Like elephants go for peanuts

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

So take a tip from these smart advertisers. Put WITH on your schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT - REPRESENTED BY FORJOE & COMPANY
Go where there's GROWTH...

Eggs and Eggs

In the period 1939-51, Kentucky's electrical machinery industry doubled its employment, and the sales value of its products jumped from $10,000,000 to $60,000,000. General Electric's vast new "Appliance Park" at Louisville, now under construction, will employ approximately 16,900 persons. It will add an estimated $70,000,000 to Kentucky Payrolls!

Most any crop records reveal Kentucky's farm growth! In egg production, a banner year was 1948 when egg sales grossed farmers $31,093,000. But 1951 egg sales topped all past years with $32,960,000!

* A unit of energy or work

Go where there's GROWTH...

WHAS
Louisville, Kentucky

The WHAS Market
105 Kentucky counties
25 Indiana counties

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

"Benson and Benson"

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
When you place your TV show on a Spot basis, you're on the right track for national coverage. You go into markets of your own choice . . . find stations clear time more readily. You get uniform and pleasing picture quality through film. And you effect 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
Delaware Tops all U.S. in 1951 Average Income*

WDEL
AM • FM • TV
Wilmington, Delaware

TOPS
all stations in this
richest market.

Let it sell your
product effectively,
economically.

Write for information.

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

*Figures released August 1952 by U.S. Dept. of Commerce.
**CLOSED CIRCUIT**

POSSIBILITY of production of Lawrence tri-color tube before end of year reportedly under consideration by Chromatic Television Laboratories of San Francisco. Paul Raibourn, vice president of Paramount Pictures Inc., which owns 50% of Chromatic, in San Francisco last week on project. Tube is said to work with either CBS or dot sequential systems and it's estimated that, on production basis, color set would cost $50 more than black-and-white.

**RATE-CUTTING** stations getting less business from larger advertisers whose advertising is divided among several agencies. Special rate obtained by any one agency creates pressure from client for equal or better deals from others, who have to work overtime to cut their own billings. Result is taxpayers are avoiding trouble by giving preferential treatment to stations that stick to card rates.

**THIRD AUTOMOBILE** manufacturer reportedly all set to sponsor radio-TV coverage of President-elect Eisenhower's inauguration: Willys-Overland from ABC. All inauguration sales thus far to car companies: General Motors on NBC networks, Packard on those of CBS, Willys Agency: Ewell & Thuber Assoc., N. Y.

**ANY NOTION** that radio properties are going begging, even in deeply penetrated TV markets, is dispelled in verified report that within last fortnight, offer of $5,000,000 for midwestern independent was turned down. Station has million in assets and reportedly nets $1 million before taxes on $3 million gross, thus offer was $2,500,000 net.

**TEST telecast** in which simulated hearing would be covered unobtrusively, using normal room lighting and concealed microphones, in works at NARTB. Demonstration would supply dados on delivery charge that TV requires batteries of floodlights and other trappings, all disconcerting to participants.

**PACKARD CARS** through Maxon Inc., New York, is returning to use of radio for first time in several years with three-day spot announcement campaign planned for 250 stations, Nov. 27-28 and Dec. 1. Day and nighttime spots will be used. This is in addition to Packard's sponsorship of Rebound on DuMont TV Network and Presidential inauguration coverage on CBS-AM and CBS Radio.

**DISTURBED over repeated charges of bias in newspaper, radio and TV coverage of elections, Sigma Delta Chi, national professional journalistic fraternity, has under advisement plan for comprehensive objective survey of all coverage of Presidential candidates, both quantitative and qualitative. Special committee, probably to be headed by Barry Bingham, publisher of Louisville Courier-Journal & Times (WHAS-AM-TV), may be appointed during next few months.**

**THAT TV watch-dog attitude of Senate Interstate & Foreign Commerce Committee won't change at upcoming session of Congress is evidenced by presence in Portland, Ore., of (Continued on page 6)

**BROADCASTING • Telecasting**

**TWO STATE GROUPS FILE KOREAN POLL PROTESTS**

TWO state broadcaster associations—Florida and Maryland—formally protested to President-elect Dwight D. Eisenhower Friday on omission of radio and TV newsmen from three-man news pool to accompany him on upcoming Korean trip (see story page 23). Fred Jo. Assn. of Broadcasters, meeting at Daytona Beach, adopted resolution urging President-elect to modify his plans to include radio and TV newsmen. FAB contended that "only by including radio and television in the news coverage of this epochal trip can most of the world be given the report in the detail they demand and which radio and TV supplies." FAB noted that radio and television "can reach more people together with the latest news of the trip than all other media combined." It added that two electronic media were important factors in election of Gen. Eisenhower.

Maryland-District of Columbia Radio & Television Broadcasters Assn., meeting in Baltimore, unanimously adopted resolution of protest against "this unwarranted exclusion of two great news media" and sent protest off to General Eisenhower by telegraph.

**KOAPPOINTS PETRY**

DON SEARLE, executive vice president and general manager of KOA Denver, Friday announced appointment of Edward Petry & Co. as exclusive national representative after Dec. 1.

**CHRISTMAS SPIRIT**

SATURATION plan being offered advertisers by WNBT (TV) New York in special Christmas gift plant of 30-second spot announcements on morning, afternoon and early evening programs, starting Dec. 1. Prices for announcement range from $20 to $100 each for minimum of 15-18 days. For 18-day period, for example, five-minute early morning segment of Today, with eight availabilities—totaling 4 of 5 minutes—would total $2,280 and 15-minute early evening Shoch, Henderson program, with 30 availabilities, would total $36,000.

**BUSINESS BRIEFLY**

MAXWELL HOUSE DRIVE • Instant Maxwell House Coffee, N. Y., through Benton & Bowles, also N. Y., will use short-term campaign in December in eight radio markets for special pressure drive.

**ADD NEW MARKETS** • Morton Mfg. Co., Lynchburg, Va. (Chapstick), which added half-dozens markets in November to its list of participations in pre-8 a.m. radio shows, will take on four more markets in December. Agency: Lawrence B. Gumbiner, N. Y.

**13TH YEAR AS SPONSOR** • Texas Co., N. Y., sponsoring Metropolitan Opera broadcasts for 13th consecutive year over ABC Radio (Sat. 2:5-5 p.m. EST), starting Saturday for 18 weeks. Agency: Kudner Inc., N. Y.

**BOOK CLUB NAMES** • Folio Society of London, book club, names Wexton Co., N. Y., to handle its advertising. Radio will be used.

**RED BAND RENEWS** • General Mills Inc., Minneapolis (Red Band flour), renewing sponsorship of Joe Emerson's Hymn Time over ABC Radio (Mon.-Fri., 3-3:15 p.m. EST), for 82 weeks, effective Dec. 22. Agency is Knox Reeves Adv., Minneapolis.

