting important events in the station’s half-decade span. The booklet chronicles each of the first four years of the Sunpapers’ CBS-TV outlet and devotes a two-page spread to each of the past 13 months of its fifth year.

- KBUC Corona, Calif., celebrated its fourth anniversary as “Four Years Old and Twice as Powerful” with its change from 500 w to 1 kw, now effective. E. J. Bucknum is president and general manager.

- WFIL Philadelphia has aired Within Our Gates, a weekly dramatic program promoting intergroup understanding, for the 400th consecutive broadcast. Series has been on the air for more than seven years.

- JACK BAILEY, m.c. on MBS-Don Lee’s Queen for a Day, crowned his 2,000th “Queen” and started his ninth year on the Oct. 24 program.

**Protest Dismissed**

PROTEST of Betty Lou Summers against FCC’s action of Sept. 24 renewing the license of WNBW (TV) Washington without hearing was dismissed by the Commission last Thursday on the grounds that no new information was presented that had not already been considered in the renewal action. Miss Summers’ protest, filed by Washington attorney Carl L. Shipley, charged that the station promised the winner of a contest on one of WNBW’s programs some $4,000 to $5,000 in prizes and then failed to make full value awards (B&T, Oct. 27).

**Ohio Prison Riot**

Well Covered by WHIZ

WHIZ Zanesville, Ohio, flashed news of the Ohio Penitentiary riot moments after it occurred and then via Morgan Beatty’s News of the World, gave latest developments on NBC to the nation.

Allan Land, WHIZ news editor, arranged for an “on the spot” telephone tape recording for the 6:10 p.m. local newscast. He then contacted NBC in New York. At 6:55 p.m. NBC ordered WHIZ into the 7:30-7:45 program. Necessary lines weren’t ready until 7:27. Information compiled by WHIZ was put into readable form by 7:29:30. Mr. Land went on the network at 7:35 p.m.

Following that, Mr. Land, Bill Harper, engineer, and Bob Malay, program director, rushed to Columbus (54 miles from Zanesville) and made the only recording in the state of Gov. Frank Lausche and Warden Ralph Alvis after they concluded an emergency conference. Bill Eberle, WHIZ promotion manager, said the intensive coverage was possible only through the coordination of Bill Hunt, chief engineer, Bob Wagner, sports director, and those mentioned.

KECA-TV Los Angeles Standard Hour TV named “Program of the Month” for November by L. A. 10th District Congress of Calif. Parents & Teachers Assn.

**LOVE!**

...it's wonderful!

...we've been going steady with seasoned national and local advertisers for over 18 years, so we're inclined to agree. Make a date with KFYR to cover the agriculturally wealthy North Dakota market.

BISMARCK, N. DAK.

5000 WATTS-NBC AFFILIATE Rep. by John Blair

November 10, 1952 • Page 101
## Radio Homes Count For Five States

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Radios in 1950</th>
<th>Total Radios</th>
<th>Per Capita (1950)</th>
<th>Per Capita (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mississippi</td>
<td>3,719,694</td>
<td>387,000</td>
<td>103,500</td>
<td>27.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Louisiana</td>
<td>3,805,900</td>
<td>396,000</td>
<td>103,500</td>
<td>27.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,743,300</td>
<td>207,000</td>
<td>74,700</td>
<td>27.3</td>
<td>15.5</td>
</tr>
<tr>
<td>Alabama</td>
<td>3,872,200</td>
<td>227,000</td>
<td>58,500</td>
<td>15.2</td>
<td>15.5</td>
</tr>
<tr>
<td>Georgia</td>
<td>3,967,500</td>
<td>334,000</td>
<td>84,700</td>
<td>21.3</td>
<td>15.5</td>
</tr>
</tbody>
</table>

## RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—KENTUCKY

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Radios in 1950</th>
<th>Total Radios</th>
<th>Per Capita (1950)</th>
<th>Per Capita (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky</td>
<td>3,458,900</td>
<td>347,000</td>
<td>101,200</td>
<td>29.2</td>
<td>15.5</td>
</tr>
<tr>
<td>Louisiana</td>
<td>3,805,900</td>
<td>396,000</td>
<td>103,500</td>
<td>27.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,743,300</td>
<td>207,000</td>
<td>74,700</td>
<td>27.3</td>
<td>15.5</td>
</tr>
<tr>
<td>Alabama</td>
<td>3,872,200</td>
<td>227,000</td>
<td>58,500</td>
<td>15.2</td>
<td>15.5</td>
</tr>
<tr>
<td>Georgia</td>
<td>3,967,500</td>
<td>334,000</td>
<td>84,700</td>
<td>21.3</td>
<td>15.5</td>
</tr>
</tbody>
</table>

## RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—MISSISSIPPI

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Radios in 1950</th>
<th>Total Radios</th>
<th>Per Capita (1950)</th>
<th>Per Capita (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mississippi</td>
<td>3,719,694</td>
<td>387,000</td>
<td>103,500</td>
<td>27.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Louisiana</td>
<td>3,805,900</td>
<td>396,000</td>
<td>103,500</td>
<td>27.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,743,300</td>
<td>207,000</td>
<td>74,700</td>
<td>27.3</td>
<td>15.5</td>
</tr>
<tr>
<td>Alabama</td>
<td>3,872,200</td>
<td>227,000</td>
<td>58,500</td>
<td>15.2</td>
<td>15.5</td>
</tr>
<tr>
<td>Georgia</td>
<td>3,967,500</td>
<td>334,000</td>
<td>84,700</td>
<td>21.3</td>
<td>15.5</td>
</tr>
</tbody>
</table>

## RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—OHIO

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Radios in 1950</th>
<th>Total Radios</th>
<th>Per Capita (1950)</th>
<th>Per Capita (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>3,864,000</td>
<td>308,000</td>
<td>81,000</td>
<td>21.1</td>
<td>15.5</td>
</tr>
</tbody>
</table>
### Table:

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Total Male Population</th>
<th>Total Female Population</th>
<th>Male Number Reporting</th>
<th>Female Number Reporting</th>
<th>Male Total</th>
<th>Female Total</th>
<th>Total Total</th>
<th>Number Reporting</th>
<th>Male Percent</th>
<th>Female Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State</strong></td>
<td><strong>3,125,510</strong></td>
<td><strong>1,562,617</strong></td>
<td><strong>1,562,893</strong></td>
<td><strong>2,364,928</strong></td>
<td><strong>1,757,022</strong></td>
<td><strong>58.6%</strong></td>
<td><strong>55.9%</strong></td>
<td><strong>55.9%</strong></td>
<td><strong>2,364,928</strong></td>
<td><strong>92.8%</strong></td>
<td><strong>92.0%</strong></td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td><strong>1,000,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>500,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
</tr>
<tr>
<td>*<em>Los Angeles</em></td>
<td><strong>500,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
</tr>
<tr>
<td><strong>New York</strong></td>
<td><strong>1,000,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>500,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>500,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
</tr>
<tr>
<td>*<em>Philadelphia</em></td>
<td><strong>500,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
</tr>
<tr>
<td>*<em>San Francisco</em></td>
<td><strong>500,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>250,000</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>50.0%</strong></td>
</tr>
</tbody>
</table>

### Public Relations:

**Media Anxiety to Cooperate**

RADIO and television stations are anxious to cooperate with public relations practitioners in promoting community and public service causes, Eugene Juster, general manager of WRC-WNBW (TV), said today, at a television workshop sponsored by the National Capital Forge, American Public Relations Assn.

Interviewed last Monday at a panel luncheon moderated by Edgar Parsons, American Automobile Assn., Mr. Juster answered a series of questions dealing with network and station policy on public interest programming. He contended the public service factor in a radio or TV program was optional, and there was no necessity of the presence or lack of a sponsor. Tom Tom, program operations director of WTOP-TV Washington, will be interviewed at the second workshop panel today. Meetings are held at the Lafayette Hotel, Washington, D.C.

**WCHS Plans May Meeting**

**Pennsylvania Assn. of Broadcasters** will hold its annual meeting in May, it was announced last week by the WCHS board of directors who met in Harrisburg's Penn Harris Hotel Oct. 30.
IF NO MONEY
Jolly Well No Commercial

COMMERCIAL TV will not be successful in Great Britain because advertisers don’t have the money to spend on video programs, according to a British radio-TV magazine official.

This belief was expressed by Charles Graves, an authority on British radio associated with 200 magazine, in an interview with Mark Evans, WTOP Washington radio-TV personality. His comments are contained in one of a series of tape recordings completed by Mr. Evans during his five-week tour of Europe.

Mr. Evans made some 25 recordings in 17 countries as well as film segments for his local radio and TV shows while abroad. He voiced on-the-spot tapes in the Russian zone of Germany, Brussels (Belgium), Berchtesgaden, Venice, Spain and other countries. Tapes cover a motor tour through Soviet Germany, a bull fight description and a trip through the Swiss glaciers.

Mr. Graves said British television has been held up by the government for lack of funds due to defense needs and Great Britain would not have regular telecasting before January 1964. Only one commercial firm has applied for a charter to operate a video station, he added.

The British official also described an unusual growth of Radio Luxemburg from within a two months period. Noting that it is a commercial network, he termed BBC radio operation as “tired and elderly.”

New BAB Service

NEW SERVICE, “Sales Management Bulletin,” has been started by BAB. To be issued as subjects arise which need analysis, the newsletters will cover such topics as sales staff size, salesmen’s compensation, methods of rotating accounts, commissions on retail business, and sales training methods.

CONSTRUCTION is nearly complete on $100,000 Radio City project of WICC Bridgeport, Conn., slated for occupancy Dec. 1. Building will house AM and TV operations. WICC-TV is to begin test commercial telecasting Jan. 1. Stations will maintain offices in downtown Bridgeport. Edwin Moss & Son is the contracting firm.

AFTRA SUPPORT
Voted For SAG Strike

AMERICAN Federation of Televisi- tion and Radio Artists National Executive Board is unanimously supporting the Screen Actors Guild in its break-out of collective bargaining negotiations with the American Assn. of Advertising Agencies and New York Film Producers over the issue of additional payment to actors for re-use of filmed TV commercials.

The strike action, voted by SAG’s membership in Hollywood, has received complete approval of the radio-TV union’s board. Members of 40 AFTRA locals have been advised not to make any film spots for companies involved in the controversy when the strike starts. SAG’s New York council members are to vote next Sunday on the strike issue.

Truman’s Address

NBC-TV announced last week it would carry an address by President Truman tomorrow (Tuesday) as part of the annual Armistice Day services from the Amphitheater at the Tomb of the Unknown Soldier at Arlington (Va.) cemetery. Telecast is set for 10:58 a.m. to 12:30 p.m. EST, including the traditional minute of silence at 11 a.m.