**CIGARETTE SPONSOR** • Philip Morris signs for sponsorship of My Little Margie on CBS Radio (Sun., 8:30-9 p.m. EST), starting Dec. 1 with Philip Morris Playhouse on Broadway moving from that spot to 9-9:30 p.m. EST Wed. Firm also set to sponsor My Little Margie on CBS-TV [B*] (Sat., Oct. 27), effective Jan. 1, as replacement for Rocket Squad (Thurs., 10-10:30 p.m.). Agency, Biow Co., N. Y.

**PILLSBURY BUYS** • Pillsbury Mills signs for sponsorship of Mon. 1:45-2 p.m. segment of Garry Moore Show on CBS-TV (Mon.-Fri., 1:30-2 p.m. EST), effective in December, in addition to sponsorship of Tues., 1:45-2 p.m. period starting Dec. 2. Six of program's 10 weekly quarter-hours have now been sold. Pillsbury agency, Leo Burnett Co., Chicago.

**New York BBB Plan for Christmas Offers**

TO PROTECT against usual pre-Christmas onslaught of unscrupulous mail-order "fast buck" promotions, Better Business Bureau of New York City recommended five-point plan to radio and TV stations Friday:

1. (That the station assure itself of the reliability of the firm or agency responsible for the offer;)
2. (That the actual item be examined in the light of claims made in the copy and the offer examined to be sure the delivery is insured accuracy and to avoid exaggeration;)
3. (That the station require that the distributing agency provide ample evidence that all orders can be filled and completed in time for Christmas delivery;)
4. (That the closing date on the offer be early enough to assure pre-Christmas delivery;)
5. (That assurance be obtained from the advertiser and/or agency that arrangements have been made to handle refunds requested in accordance with the terms of the offer.)

BBB said station cooperation last year "appreciably reduced" number of consumer complaints on Christmas mail-order offers, that individual stations this year "have indicated a cautious attitude toward the acceptance" of such offers. Bureau renewed its offer to New York City stations to make available its file information on previous complaints or investigations, to conduct "shopping" to determine retail availability and price of items similar to those offered in mail-order promotions, and to check commercial scripts against accepted BBB standards, previous offers, and examination of item involved.

**for more AT DEADLINE turn page**

November 24, 1952 • Page 5
RTMA TO STUDY SUBSCRIPTION TELEVISION

With TV set production for 1958 estimated at 6.4 million, Radio-Television Mfrs. Assn. board voted Friday at its quarterly meeting in Chicago to take careful look at subscription television.

For first time, subscription TV will be explored by special RTMA committee. RTMA Chairman A. D. Plamondon Jr. is to name committee members this week. No time limit was set for report, indicating study will be exhaustive.

Three-day meeting, which ended Friday, also formally endorsed educational TV stations. Committee on educational TV is to continue its study, though without services of Benjamin Abrams, president, Emerson Radio & Phonograph Corp., who resigned as chairman of RTMA panel.

Looking ahead to new administration, board recommended that Electronics Div. of National Production Authority be retained as separate unit when NPA reverts to Dept. of Commerce.

Move to solve long-time servicing problem was approved by board, which voted $80,000 for two-year pilot study at New York trade school, privately operated. Industry advisers will plan course and teach radio-TV servicing.

As for 1953 receiver output estimate, 6.4 million figure was average between estimated low of 5.7 million and high of 8 million.

MD.-D.C. ELECTS OFFICERS

Charles J. Truitt, WBOC Salisbury, Md., elected president of Maryland-District of Columbia Radio & Television Broadcasters Assn. Friday. Other officers named at meeting in Sheraton Belvedere Hotel, Baltimore, were Charles E. Smith, WTBQ Cumberland, vice president; and Joseph L. Brechner, WGY Silver Spring, secretary-treasurer.

New directors also elected at meeting were Alan W. Long, WMFD Frederick; Robert C. Embry, WITH Baltimore; John E. Surrick, WFBM Baltimore (retiring president); Emil L. Bond, WNA Annapolis; Bert Strouse, WWDC Washington; Eugene Juster, WRC-WNBW (TV) Washington, and Tom Maguire, WEEM Cambridge.

KPX6 SALE

Sale of 1 kw daytimer KPX6 Beaumont, Tex. (on 1380 kc), from J. M. Gilliam and associates to Joe B. Carrigan (as trustee for L. C. Fontenot) and James King Smith will be announced this week. Amount of purchase price not announced. Under name of Smith Radio Co., Mr. Carrigan, as trustee for Mr. Smith, is applicant for Ch. 4 in Beaumont (see TV hearing story on page 71).

ROBINSON NAMED BY ABC

Thomas P. Robinson, director, Political Sales Div. of ABC and formerly business manager for ABC-Television sales, named regional manager for New York and New England areas of ABC's radio and TV stations relations departments effective today (Mon.), completing integration of these departments under Alfred R. Beckman, national director.

In this Issue—

Radio AND TV rear up and start battling for their reportorial rights as Eisenhower Korean pool omits electronic media. Page 25.

Sigma Delta Chi delegates concede radio and TV deserve parity news privileges but remind newspapers have fought 150 years for their rights. Page 25.


Dr. DuMont, head of TV network, denounces controlled telecasts of college football as restraint of trade. Page 25.

NBC sets up unified sales command combining radio and TV under Vice President John K. Hoffman. Page 25.

If TV's impact you're hunting, try short commercials. Page 26.

Transistors, pea-sized substitutes for vacuum tubes, to find first use in studio gear, according to RCA. Page 27.

Broadcast Advertising Bureau plans annual budget of $600,000, with rates to be doubled. Page 27.


House Commerce subcommittee to re-examine probe of radio-TV programming Dec. 3-4, with FCC and advertising agencies to be heard. Page 28.


List of post-freeze TV grants reaches 122 stations. Uhf stations granted Greensboro, N. C., and Johnstown, Pa., each now having one uhf outlet. Page 27.

Koin Portland, Ore., to appeal FCC examiner's rejections of amendment to TV application, other TV hearings. Page 71.

Educators meet in Hershey, Pa., to weigh plans for four educational channels allotted to Pennsylvania. Gov. Fine appoints Dr. Milton S. Eisenhower to 20-man planning group. Page 72.

Upcoming


Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville.


(Closed Circuits continued from page 5)

Nick Sappe, Senate communications expert, during week of Nov. 10. After inspecting operation of KPTV (TV), first uhf to hit air, he is convinced uhf can do coverage job even in rather rugged terrain and will so report to Senate Committee. He attests to good reception 40 miles away and "lookable" signal 100 miles away, marred by some snow.

Prediction made that 1955 will see at least 50 TV stations in Latin America supplementing dozen now in operation. One of newest—XEQ-TV Mexico City—now testing, has tower 13,000 feet above average terrain on Popocatepetl, D., and with 20 kw EIRP expects to cover 200-mile area of 3½ to 4 million people.

Emilio Azcarraga, Mexican broadcaster-impresario, in Hollywood last week to negotiate with NBC on possible network affiliation for upcoming XETB (TV) at Tijuana, to operate on Ch. 6 beginning about Jan. 1. Station will serve San Diego area as well, and is owned by Azcarraga, Romulo O'Farrill Jr. and Jorge Rivera. Azcarraga and O'Farrill interests also own XELD-TV Matamoros, Mex., across from Brownsville, Tex., as well as individual radio and TV stations in Mexico City.

What is significant in FCC ruling to grant 100 w night on regional 1280 kc to 1 kw daytimer KSKX Arkansas City, Kan., now on that channel? (see story page 50). Some see precedent for other AM outlets to gain low power night coverage of their immediate area while others point to desire of certain fulltime outlets to go daytime in order to avoid night competition of TV.

NARTB COMMITTEE REVIEWS GROUP INSURANCE PLANS

Proposed group insurance covering station policies, designed to effect major savings for industry, studied by NARTB Insurance Committee at Thursday-Friday meeting. Roger W. Clipp, WFIL Philadelphia, presided as committee chairman.

William Russell, insurance analyst, reported group of underwriters interested in group tower coverage with formal proposal expected soon. Among types of insurance discussed by committee was group life, health and medical, tower and retirement. Attending meeting besides Chairman Clipp were Harold Essex, WSSS Winston-Salem, N. C.; C. T. Lucy, WVAR Richmond, Va., and Gilmore N. Nunn, WLAP Lexington, Ky. Edgar Robak, WTWI Thomson, Ga., was excused.

STEP TO SPEED HEARINGS

In further step to liberalize procedural requirements to expedite TV hearings, FCC Friday amended Sec. 1.767(b) of its rules to permit proof of service of documents by means of appropriate certificates in lieu of notarized affidavits. This step helps applicants more easily serve papers to other parties in their proceedings. Change is one of several being worked out by FCC with special committee of Federal Communications Bar Assn.

KLIL on air

KLIL Esterville, Iowa, independent, took air yesterday (Sun.) and expects to broadcast full-time starting next weekend.

For more at Deadline see page 106
All It Took was a Patched Peeper...

To win a naval victory. When Fleet Admiral Hyde Parker’s part of a two-pronged sea attack became becalmed, he signaled the other prong to retire. One-eyed Lord Nelson, reluctant either to disengage or to disobey the order, placed his telescope to his blind eye and truthfully claimed to be unable to see the signal. He continued his attack and soundly defeated the Danish fleet off Copenhagen.

Even a half a glance will tell you how to out-maneuver the Omaha, Council Bluffs area, too. Just cock an opportunity-seeking eye at KOWH’s position on the below Hooper chart averaged for the twelve-month period from October, 1951, to September, 1952. You’ll know who’s in the best position to deliver your broadside!

- **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.)

![Graph showing station ratings]
To a Time-Buyer Who Likes Straight Facts

There's probably using a listening area—ten thousand people attended.

A recent count showed 189 advertisers using WMT spots in a month. 138 of them are on a 52-week basis.

There's probably room for one more.

In Cedar Rapids, Iowa, WMT has two listeners for every one shared by all other stations combined. The total number of families listening every week is 338,480 (in 87 counties). The last Hooper ratings indicated an evening share of audience of 72.2; afternoon, 69.1; morning, 80.4.

Iowa, with more than 4½ billion dollars annual cash income (half industrial, half farm), is 97.6% radio saturated.

Eastern Iowa has one CBS radio outlet—WMT. The station was established thirty years ago. To keep in touch with farm problems, WMT's Farm Service Director operates a farm as a service project; many farmcasts originate there. To keep abreast of the news, the station uses UP, AP, INS services, plus 38 Iowa regional correspondents.

WMT sponsored a mechanical corn-picking contest last month in Riceville, Iowa, 110 air miles from Cedar Rapids. The station must necessarily have a wide listening area—ten thousand people attended.

5000 WATTS, 607 KC,
Represented Nationally by the Katz Agency

BASIC COLUMBIA NETWORK

November 24, 1952
"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

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

1. LOWER ROTATIONAL SPEED produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2½" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

2. CUTS TIMING ERRORS 50%! By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

3. REDUCES PITCH CHANGES! Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

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

Tape on new reel is improved 4 ways!

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

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

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

4. GUARANTEED UNIFORMITY! Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ¼ db from reel to reel.
some spots are better

For the best spot, at the right time, at the right place
Freckle-faced kids and children with measles have no control over their spot coverage. But national advertisers do!

Today, through NBC Spot Sales you can get Radio or Television Spot Advertising coverage in one to eleven top markets. These lucrative business centers account for nearly 73 billion dollars of retail sales—or 48.2% of the national total.

For complete coverage of the healthiest markets in the country, call NBC Spot Sales.

Source: Sales Management

representing
TELEVISION STATIONS:

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representing
RADIO STATIONS:

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Old Dobbin here is a nice old horse who is not nearly as fortunate as you. The blacksmith selects his shoe and Old Dobbin has no choice but to wear it whether the shoe fits or not.

People are better off than old Dobbin... they can carefully select their shoe from a wide variety. But many people end up no better than our horse friend because they buy the first shoe that comes along, and often get a bad fit.

The same thing is true of some advertisers and time buyers. They buy schedules on weak-sister stations and the results are no more satisfactory than a tight shoe.

Don’t be a Dobbin! You don’t have to get in a “tight” shoe in the Oklahoma City market... not when you can place a schedule on the best cost-per-thousand buy in the market, KOMA—the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

FROM Notre Dame in 1936 to Dallas in 1950—Midwest to Southwest—suggests only part of the road traveled by Philip (Phil) McHugh in pursuit of his interests in the radio and television field.

As a student at South Bend, Ind., Mr. McHugh grounded himself in broadcasting by a variety of chores. He wrote, directed and announced several hours of programs each week at the campus studios of the CBS outlet, WSBT. This experience was to stand him in good stead later.

Today, after service with CBS in various capacities and a stint in Navy and radio production, Mr. McHugh is director of radio and television for Tracy-Loeke Agency in Dallas.

With two years under his belt at Notre Dame and an adult education course in radio completed at New York U., Mr. McHugh joined CBS in 1938 as an apprentice. He spent three months in research and new program ideas before becoming an associate director on the CBS staff.

Until 1941, Mr. McHugh directed all types of CBS sustainers, including variety and dramatic programs. Included were the Jack Leonard Show and the Gay Nineties Revue. He also was associated with the Columbia Workshop productions and the CBS documentary, Twelve Crowded Months, which he helped write.