Penetrates Poland

AN ACTIVE black market for radio sets has developed in Poland, where the purchase of new sets is restricted to Communist Party members. Ordinary citizens must register even to buy a spare part for an old set, Radio Free Europe Committee has reported. Quoting its Berlin correspondent, RFE said that in their anxiety to learn what is going on in the world, Poles buy sets clandestinely from black marketers who get them from Soviet Air Force personnel. Sets priced on the black market from $250 to $750 find buyers willing to spend more than a month’s pay and to risk imprisonment for a chance to listen to RFE’s Voice of Free Poland, which broadcasts 14 hours a day, and other non-communist broadcasts, RFE stated.

Paley To Open Series

CBS Board Chairman William S. Paley and four other members of the President’s Policy Commission, which is headed by Mr. Paley, will appear on CBS Radio in a series of programs next week to discuss the contents of the Commission’s report. They will be heard on Dwight Cooke’s You and the World (Mon.-Fri., 6:15-30 p.m. EST), starting with Mr. Paley on Monday in a discussion of the creation of the Commission, the basic concepts it employed, and its findings in general terms. He will be followed, on succeeding evenings through Friday, by Arthur Bunker, Olin Malmud, Jr.; Dr. Edward S. Mason, Harvard Graduate School of Public Administration; Philip H. Coombs, Fund for Advancement of Education, and Eric Hodgins, former editor of Fortune magazine.

PAUL HARVEY, ABC news commentator, is the author of Remember These Things, to be published by The Heritage Foundation this month.

in the public interest...

Aids School Drive

CATHERINE ROER, general manager, KWOS - AM - FM Jefferson City, Mo., received a letter thanking her for the support. KWOS gave a school bond drive. The letter, from a campaign co-chairman, said, in part: “We couldn’t have hoped to have won, let alone roll up the big margin for the school bonds, without the really great support you gave us at KWOS. The campaign really began to take hold when the parade of speakers went on the air. We had a lot of evidence of the effectiveness of the radio programs.”

Aid Firefighters

THREATENING brush fire, which raged for eight hours and destroyed more than 50 acres, was brought under control through the aid of volunteers who answered appeal broadcast by WFR and WRGB (TV) Schenectady. Chief of police in nearby Rotterdam, N. Y., praised both stations.

PHIL DAVIS Musical Enterprises has signed a 13-week contract with Advertising Counselors of Arizona and the Arizona Brewing Co. for the rental of Mr. Davis’ musical trademark for A-1 Planer Beer.

for TOWER and ANTENNA erection at its Best insist on

TOWER and ANTENNA erection at its Best

There’s no finer service available anywhere!

ETs Electrical Tower Service, Inc.

100 West Street, Wellington, Ohio

Enroll your Contractor in ETS Directory and your company will be listed in the Directory of those giving the best service.

November 10, 1952 • Page 105
NEW AM PROPOSED
By FCC at Foley, Ala.

NEW AM station for Foley, Ala., on 1310 kc with 1 kw day is pro-
posed in an initial decision released by FCC last week recommend-
ing grant of the application of Howard E. Pill trading as Alabama-Gulf
Radio. Mr. Pill is 25% owner of WSFA Montgomery, Ala., and one-
third owner of WDAK Columbus, Ga.

The initial decision, issued by FCC Hearing Examiner J. D. Bond,
recommended denial of the bid of the WBEK Tampa, Fla., to change
from 1 kw daytime on 1560 kc to 1560 kc direction-
tional and the bid of Gulf Beaches Broadcasting Co. for a new outlet
at St. Petersburg on 1310 kc with 1 kw day, directional. In both pro-
posed denials, the examiner found the applicants failed to meet
certain engineering requirements.

SDX Names Chatfield

PRESIDENT elected by the newly
organized South Georgia Sigma
Delta Chi chapter is Ben Chatfield,
WMAC Macon news director and
immediate past president of the
National Assn. of Radio News Di-
rectors. Two other Macon radio
newsmen elected by the group were
Joe Andrews, WMAC assistant
news director, secretary, and Otis
Hughes Jr., WBML news director,
treasurer.

FCC actions

OCTOBER 31 THROUGH NOVEMBER 6

CP-construction permit
antenna
DA-directional antenna
cond.-conditional
ERP-effective radiated power
D-day
STL-studio-transmitter link
LS-local sunset
synch. &mp. synchronous amplifier
N-night
SDX proposed denials
mod.-mod. modification
STA-special technical authorization
aur.-aural trans.-transmitter
vis.-visual
trans.-transmitter
un.-unlimited hours
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by
a roundup of new station and transfer applications, begin on page III.

October 31 Decisions . . .

BY COMMISSION EN BANC

Change ERP

Following were granted CPs for changes in existing facilities, as
shown:

WJPA-AM Washington, Pa., to change ERP from 5 kw to 2 kw;
WIGA-AM Ashbula, Ohio, to change ERP from 100 kw to 50 kw, from
4 kw to 2 kw, and from 3 kw to 4 kw; WCHA-AM Winona, Minn., to
change ERP from 4.9 kw to 9.3 kw and from 390 ft. to 500 ft.

Remote Control Operation

Grants extension of waivers of Sec. 3.365 of rules to permit remote control
operations of stations WGDQ-FM Miami, Fla., WJBS-FM Huntsville,
Ala., and WAPA-FM Chattanooga, Tenn., for period ending March 1, 1953;
WBNL-FM and WYRV both Richmond, Va., for period ending May 1, 1953;
all extensions granted with same conditions as those of criticisms
other supplemental matters deemed helpful.

License Renewal

WBRM Chicago, Ill.,—Granted license renewal on regular basis.

License of following AM stations of National Broadcasting Co. were re-
newed on regular basis: WNBC New York, WMAQ Chicago and WBMP
New York.