When war broke out in Europe, Phil McHugh was assigned as liaison between the CBS Network Operations Dept. and the network's news department. In that capacity he helped direct the European news rundowns aired under the title, World Today. He was named associate director and Columbia representative on a number of commercial programs including Arthur Godfrey and Hit Parade.

In September 1941 he left CBS to accept a Navy commission, handling public relations work and arranging special events for the four major networks.

Four years later Mr. McHugh returned to CBS as a director on such shows as Bouquet for You, The Janette Davis Program, Cinderella Inc., Sing Along, Let’s Dance, America and Robert Q. Lewis. He (Continued on page 16)
DONAL J. O'BRIEN, account supervisor, Procter & Gamble unit, Biow Co., N. Y., elected a vice president of agency.

HENRIETTA F. KIESER, copy chief, Bozell & Jacobs, Omaha, elected vice president in charge of creative writing.

RUTH JONES, Benton & Bowles, N. Y., media department, to Compton Adv., that city, as timebuyer.

F. J. KNITTLE, vice president, Market Research Corp. of America, N. Y., to Robert W. Orr & Assoc., same city, effective Dec. 1.

DON JOHNSON, account executive, BBDO, Los Angeles, to Mayers Co., that city, in same capacity.

EDWARD KLEIN, executive vice president, Storm & Klein, N. Y., appointed advertising chairman, Federation Jewish Philanthropies of N. Y.

JACK HULL, account executive, Ben Bezoff & Co., Denver, to MacGruder, Bakewell & Kostka Inc., that city, as radio-TV director.


EDWARD FIRESTONE to Lott Adv., Santa Monica, Calif., as head of radio-TV department. DON MINOR and JOHN HEALEY added to agency staff as account executive on automobile accounts and art director, respectively.

JOHN WIELAND, vice president of Leo Burnett Co., Chicago, resigns Jan. 1 to join Pure Oil Co., same city, as general merchandising manager.

PAUL BENSON, head of media research department, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble accounts.

CARL SIGLER, general sales manager of Grove Labs., St. Louis, to Gordon Best Agency, Chicago, as director of merchandising.

RENEE BABITTS, Fashion Bureau of New York, to Friend-Reiss-McGhone, N. Y., as director of public relations department.

DOLORES NICHOLAS to Post Adv., Chicago, as art director.

JACK V. SCHULLER to Russel M. Seeds Co., Chicago, as art director.


GEORGE HOWE to art staff, Phil Gordon Agency Inc., Chicago.

JAMES THOMAS CHIRURG, president, James Thomas Chirurg Co., Boston, reappointed to U. S. Chamber of Commerce committee on advertising.

STORM & KLEIN Inc., N. Y., relocates at 331 Madison Ave. Telephone remains Murray Hill 74460.

G. M. BASFORD Co., N. Y., relocates on 21st floor, 60 E. 42d St.

JOE DOOLEY, public relations staff, Lewis & Gilman, Phila., father of girl, Anne Marie, Nov. 2.
This is Portland, one of the fastest-growing markets in the West, deriving its income from vast lumber, agricultural, industrial and shipping enterprises. Peopled by well-paid workers who are accustomed to higher-than-average standards of living. Principal city in Oregon and the heart of KGW's coverage area.

DRUGGIST Gurth M. Cole, owner, Woodland Park Drugs, states, "KGW's public service policy has given surrounding communities countless benefits through the years, proof of a fine sense of public responsibility."

More than 30 years of daily contact on a local level, with thousands of prosperous families in the KGW area has brought this station the kind of audience every advertiser thinks of as his ideal consumer group. KGW IS the voice of the great Oregon-Southwest Washington market to a large share of the people. Every program-day is planned to maintain this friendly interest.

Insist on getting your share of the business in this growing area. Sell quick-to-respond customers via KGW!
OUTSTANDING CHOICE OF-THE RADIO AUDIENCE: KGW!

LUMBER DEALER K. R. Santee, Woodland Park Lumber Co. owner, asserts, "Community service of the highest order has won KGW its well-deserved position as Portland's favorite radio station."

APPLIANCE MAN Leon A. Wadsworth of Wadsworth's Plumbing and Appliance Store says, "Everyone in our area is a consistent KGW listener, depending on this fine station for news of products and fine entertainment."

GROCER Hiro Takeuchi, owner of the Halsey Food Center, reports "KGW's series of community salutes has been the best in Portland radio history."

GROCER Mary Teresi, says, "KGW is our choice! Customers constantly demand products advertised over this great radio station. It's a responsive audience in every respect."

APPLIANCE DEALER, John M. Jerman, Woodland Park Appliance Store, "This great pioneer station has taken an interest in our community that equals our own. We, in turn, are enthusiastic backers of KGW!"

GROCER Al Erlandsen, of Al's Food Market, says, "Thirty per cent increases in sales are the rule when nationally-advertised products go on the air via KGW!"

Woodland Park...

One of Portland's newest and fastest growing residential areas. The 13th Portland Community this year to give KGW the vote as "The People's Choice".

November 24, 1952 • Page 15
**Spot • • •**

**AMERICAN SOUL CLINIC Inc., Huntington Park, Calif. (religious group), started Church in the Home on KECA-TV Los Angeles and KGO-TV San Francisco, Sun., 11 a.m.-12 noon, for 82 weeks from Nov. 23. Agency: Arthur V. Jones Adv., L. A.**

**Network • • •**

**GENERAL MOTORS Corp., Detroit, renewing sponsorship of Your Land and Mine news program featuring Henry J. Taylor, Mon., 8-8:15 p.m. EST over ABC radio for 82 weeks, effective Dec. 15. Agency: Kudner Agency, N. Y.**

**LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), started The Hollywood Story on 26 Columbia Pacific Radio stations, Sun., 1-1:30 p.m. PST, for 82 weeks from Nov. 16. Agency: Rockett-Launitzen, L. A.**

**FRED W. AMEND Co., Danville, Ill. (Chuckies candy), to sponsor Hail the Champ on ABC-TV alternate Sat., 11:30-12 noon EST, starting Dec. 27. Program will alternate with Derby Foods' Sky King. Amend Agency: Henri, Hurst & McDonald, Chicago.**

**GEMEX Co., Union, N. J. (expansion watchbands), sponsoring Stork Club on CBS-TV, Sat., 7-7:30 p.m. alternate weeks effective Jan. 3. Agency: BBDO, N. Y.**

**SWANK Inc., Attleboro, Mass. (men's jewelry), sponsoring Steve Rand- all, detective series, over DuMont TV Network, Fri., 8-8:30 p.m. EST. Agency: Bert Goldsmith Inc., N. Y.**

**Agency Appointments • • •**

**TRUMBULL ELECTRIC Dept., General Electric Co., Plainville, Conn., appoints Wilson, Haight & Welch Inc., Hartford, Conn., effective Jan. 1.**

**CHUN-WONG Inc., L. A. (Wong's frozen Chinese food), appoints J. Walter Thompson Co., that city. W. C. LEWELLEN is account executive. Radio-TV is being used.**

**DODGE DEALERS Assn., Kansas City, appoints Scott Assoc., same city. TV is being used and radio will be added.**

**CHRISTIAN HEURICH BREWING Co., Washington, D. C., appoints Kal, Ehrrich & Merrick, same city. Plans call for use of all media. Ae-**

(Continued on page 30)

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**On All Accounts**

(Continued from page 12) also assisted in developing Sing It Again.

Mr. McHugh left CBS in 1948 to accept a post with Brown Radio Productions in Nashville, as executive producer. He produced the Jan All Star Jubilees, Light Crust Flour Show, Lew Childsere Show, Second Spring, Hometown Review and Purina Checkboard Jamboree. He also helped build and produce the transcribed George Morgan Robin Hood Hoodown.

On Feb. 15, 1960, Mr. McHugh joined Tracy-Looke Agency as radio-TV director. Currently he is producing Light Crust Doughboys (with Hank Thompson), which has started on 22 southwestern and southeastern stations. He also is producing the Welcome Neighbor Show.

In addition to these duties, Mr. McHugh is responsible for supervision of southwestern-southeastern radio-TV campaigns involving the Borden Co., Mrs. Baird's Bread, Imperial Sugar, Comet Rice, Maryland Coffee Club, Haggar Slacks, Ireland's Chili and Barbecue Sauce, Skillern's Drug Stores, Adietrco, King Candy and Budweiser.

Under Phil McHugh's guiding hand, the agency pursues continuing research for advertisers to help them select media best suited to their needs. Staunch believer in television, the Dallas firm keeps a continuing cost-per-thousand check on all radio-TV spot announcements and programs.

Claiming to be the first agency in the Southwest to use and develop station ID announcements, Tracy-Looke was in an excellent position when network TV came to that area. Mr. McHugh has had more than an incidental role in the agency's development to a point where it now enjoys annual TV billings of over $1 million compared to $500,000 when he joined the firm.
TO SELL THE $3.5 BILLION COUNTRYPOLITAN MARKET

Till WNAX's
Big Aggie Land

ONLY METROPOLITAN NYC and Chicago are bigger markets—and no comparable area is more effectively covered by a single radio station. WNAX is heard 3 to 7 times a week in 80% of the country-politan homes of Big Aggie Land.

- That's 267 counties in Minnesota, the Dakotas, Nebraska and Iowa.
- That's where WNAX averages more than 3 times the share-of-audience of its nearest competitor.

That's where WNAX has top rating in 97.3% of the 500 segments covered by the 1952 Diary Study.

THAT'S WHERE your Class A chain-break reaches 20,000 radio homes for $1. That's WNAX, where your sales message tills fertile ground. Further information from The Katz Agency.
feature of the week

One of the video stations in the country telecasting university courses for credit is WSPD-TV Toledo, which began two half-hour TV courses—one in homemaking and the other in Ohio history—on Oct. 15 at 9:45 a.m. daily in cooperation with the U. of Toledo.

The presentations are part of Toledo U.'s adult education program headed by Dr. Arnold E. Hanson. They were worked out by Bob Evans, WSPD-TV program director, with Murray W. Stahl, university TV and radio coordinator.

The course in Ohio history was planned in conjunction with the state's sesquicentennial in 1953 and covers significant developments in Ohio's chronology, including the ballot issue of Ohio constitutions. The course is being taught for two hours' credit Monday, Wednesday and Friday by Dr. Randolph C. Downes, director of the Historical Society of Northwestern Ohio.

The homemaking course was planned to cover such topics as table settings, furniture design or millinery and occupies the Tuesday-Thursday 9:45 a.m. slot on the WSPD-TV schedule. Dr. Helen Marley, head of the university home economics department, teaches the one-hour-credit course.

Assignments are received and returned by mail, with student viewers taking final examinations at the university. The courses also are taken without credit and interested listeners are able to buy study guides to follow the course.

strictly business

William F. Broidy, president of William F. Broidy Productions Inc., Hollywood, and vice president in charge of production for the new $1 million Vitapix Corp., lives a philosophy based on taking seriously his responsibility to the American public.

"Providing filmed television entertainment to what ultimately must include every average home in the nation," means, according to Mr. Broidy, "that we shall be responsible, within the next decade, for the introduction of new standards of living, dress and speech, as a result of the indirect influence upon audiences of all these." No neophyte despite his 37 years, Mr. Broidy pulled up his New England stakes for California in March (Continued on page 58)
College athlete turned WBT newsman, Phil Agresta threatens to triple the rating of the next most popular Charlotte radio program heard at the same time as his “Carolina News.” Score: WBT 15.1, next highest rating station, 5.9. (Pulse, 1952) If competition threatens you in the Carolinas, put in the first team—WBT and WBT local personalities.

WBT
CHARLOTTE, NORTH CAROLINA
Jefferson Standard Broadcasting Company
Represented Nationally by CBS Radio Spot Sales
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.
More Leading Jobbers
in Louisiana, Arkansas, Texas

Praise
KWKH

Every smart, progressive manufacturer knows that a good distributor can make all the sales difference in the world, in any market. That's why more and more heads-up companies are not only working with the very best jobbers and distributors available, but are also asking their advice about local business conditions, regional peculiarities, and the best advertising values in each market. They know that local men know the local picture best.

The three men at the left are among the most successful distributors in Shreveport—the natural distribution center for the big Louisiana, Arkansas, Texas area. Read the excerpts we've taken from letters they've recently written us—then ask your Shreveport distributor for his recommendations on radio in this area!

KWKH
A Shreveport Times Station

The Branham Company
Representatives
Henry Clay, General Manager

50,000 Watts • CBS Radio

Q. T. HARDTNER, JR., President
Ocean Coffee Co.,
Hardtner Lumber Co.,
Shreveport, SAYS:
"KWKH is Ark-La-Tex's favorite radio station"

HAROLD W. HARGROVE,
Sales Manager
Shreveport Beverage Agency
(Jax Division), Shreveport, SAYS:
"KWKH has been the greatest single factor in building demand"

JAMES E. CAWTHON, President
Shreveport Grain & Elevator Co.,
Shreveport, SAYS:
"For several years we have used KWKH with unflagging success"
RADIO-TV EXCLUSION

RADIO and television, only on-the-spot news media that tell history as the instant it happens, last week served notice they will fight for a better break from the new Congress and the new Administration in covering public events.

Significant development among a series of incidents last week was an industrywide protest against the freezing out of radio and TV newsmen from the Korean trip of President Dwight D. Eisenhower.

A few minutes after James C. Hagerty, the President's news secretary, had announced Thursday afternoon that a three-man pool would make the trip, protests started coming out of industry circles. The pool, as announced, will comprise one reporter, one still photographer and one newsreel man.