November 4 Decisions . . .

BY BROADCAST BUREAUX

License Granted

WVOP Valloria, Ga.—Granted license covering change of facilities, instal-
ation of new trans., and changes in antenna system; 970 kc, 1 kw-D.

Change Name

WMJO Cleveland, Ohio.—Granted mod. license to change name to Friend-
ly Bees, Co.

Change Antenna System

WKKO Cocoa, Florida.—Granted mod. CP to make change in antenna.

Change ERP

KSTM-TV El Paso, Tex.—Granted mod. CP to change ERP of TV broadcast
station from 4 kw to 2 kw (not vis. 6 kw to 3 kw); WSNV TV, San Jose, Cali.
(7 kw, not vis. 5 kw to 4 kw), to change trans. from 3 kw to 2 kw, same city
(same city) and make ant. changes; ant. 60 ft.

Extension of Completion Date

WEPQ-FM Chattanooga, Tenn.—Granted mod. CP for extension of completion
date to 2-25-55.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY METERMETS
Engineers on call 24 hours a day

AM • FM • TV

Complete installations

TOWERS • SATELLITE AERIALS • BROADCASTING SATELLITE ERATING & CO. 6105 N. Colfax Ave., Portland 11, Oregon

A VACANCY
YOUR FIRM'S NAME in this "vacancy"
will be seen by 15,000 readers—radio-
newsmen and others in the chief engi-
neers and technicians—applicants for
AM, FM, television and facsimile
facilities.

BROADCASTING • Telescasting

BROADCASTING

P. O. Box 7027
Kansas City, Mo.
JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
D 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone Directory 1205
Member AFCCE

A. D. RING & CO.
26 Years Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3247
WASHINGTON, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGQUIST
902 NATL. PRESS BLDG. NA. 3273
WASHINGTON, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 2115
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 2984
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. 1100 EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

GUY C. HUTCHESON
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GEORGE L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 2883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG.
WASHINGTON, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 4, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 6 St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 2460
APTS—2252
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 6644
Washington 7, D. C.

BROADCASTING • Telecasting

17. 1952, action on petition to amend TV application.

November 4 Applications . . .

ACCEP TED FOR FILING
Change Antenna System
WGRA Cairo, Ga.—Mod. CP, which authorized change in frequency, ant.

Vandivere, Cohen & Ware
Consulting Electronic Engineers
612 Evans Bldg., NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

BROADCASTING • Telecasting

increase height of AM ant. and mount TV ant. on top (contingent on grant of TV application).

Extension of Completion Date
WHIZ Zanesville, Ohio—Mod. CP, as mod. which authorized change in

(Continued on page 111)
Situations Wanted—(Cont’d)

Veteran announcer—Yale. Has handled studio and field assignments. Seeking a position with a medium or large market station. Box 984R, BROADCASTING TELECASTING.

Manager now available. More than 20 years radio newspaper. Unequaled record of experience. Knowledgeable in all phases of radio and TV. Will handle any job or geographic area on long-term basis. Box 915R, BROADCASTING TELECASTING.

General manager available immediately. Experienced executive twenty years. Finest references. Radio or TV. Details on request. Box 945R, BROADCASTING TELECASTING.

Situations Wanted—(Cont’d)

Author: Four years experience. Emphasis on news. Fifteen mile Philadelphia market. References available. Box 965R, BROADCASTING TELECASTING.

Mature, experienced, all-rounder staff man, currently employed NBC affiliate. Desires to move to larger market on permanent basis. Professional, responsible, experienced and well-rounded. Presenting all news programs. Box 948R, BROADCASTING TELECASTING.

Five years experience. Available immediately. Box 972R, BROADCASTING TELECASTING.

I'm 19, Single, Beginner announcer, sports, copy type, run board. Looking for a job in New York. Box 928R, BROADCASTING TELECASTING.

Mr. Station Manager—Here's an announcer who will devote himself wholeheartedly to your interest. He's 23, all draft exempt, can handle announcing, news, write commercials, emcee, produce special events. He's your man in a pinch. He's a chance to handle time selling. Free to move. Box 998R, BROADCASTING TELECASTING.

Annoyances

Combination man—Plenty experience both News, commercials, play-by-play, chief engineer, traffic director, family, automobile. Dependable, energetic, ambitious, and will¼ good salary. Oklahoma-Arkansas, SRT, permanent assignment. Broadcasting TELECASTING.

News editor—250 AM, ready to move up. Solves problems, writing, and editing. Top delivery. Excellent references. Take-up deadline new employer. College, 26, Eastern AM-TV preferred. Box 935R, BROADCASTING TELECASTING.

Sports announcer, four years experience in large market, also staff and special events. Available for basketball season. Married, family, twenty-seven, college. Desires permanent position. Box 906R, BROADCASTING TELECASTING.

Annoncer—2 years experience, all phases. Handle boards, remote work, write copy, sales, newspaper. Versatile, in football, baseball. 23, single veteran. Available immediately position. Box 992R, BROADCASTING TELECASTING.

Experienced announcer DJ. Fluent, Adaptable personality. Have worked independent and network affiliates. Family with children desired. Box 919R, BROADCASTING TELECASTING.

Experienced announcer and broadcasting school graduate. Desires permanent position in Eastern or Southern market. References available. Box 918R, BROADCASTING TELECASTING.

ALL-AROUND announcer. Convincing selling voice. Five years experience. Control board, remote control, script editor. Wants permanent position in Pacific Northwest or mountains. Box 917R, BROADCASTING TELECASTING.