First to protest was Radio Correspondents Assn. It was soon joined by NARTB, National Assn. of Radio News Directors and network news executives. Within a few hours Thursday a whole series of objections had come from executives and organizations, all concerned over what they felt was an unjustified omission of radio and TV from the mission to Korea.

Stanton, Kintner Objections

Industry reaction was uniform. CBS President Frank Stanton registered "the strongest possible protest against such discrimination." He called it "a dangerous precedent." ABC President Robert Kintner expressed "great concern over omission of representatives of the two largest mass news media." Other network officials took a similar stand.

Addition of both a radio and a television reporter to the Korean pool was asked by Harold E. Fellows, NARTB president. He pointed out that reporters for the electronic media are highly trained in their special type of work.

Hollis Seavey, president of Radio Correspondents Assn., referred to the pool as "an unprecedented decision denying representation" to radio and TV. He urged inclusion of radio and TV in the party.

Jim Borrman, WCCO Minneapolis, president of National Assn. of Radio News Directors, said the pool plan "was discriminatory to an alarming degree." He added that Gen. Eisenhower in effect would be "turning his back on millions of radio listeners and television viewers."

NBC President Joseph H. McConnell wired Gen. Eisenhower that radio and TV problems "are separate and distinct from press and theatrical newsmen."

Confronted by rising pressure to bar them from covering current happenings, plus arbitrary official rulings, and court decisions, the electronic media find their problem in receiving closer attention inside and outside the government.

Last week the coverage question was discussed on several occasions—the Sigma Delta Chi convention in Denver, a broadcast debate on WWDC Washington (see story, page 97) and the CBS-Television Man of the Week.

Representing all sides of journalism, Sigma Delta Chi delegates at their national meeting (see story this page) reminded radio-TV reporters that the press had fought 150 years to attain the full privileges now enjoyed. There appeared to be agreement that broadcasters and telecasters face a similar battle, with good chance of success if they act with discretion.

Rep. Joseph W. Martin Jr. (R-Mass.), slated to be House Speaker in the new Congress, added an encouraging note to the radio-TV situation when he disagreed with Speaker Sam Rayburn's ban on radio and TV pickups from the House of Representatives. Appearing on Man of the Week, Rep. Martin said he could not go along with the flat Rayburn prohibition. He contended the decision on radio and TV pickups of hearings and related proceedings should be left to individual committee chairmen. (See story page 97.)

CBS President Stanton's protest, addressed to President-elect Eisenhower, follows:

We have been informed by James Hagerty, your press secretary, that radio and television may not assign representatives to report your forthcoming trip to Korea. CBS desires to register the strongest possible protest against such discrimination.

There can no longer be any doubt that the country as a whole relies more heavily on radio and television for news and major events than on any other medium, and radio and television representatives must be able to obtain first-hand information if they are to discharge their obligations to the public.

We anxiously await your reconsideration. The existing proposal to cover this important mission with but one photographer, one newsreel camera, and one press association correspondent sets a dangerous precedent and should not prevail.

Mr. Fellows' telegram to Mr. Hagerty follows:

Urging reconsideration your proposal for news coverage of Korean trip. Respectfully suggest your program for three-man team does not give radio and television adequate opportunity to fulfill their responsibility as news media. There should be a radio correspondent specially trained in techniques of radio reporting including recorded

(Equinal Access) Radio, TV Cautioned at SDX Meet

BROADCASTERS and telecasters were told last Friday that they will acquire access to information on a parity with the press as a natural evolution but not by elbowing their way into places they may not be wanted.

That was the substance of a report submitted to the 33rd national convention of Sigma Delta Chi, national professional journalistic fraternity, in Denver. Implicit in the report was the view that television particularly at this stage should mind its manners and not expect the full privileges granted the press, achieved over 150 years of newspapering.

The report was drawn by a committee headed by Palmer Hoyt, publisher of the Denver Post. Radio-TV viewpoints were represented on the committee by Oliver Gramling, assistant general manager of the AP, and William Ray, director of news and special events, NBC Chicago.

It was learned that the original draft was modified after Mr. Ray had proposed to submit a minority report taking issue with certain observations regarded as errors of fact. These included allusions to the bright lights and noise of TV and to the desirability of a code of ethics for TV news handling. These were deleted, it became known, after point was pointed out that TV does not require bright lights and that there exists the NARTB television code which deals with news handling.

"Newsmen learned long ago," said the report, "that part of the campaign is a natural evolution of building slowly a public acceptance of methods and devices in gathering news, rather than to force them upon those who are reluctant because of their unfamiliarity with them and consequent fear of new methods and gadgets.

"Sigma Delta Chi certainly is on the record that it is sympathetic with the contention that television should enjoy the same rights as other elements of the press. The project of mapping a program of education of public and federal-civil authorities alike and selling them will not be a popular one. Nor will it include shortcuts. But it will be the effective method of achieving TV goals, as has been the result in the newspaper field."

Contending that newspapers do
RETAIL SPIRAL

Business promises to continue upward next year but the momentum to wage increases already has slowed down, although still on the upgrade, Richard F. Doherty, NARTB empl0yee-employer relations department director and nationally known of Columbia Radio & Broadcasters Assn. Friday at the Sheraton-Belvedere Hotel, Baltimore.

"During the last few months, the business and labor wage and price policy of American industry has been at about 5 cents per hour, with 7% of new union contracts or renewals calling for no regular rate advances," Mr. Doherty said. "The number of 'wage change' renewals will increase over the next six months but the overall average rise in straight-time rates will probably fall within a 2% or 3% range.

"However, with business holding up at current levels, such increases will cause a further upward pressure on operating costs and a thinner margin of profit, especially in business areas where payrolls are a substantial operating cost item. Avoiding further expansion in fringes or hidden labor costs will be necessary if management is to minimize profit-margin reductions in 1953.

Controls Relaxation

Mr. Doherty predicted wage controls will be washed up within five months and probably much earlier. Price controls will be relaxed, withdrawn in specific areas and finally scrapped except for a few critical commodities by late spring, he said. He estimated price ceilings over a broad range of consumer goods and services will exceed market price tags before the end of winter.

Whereas government spending has been the major stimulant to business, employment and prices since June 1950, Mr. Doherty declared the nation is entering a period where private business action will equal and then exceed government commitments as a basic economic force.

Business Indicators

In Mr. Doherty's opinion basic business indicators "do not lend support to the rather popular current assumption that a downward readjustment in production, employment and sales will take place by mid-1953." He said the overall business picture "will remain prosperous during the next 12 months" with retail trade up 5% to 10% over 1952 and Christmas trade exceeding last year. Farm prices will continue their gradual decline but increased acreage and larger crops will provide the same level of farm income, weather permitting.

He anticipated an increased tendency for a buyer's market in autos, appliances, jewelry, real estate and consumer soft goods. Net profits (before taxes) may be shaved a bit in 1953 except in companies and industries able to expand volume output or services to offset higher unit labor costs, he said. Average hourly wage rates will move up but at a slower rate than has been true since June 1950, he predicted.

KERN Joins Geyer

GEORGE KERN, Benton & Bowles, New York, has joined Geyer Adv., also New York, as associate director of radio and TV media, Harold H. Jaeger, vice president and general manager, announced last week.

GOLDEN TO NBC

Heads Spot Sales Research

APPOINTMENT of Richard W. Golden as manager of sales development and research for NBC Spot sales was announced Wednesday by H. W. Shepard, manager of sales development, advertising and promotion for the department.

Mr. Golden was formerly with Lester Lewis Assoc., New York, as a program producer and writer. Previously he was administrative assistant to the president of Theatre Network Television.

KMPC Sale

FCC Application Filed

APPLICATION for approval of the sale of KMPC Los Angeles from the estate of the late G. A. Richards to screen-radio-TV cowboy star Gene Autry and KMFC General Manager Robert O. Reynolds for $800,000 less about $220,000 quick net assets [B*2, Nov. 17, 10] was filed with the FCC last week.

FCC approval is asked for the assignee of KMPC's license to KMPC Inc., with Autry-owned Melody Ranch Enterprises Inc. as 61% owner; Mr. Reynolds, 40%; Lloyd Sigmon, 3.33%; Wesley Nutten Jr., 4%; Oren Mattison, 1.66%.

Mr. Autry will be president of the new company; Mr. Reynolds, vice president and general manager; Mr. Sigmon, vice president and assistant general manager; Mr. Nutten, secretary, and Mr. Mattison, treasurer. Mr. Sigmon is the present assistant general manager, and Mr. Mattison, auditor of KMFC. Mr. Nutten is an attorney.

Other Autry Holdings

New to the transferee is Mr. Autry, who already owns KOOL Phoenix, KOPO Tucson, and KNOK Nogales, Ariz. Mr. Reynolds increased his holdings from 7% to 40%. The other principals will maintain the same stockholdings they now have in the station.

In addition to the Richards' estate, Frank E. Mullen, TV consultant and former NBC executive vice president, is a stockholder. He owns 10% of KMPC.

As an independent outlet, KMPC operates on 710 kc with 50 kw day, 10 kw night. It was established 25 years ago as 'The Station of the West.' For the past five years it has held a construction permit to increase its nighttime power to 50 kw, directional, but due to technical difficulties it was found impossible to meet the requirements laid down by the FCC. Last September it turned back the CP to the FCC [B*2, Sept. 22]. KMPC is represented by H-R Representatives.

SCHUETZ FIRM

Enters Pub. Rel. in N. Y.

A. A. (ABE) SCHUETZ, prominent news executive, announced last week the formation of a new public relations firm, A. A. Schuetz Assoc., with offices at 250 Park Ave., New York.

Mr. Schuetz is widely known in radio, having directed the news operations of both ABC and Mutual during a career that also has included service with Crowell-Collier Pub. Co., Associated Press, International News Service and the old New York World among other newspapers.

He resigned as a general executive of NBC preliminary to opening his new public relations firm [Cl 20-21, Oct. 27]. He was in charge of NBC's revolutionary new television communication program, Today, a two-hour morning show from its inception last January.

News Reporting

Mr. Schuetz organized NBC's world-wide news organization in 1935 and directed its operations until he entered war service. During this tenure he was credited with many innovations in newscasting, including the sale of Easo Reporter, which pioneered the field of radio news reporting under commercial sponsorship.

In 1941 he was named consultant to the War Dept. Bureau of Public Relations and subsequently served on Gen. MacArthur's public relations staff in charge of communications for four fighting fronts. He has served in the Pacific area, attaining the rank of lieutenant colonel.

After the war he joined Mutual as vice president in charge of news and public relations. He resigned in late 1950 to join Crowell-Collier, where he became vice president in charge of public relations, a post he held until the first of this year, when he moved back to NBC as a general executive to handle special assignments.

KROW Contract

WHAT was reported to be the "largest sale of block radio time in the history of northern California broadcasting" was signed last week between KROW and Arthur Murray Dance Studios. The contract calls for use of KROW facilities six nights weekly between midnight and 6 a.m. and totals 1,872 hours during the year. Russell, Harris & Wood is the agency with Ted Carlson representing KROW.
THE NATIONAL Collegiate Ath-
etics' (NCAA) football tele-
vision program was denounced last week as an activity "in restraint of trade" that ignores "the public interest" and defended on the other hand as a legal play by DuMont to protect college football and pre-
serve the overall college sports cur-
riculum.

These divergent viewpoints were presented by Dr. Allen B. DuMont, president of Allen B. DuMont Leagues and DuMont Television Network, in the role of critic, and by Ass. S. Bushnell, director of the NCAA TV Committee, in the role of advocate, at a luncheon meeting of the New York Football Writers' Assn. last Monday in New York.

Pointing out that the NCAA pro-
gram restricts the telecasting of college football to only one game per week, Dr. DuMont declared this tantamount to telling the public that "you may see this game we have chosen for you to see, but no other, now or ever. What your personal desires may be."

In similar fashion, Dr. DuMont asserted, NCAA says to the TV networks that "only one of you may carry this game and the rest of you are out of luck." Dr. DuMont charged that NCAA pegged the price of this football program "so high that only a few of the richest corporations in the land can afford to sponsor it."

"I submit that this is morally and legally contrary to the con-
cept of our American free enter-
prise system," he declared. "It is restraint of trade improperly disguised by an academic cap and gown."

This year's NCAA TV series is 
sponsored by General Motors on 
NBC-TV.

Would Fight Threats

Dr. DuMont served notice that he would fight vigorously any threat to "the foundations of our incentive system." He noted this system made possible the support of inter-
collegiate sports and warned that unless the NCAA could be made to understand that college football is a matter of principle -of the free incentive sys-
tem- that made its existence possible.

The attitude of NCAA, Dr. DuMont continued, poses a paradox because educators have praised television as "the most effective means ever devised for spreading understanding and enlightenment in almost every field." He cited statements filed with FCC last year by more than 800 educational in-
stitutions and systems whose ultimate goal was some 500 TV sta-
tions "not alone for teaching stu-
dents . . . but to acquaint the pub-
lic with all of their activities."

"Yet here is a case of many of these same institutions delegating to a trade association-the NCAA-the rights and obligations con-

-LOCAL

NBC SALES UNIFIED

UNIFICATION of its radio and television network sales staffs, with an accompanying organization of "sales units" to service clients, a new sales staff, was an- nounced by NBC last week [127, Nov. 17].