SRT graduate. Experienced in all phases of radio, TV, production. Knowledge of music, sports. Box 999R, BROADCASTING TELECASTING.


Good staff announcer—DJ with three years commercial experience wants permanent position 900R, immediately. Box 922R, BROADCASTING TELECASTING.

ATTENTION TV STATION MANAGERS

Available on Three Weeks Notice

WELL KNOWN WEST COAST RADIO & TV NEWSMAN

20 Years news Writing and Reporting Experience

Now with Major Radio and TV Network

Have own 16 MM Cameras and Film Editing Equipment

Works Without Script or Visual TV Prompter

RECORD OF NAME BRAND ACCOUNTS

10 min. audition film on request

Write or Wire

Box 956R, BROADCASTING TELECASTING
A PROGRAM "having remarkable sales results" has been renewed to July 8 of next year by Sears, Roe-
buck & Co. on KTTV (TV) Holly-
wood. The program is The Dude Martin Show.

William F. Plummer, Sears' Los Angeles group advertising sales manager, announced the extension of the weekly hour-long variety show, crediting the demonstrative and sales techniques employed.

Convinced of TV's potential, Mr. Plummer said, "We see more in this program than its weekly selling of specific items of Sears merchandise."

Television

EXPERIENCED TV EXECUTIVE (31) seeks connection as sales manager or assistant manager, new talent station. Excellent background in TV sales, including 3 years national spot level and 2 years successful TV station. A personable, competent, experienced manager, offers great potential always active in management. For Sale

• WILL SELL • RCA T5A TRANSMITTER, CHANNEL 7-13
Console monitors, spares and RCA 6-bay antenna, tower also available. Make offer for lot or part.

BOX 754R BROADCASTING • TELECASTING

Miscellaneous

PRODUCTION AND PROGRAM MANAGER

NOW WITH ONE OF BEST TV STATIONS IN THE NATION!

Present programs are attracting favorable, nation-wide attention. Add imagination, writing ability, originality to organizational ability and you have the reason for 100 first-class local presentations each week. Real chance to change be-
cause of climate. Salary secondary. Write Box 931R, BROADCASTING • TELECASTING.
from Poole
because of WAKE
indicate necessity
Plan CP
cense
Park, WLCX
roe,ingham, Ill.;
Houston, Tex.;
Denver;
which
Bayshore,
Proposed Rule Making Notice adopted Sacramento,
KCSB-N, DA-N,
and Tulia
Theatres
Ch.
17
for
Peoria,
Medford,
La Crosse, Wis.;
Washington.
License for
that
17
Dec.
10,
application
325-kw
-52.
Washington Memorandum opin-
ion and
Dec. 10, application for KGB for ex-
applications for 500 kw and 1 kw-
degree, are mutually exclusive and indicate necessity of hearing.

November 6 Applications

ACCEPTED FOR FILING
Amendments to Applications
WASP Inc., Tallahassee, Fla.
Amended application for Antenna License for Station WCBD
1 kw-
KGB
the Pery Beckst. Co. Ap-
plication for new AM station amended
by adding 280 kw-

Kansas City, Mo.
Amended application to change hours of operation of D from full-time to 1600 kw-

To Change Tower Location
WPTX Lexington Park, Md.
Mod. CP (which authorized new AM station on 1250 kw) to change tower location, same site.

Seeking License Approval
WLS Chicago, Ill. Mod. CP (which authorized new AM station on 1410 kw) for station to relocate its \n
WCB Addison Township, III.; WAIT
Township, Chicago, Ill.; WEDGE
Chicag., WLS Chicago, WEBK
Harrissburg, Ill.; WFOX Milwaukee, Wis.; WAGA Washington. License Renewals

November 5 Decisions

by COMMISSION EN BANC

Licensing

Following stations were granted renew-
te of licenses
KKCN Ban Bernardino, Calif.; KOA Deso, Iowa; WUSX-FM Fort Worth, Tex.; WRKO
Framingham, Mass.; WNYC New York, N.Y.; WBAY Green Bay, Wis.; WBBH West Palm Beach, Fla.; WLIR
Eli-
ington, Ill.; Wadan Danville, Ill.;
WRPK Watertown, Wis.; WQOZ
Ohio; WQEZ Beloit, Wis.; WFXK
Frankfort, Ill.; WBFB Rock Island, Ill.; WBIE Shreveport, La.; WFXD Roanoke, Va.; WLBX Madison, Wis.; WGM Medford, Wis.; WIND Chicago, Ill.; WPIR Peoria, III.; WBLC Bloom-
ing, Ill.; WKBW Buffalo, N.Y.; WBAK Akron, Ohio; WLDC Des Moines, Iowa; WLCX La Crosse, Wis.; WMAR March-
ville, Md.; WMAL Washington, D.C.; WMLN Des Moines, Iowa; WSCS Dunbar, W.V.; WQOA Oak Park, Ill.; KSL Salt Lake City, Utah; WOQA Moline, Ill.; WBBN Racine, Wis.; WTAJ Altoona, Pa.; WYLC Asheville, N. C.

AM-1120 kc

WNEW New York City.—Granted lic-
se to operate with 10 kw-
and 15 kw-
1130 kc

WLBW Birmingham, Ala.—Granted CP to operate with 10 kw-
and 15 kw-
10 kw-

WOKA Oklahoma City.—Granted CP to change from 1450 kc to 1250 kc with present facilities.

To Change FM Allocations

 Proposed Rule Making Notice adopted a plan for Class A stations to operate with 1 kw-
and 10 kw-

WMLG-AM Beloit, Wis.

WOKA Oklahoma City.—Granted CP to change from 1450 kc to 1250 kc with present facilities.

by COMMISSION EN BANC

AM-1280 kc

WOKA Oklahoma City.—Granted CP to change from 1450 kc to 1250 kc with present facilities.

AM-1280 kc

WOKA Oklahoma City.—Granted CP to change from 1450 kc to 1250 kc with present facilities.

Sacramento, Calif.—Ch. 40. Maria Helen Alvarez and Cal Teo Corp. hearing Nov. 17 in Washington.

Sacramento, Calif.—Ch. 40. John Poole Broadcast Corp. hearing Nov. 17 in Washington.

First broadcast license issued to John and Helen Butterfield Theatres Inc. place in same con-

AM Applications

Adevised of Hearing

Bayside, N.Y., 1320kc.

Westinghouse, N.Y. 1350 kc.

Key BEST Inc. advised that publication indicates necessity of hearing because of interference with WDD Trenton, N. J.

Lane, W. Va., 960 kc.

Hilltop Management Corp. and WABS Key BEST Inc. advised of application of Hilltop for 500 w-
and of WATS to change from 1470 kc to 960 kw-
and of WATS to change from 1470 kc to 960 kw-

Greenville, S. C. — 1450 kc, 250 w.

WAKE Greenville, S. C. advised to add top loading to existing tower because of necessity of hearing because of interference with WSDK Asheville, N. C. which is on 1250 kc, 250 w.

Tulia, Tex.—1370 kc. Paducah Best Inc.

Tulsa, Okla. Best Inc. advised that

the NBC station serving

Spectrum 2

50,000 Watts

DBS Okeechobee

24/7 Music Radio

DBS Logan

24/7 Variety Radio

DBS Lake City

24/7 Country Radio

DBS Sebring

24/7 NewsTalk Radio

DBS Lakeland

24/7 Hispanic Radio

DBS Fort Myers

24/7 Sports Radio

DBS Orlando

24/7 Classic Rock

DBS Tampa

24/7 Top 40 Radio

DBS St Petersburg

24/7 Adult Contemporary

DBS Jacksonville

24/7 Christian Radio

DBS Gainesville

24/7 Oldies Radio

DBS Tallahassee

24/7 Classical Music

DBS Panama City

24/7 NewsRadio

DBS Pensacola

24/7 Talk Radio

DBS Fort Pierce

24/7 Gospel Radio

DBS Pensacola

24/7 Classical Music

DBS West Palm Beach

24/7 Country Radio

DBS Melbourne

24/7 Gospel Radio

DBS Vero Beach

24/7 Country Radio

DBS North Palm Beach

24/7 Talk Radio

DBS Stuart

24/7 Adult Contemporary

DBS Port Charlotte

24/7 NewsTalk Radio

DBS Bradenton

24/7 Classic Rock
LOOSE-LEAF TRANSPARENT DISPLAY ALBUMS

At unusually low prices!

Each album contains 10 pages. 2,5 or 25 albums are available for
the price shown.

FULL NEWSPAPER SIZE

SCRAP BOOKS $5.00

Perfect for collecting stamps, address labels, photos, and scraps of
other materials. Measures 11 x 14 and is coated white inside to prevent
Hanky Hunter's black ink from showing through.

INTERNATIONAL SALES CO.

414 E. Baltimore St.
Baltimore, 2, Maryland

Page 112 * November 10, 1952

BROADCASTING * TELECASTING
which also covered the conventions, was distinguished by a "speed and ease" which were in "startling contrast" to the stresses and tensions of four years ago, spokesmen reported.

ABC originated four separate programs simultaneously from its "command post" in Studio TV-1 in the New York ABC center: One each for the radio network, the TV network, WJZ, and WJZ-TV New York.

Latest developments, commentatory, analysis, and color were provided by a news staff which included Walter Winchell, John Daly, Elmer Davis, Martin Agronsky, Taylor Grant, Erwin Canham of the Christian Science Monitor, Gunnar Back, Paul Harvey, George Sokolsky, and public opinion research specialist George Gallup.

In addition to "command post" originations, ABC made numerous remote pickups, both from other points in New York and from other cities, and claimed a number of "exclusives," including interviews with Gov. Thomas E. Dewey, Connecticut Gov. John Lodge, and Sen. Duff of Pennsylvania.

Mutual
Mutual put the emphasis on plain-fact, grass-roots reporting, making a total of 187 pickups from some 25 key cities throughout the nation during the seven hours of Cheyenne-sponsored reporting of returns under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Despite the high number of remote pickups, spokesmen said the switching was carried out smoothly "with absolutely no waste of time." Special shortwave installation and an additional 50,000 miles of land-line were employed to make the city-jumping possible.

MBS 'Anchor' Men
"Anchor" men for the coverage were commentators Fred VanDeventer and Ed Pettitt, while other reporters-commentators included Everett Holles, Frank Singiser, Cedric Foster, William Hilman, and Cecil Brown from New York; Holland Engle and Robert F. Hurleight from Chicago; Lee Hibbie from Springfield; Wallace Fanning from President Truman's train en route back to Washington; H. R. Baskenge, Joseph McCaffrey and Fulton Lewis, Jr., from Washington, and Bill Cunningham from Boston. Mutual's programming also was sent overseas by the Voice of America.

Among exclusives claimed by Mutual were an interview with former President Herbert Hoover, and a broadcast from the Truman train.

Switching operations were directed by Mr. Feldman, while Program Operations Manager Harold Wagner supervised air production.

DuMont
While DuMont did not provide regular network services on the elections, executives reported last week that its clearance of stations for political programs during the campaign was "unprecedented in [the network's] own history and matched by only one other network during the '40 campaign." Station Relations Director Elnore B. Lyford said an average of 44 stations carried DuMont's regular political telecasts, and that a talk by Gen. Eisenhower was carried by 61 affiliates.

DuMont's political operations during the campaign were coordinated by Sales Services Manager Lynn Cleary, assisted by Traffic Manager Roylance H. Sharpe; Richard Geisman of the sales department, and Millard Dickerson of the engineering department. Additionally, Station Relations Manager Robert L. Coe, Assistant Manager Edwin G. Koehler, and Area Supervisor Joseph R. Cox assisted Mr. Lyford on station clearances, while John B. Soell, account executive, handled sales.

VISTASCOPE UNITS
To Be Made Available
VISTASCOPE packages, made up of the lens device, groups of still photographs and working instructions, will be made available to TV producers and stations in the production of live shows.

Developed by Vistoscope Corp. of America, jointly owned by Sol Lesser and Paramount Pictures Corp., the device is linked directly with the TV camera to combine live action with photographs of foreground settings. This replaces matte shots or construction of actual foreground settings, usually too costly in live video.

GOV. STEVENSON
Returns After Air Cutoff
GOV. Adlai Stevenson was cut off the air dramatically Election Eve when he failed to conclude his final radio-TV appeal within the allotted 30 minutes—but he still had the last word, thanks to some fast thinking by broadcasters.

The final Democratic appeal was sandwiched between the speech by Gen. Eisenhower from 10 to 10:30 p.m. and the big GOP Crusade in America from 11 to 12 midnight. After talks by Vice President Alben Barkley, President Truman and Sen. John Sparkman (D-Ala.), the Illinois Governor began his talk only to find himself running out of time. He was cut off all radio-TV networks.

After the Eisenhower-Nixon documentary, the Governor returned after a slight mixup on signals from the control booth. When the cues straightened out, he wound up his appeal on radio-TV networks.

NBC-TV cleared all O & O stations within an hour. Charles Denny, NBC vice president, had been ordered by NBC President Joseph McConnell to accompany Gov. Stevenson to the Studebaker Theatre. Mr. Denny personally checked O & O stations and asked them to carry an additional 4 minutes, 25 seconds, bought by the Volunteers for Stevenson.
INTEREST IN RETURNS

TV COVERAGE of election returns attracted about 70 percent more viewers per average minute—approximately 12 million homes during the last 60 minutes from 9 to 11 p.m. Tuesday night—than for nominating conventions last July, NBC estimated Friday. Estimate was projected from 10-city survey conducted by Trendex Inc. Half-hour of highest interest was 9:30-10:30 p.m. with 64 percent of sets in use, NBC said, reporting 44 percent of this audience for NBC-TV.

PROTEST ON PORTLAND

PROTEST of proposed amendment to Channel 12 bid of KOIN Portland, Ore., to get a request to dismiss KOIN application were filed with FCC Friday by Pioneer Broadcasters Inc., one of three seeking channel. KOIN seeks amendment to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrell C. Cowen, together 43.5 percent owners (see story page 85). Pioneer noted hearing began Oct. 1 and contended "amendment substantially changes the entire case of [KOIN]. No reason is suggested why we should decide [KOIN's] amendment under the circumstances, why the penalty for such withdrawal should not be levied at against applicant who voluntarily chose his associates and no against innocent third parties." Pioneer charges, in light of Stolkin group background and "timing" of KOIN's petition to amend, "that it is clear that petitioner is not as innocent as it alleges."

PASSED-OVER TV APPLICATIONS

FOLLOWING are mutually exclusive applications for new television broadcasting stations which have been passed in processing pursuant to Commission action of Sept. 17, 1952, effective Oct. 15, suspending processing of such TV applications in the process of pending in order to expedite the processing of uncontested TV applications:

**APPLICANT**

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Group A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beton Rouge Bevy Co., Inc.</td>
<td>1</td>
</tr>
<tr>
<td>Air Waves, Inc.</td>
<td>11</td>
</tr>
<tr>
<td>The Bevy, Co. of the South</td>
<td>2</td>
</tr>
<tr>
<td>Marceau Bevy, Co.</td>
<td>3</td>
</tr>
<tr>
<td>Grandview, Inc.</td>
<td>4</td>
</tr>
<tr>
<td>Union Leader Corp.</td>
<td>5</td>
</tr>
<tr>
<td>Topuka Bevy, Assn., Inc.</td>
<td>6</td>
</tr>
<tr>
<td>S. H. Patterson</td>
<td>7</td>
</tr>
<tr>
<td>Springfield Television, Inc.</td>
<td>8</td>
</tr>
<tr>
<td>Tulip Bevy, Co.</td>
<td>9</td>
</tr>
<tr>
<td>The Gezora Co.</td>
<td>10</td>
</tr>
<tr>
<td>Cedar Rapids Television Co.</td>
<td>11</td>
</tr>
<tr>
<td>Wichco Radio &amp; Television Co.</td>
<td>12</td>
</tr>
<tr>
<td>Neely G. Landrum</td>
<td>13</td>
</tr>
<tr>
<td>Wichco Falls Television, Inc.</td>
<td>14</td>
</tr>
<tr>
<td>R. E. Chambers</td>
<td>15</td>
</tr>
<tr>
<td>WPTF Bevy, Corp.</td>
<td>16</td>
</tr>
<tr>
<td>Capital Bevy, Corp., Inc.</td>
<td>17</td>
</tr>
<tr>
<td>Wochar Valley Bevy, Corp.</td>
<td>18</td>
</tr>
<tr>
<td>Jahn, Inc.</td>
<td>19</td>
</tr>
<tr>
<td>Albert S. Polen, et al.</td>
<td>20</td>
</tr>
<tr>
<td>American Television and Radio Industries</td>
<td>21</td>
</tr>
<tr>
<td>Chapman &amp; Root</td>
<td>22</td>
</tr>
<tr>
<td>Midwest Television, Inc.</td>
<td>23</td>
</tr>
<tr>
<td>Illinois Television, Inc.</td>
<td>24</td>
</tr>
<tr>
<td>Martin Theatres of Ga., Inc.</td>
<td>25</td>
</tr>
<tr>
<td>The Great American News-Piedmont Co.</td>
<td>26</td>
</tr>
<tr>
<td>Coriolis Television, Inc.</td>
<td>27</td>
</tr>
<tr>
<td>Textile Bevy, Corp.</td>
<td>28</td>
</tr>
<tr>
<td>Piedmont Bevy, Corp.</td>
<td>29</td>
</tr>
<tr>
<td>Greenville Television Co.</td>
<td>30</td>
</tr>
<tr>
<td>J. W. West and C. H. Bingham</td>
<td>31</td>
</tr>
</tbody>
</table>

**GROUP A**

<table>
<thead>
<tr>
<th>City</th>
<th>CH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beton Rouge, La.</td>
<td>1</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>2</td>
</tr>
<tr>
<td>Manchester, N. H.</td>
<td>3</td>
</tr>
<tr>
<td>Manhattan, N. H.</td>
<td>4</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>5</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>6</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>7</td>
</tr>
<tr>
<td>Springfield, Mo.</td>
<td>8</td>
</tr>
<tr>
<td>Springfield, Mo.</td>
<td>9</td>
</tr>
<tr>
<td>Cedar Rapids, Iowa</td>
<td>10</td>
</tr>
<tr>
<td>Cedar Rapids, Iowa</td>
<td>11</td>
</tr>
<tr>
<td>Wichita Falls, Tex.</td>
<td>12</td>
</tr>
<tr>
<td>Wichita Falls, Tex.</td>
<td>13</td>
</tr>
<tr>
<td>Redwood, Nev.</td>
<td>14</td>
</tr>
<tr>
<td>Raleigh, N. C.</td>
<td>15</td>
</tr>
<tr>
<td>Terre Haute, Ind.</td>
<td>16</td>
</tr>
<tr>
<td>Tachna, Ind.</td>
<td>17</td>
</tr>
<tr>
<td>Terre Haute, Ind.</td>
<td>18</td>
</tr>
<tr>
<td>Terre Haute, Ind.</td>
<td>19</td>
</tr>
<tr>
<td>Champaign-Urbana, Ill.</td>
<td>20</td>
</tr>
<tr>
<td>Augusta, Ga.</td>
<td>21</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>22</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>23</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>24</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>25</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>26</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>27</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>28</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>29</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>30</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>31</td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting

H. SUMNER STERNBERG, Geyer Adv., N. Y., to Erwin, Wasey & Co., that city, as account executive.

ROBERT HOFFMAN, WOR-AM-TV New York research manager, to address statistical Ann. of College of the City of New York Thursday.

JOSEPH S. SAMPLE returns to Dancer-Fitzgerald-Sample, Chicago, as media director, position he held before serving in army for past year and one-half in places HARRY HOBS, who has joined N. Y. sales staff of Henry I. Christal Co. representatives.

MORT GAFFIN, former copywriter Kenyon & Eckhardt, N. Y., named manager of TV promotion unit of NBC Spot Sales Dept.

NARTB COMMITTEE STARTS REVISION OF RADIO CODE

NEW NARTB Standards of Practice Committee adjourned late Friday after two-day meeting at NARTB Washington headquarters. John F. Meagher, KYSM Mankato, Minn., said committee has revised language in first section and will be in charge of bringing further revisions to be made in section as well as in advertising portion of Code before document goes to NARTB Radio Board.

Next meeting of committee is to be held Jan. 19. Attending recent meeting besides Chairman Meagher were William B. McGrath, WHDH Boston; Carleton Brown, WVTI Waterville, Me.; Walter Wagrast, KIDO Boise, Id.; William Pabat, KFRC San Francisco. Absent were Clyde Rembert, KRLD Dallas, and E. R. Vadeboncoeur, WSYR Syracuse.
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1930 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".
Thinking about next summer?

Plan now for bigger summer sales in '53

In spite of the chilly breezes of winter, many advertisers and agencies are evaluating markets and planning 1953 summer schedules right NOW. When you plan your summer advertising campaigns remember this...Michigan is the Midwest's number 1 vacationland and while it is always an important market area—accounting for almost 10% of national sales—it is twice as good in the summer. And WJR, the best known radio voice in the Great Lakes region, influences more buyers at less cost than any other medium summer or winter.

Get complete information on how to build bigger sales in Michigan next summer. Call WJR sales or your Christal representative or...

Write today for this important book!

Radio Station WJR, Dept. 90
Fisher Building, Detroit 2, Michigan
Please send me a copy of your Michigan Vacationland Book.

Name _____________________________
Company _____________________________
Address _______________________________
City __________________ State ________

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 665 Fifth Avenue, New York 22, N. Y.
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.
Radio—America's Greatest Advertising Medium