Dr. J. W. Herbert, elected vice president in charge of both radio and TV net-
work sales last July, the reinteg-
ratated department will consist of three radio-TV sales divisions-Eastern, Central and Western-and two staff divi-
sions, Merchandising and Sales De-
velopment & Services.

George H. Frey, who has been vice president and director of television network sales, was elected vice president and sales director for both radio and TV, in ove

rall charge of the selling activities of three sales divisions and of the work of the two staff divisions.

Walter D. Scott, who has been national sales manager for the radio network, becomes administrative sales manager. He will act for Mr. Herbert in special sales, policy and planning assignments, and in departmental administrative matters. Messrs. Frey and Scott will both report directly to Mr. Herbert.

Under Mr. Frey, the three sales divisions will be headed by a sales manager. They are:

Eastem Sales Div.-Walter Gross, formerly ABC vice president in charge of TV sales, is leaving that network to become manager of this division. Walter Gross, NBC sales representative in De-
troit, will report to Mr. Lanigan.

Central Sales Div.-Edward R. Hitz, who has been manager of the Eastern Sales Div. for the NBC-TV network, becomes Central Sales Div. manager with headquarters in Chicago.

Western Sales Div.-John T. Williams, former western sales representative for NBC-TV, be-
comes Western Sales Div. manager with headquarters in Hollywood.

Frank A. Berend, who has been in charge of network sales there, moves to a new position on the staff of John K. West, NBC Holly-
wood vice president.

Of the staff divisions, also under Mr. Frey, the newly established Sales Development & Services Div. will be headed by George Mac-
govern, former administrative as-
sistant to Mr. Herbert, while the Merchandising Div. will continue under the direction of Fred N. Dodge, who established it.

Under Mr. MacGovern in the Sales Development & Services Div. will be: Frank Reed, former man-
ager of Television Sales Service, who becomes manager of Sales Services for both radio and TV, headed a department which includes a Radio Sales Service Sec-

(Continued on page 42)
Short Commercials for Impact

"Radio, at today's cost levels, gives more for the money than any other medium of advertising we have ever used."

Those are the words of the veteran advertising executive of the Oklahoma Tire & Supply Co., which claims to be largest independent automotive chain in the world.

The growth of that firm from a single two-man store in 1918 to its present stature of 207 stores in four states has been intimately connected with radio.

Always a believer in advertising, Oklahoma Tire & Supply Co. early discovered that many of its customers were located in areas that were not covered effectively by newspapers.

An intensive study in 1934 showed that the 15 Oklahoma markets that it covered at that time were at least half "rural." Residents in those areas were not seeing advertising in newspapers.

As an experiment the firm appropriated $600 for radio to use over a four-month period on one station.

"The success of this first radio schedule was very gratifying," says D. C. Sperry, advertising manager, looking back on these early tests. "The next year a second station was added in another market and the radio budget was increased to $3,000," he continued. "Again the success achieved with this new medium was sufficient to induce the company to go further into radio as an advertising medium."

Year after year new stations were added. In 1937 there were 16 stations on regular schedule. At that time the firm used one 15-minute musical program, Monday through Friday at noon. This was supplemented with spots at two other periods during the day.

In 1941 Otasco, a name by which the company had become known through its radio programs, discovered the intense interest in news.

World events were occurring at such a rapid pace that year that the public was turning in ever increasing numbers to radio for quick and accurate reporting. The company bought all of the news programs that were available in all of its operating markets. By the end of 1942 the news schedule covered 81 stations throughout the firm's four-state territory.

The decision to concentrate on news proved to be the "jackpot," according to Mr. Sperry. Sales of tires, auto supplies and home appliances soared. Company officials were so pleased with this success that they have continued with the news format since that time. At present they are using 58 radio stations, located in 41 markets.

All of the regional and clear channel stations in the area are used as are 27% of the 250 w local stations. One third of Otasco's entire advertising budget goes for radio, a total of $180,000.

Advertising executives at Otasco have discovered that they get best result in sales by appealing to their audience at times the husband and wife are together. All advertising copy is "pitched" toward both. Because of this policy they use three daytime time periods: 7 to 8 a.m., 12 to 1 p.m. and 2:30 to 3 p.m.

To check the efficiency of this system the company makes regular surveys in specific markets with special bargains not advertised by any other medium and offered for a very limited time only. The store operators check the results and file reports with the home office.

In addition air checks are made in all markets by special crews. Stations never are informed when these checks are going to be made.

The entire history of the Oklahoma Tire & Supply Co. has been an unusual one. The firm was founded in a building with a 25-foot front in Okmulgee, Okla. Other stores were added in the border states of Arkansas, Kansas and Missouri.

In the 30's, the company expanded into the "associated" store field. These stores, each with an independent owner, now total 135. The company owns 54 stores in the larger markets of the four-state area.

All of the stock of the parent company is owned by officers and employees. Officers include: Maurice Sanditen, president; Julius Sanditen, vice president; Herman Sanditen, treasurer; Carl Kerr, secretary; Samuel Minsky, personnel director; D. C. Sperry, advertising manager; Abe Brand, sales promotion manager.

The firm places its radio advertising through Watts-Payne Adv. of Tulsa. The firm also handles much of the research done on radio advertising.

Early this year, the company opened a new $650,000 general office and warehouse building in Tulsa.

Mr. Sperry, who keeps a close watch on the entire advertising schedule, believes that radio copy should be easy to listen to. The company never uses long commercials and tries to get a "lot of selling appeal" into a few words. The advertising department supplements its agency research with its own and analyzes each station and program before making a purchase.

BINAURAL SOUND

WQXR Program Sponsored

FIRST continuous sponsorship of binaural sound reproduction was started Nov. 16 over WQXR-AM-FM New York with Harvey Radio Co. Inc., New York, distributors of radio parts, underwriting weekly programs of WQXR String Quartet (6:05-7 p.m. EST) for 52 weeks.

President Harvey E. Sampson and Sales Manager Roy Nesb of Harvey Radio acted for the sponsor in contract negotiations. Robert L. Krieger, assistant commercial manager of WQXR, was account executive for the station.

Commercial copy throughout the series will stress equipment of Magnetron Inc., tape recorder manufacturer, a pioneer in binaural sound. System attempts to offer to listeners the experience of actual presence in music reproduction.
FIRST use of transistors at broadcasting station will be in studio equipment, although eventually scientists working with these tiny semi-conductors hope to be able to use them in transmitters in place of power tubes, Dr. E. W. Engstrom, vice president in charge of RCA Laboratories, said Monday, following a news conference and demonstration held at RCA Labs. in Princeton, N. J.

Session was a forerunner of a series of technical conferences for RCA licensees, to which more than 500 executives and engineers have been invited and will be brought up to date on RCA's progress in the development of transistors. Demonstrating laboratory model radio and TV receivers and other devices powered by transistors from specks of germanium, Dr. Engstrom stressed the experimental nature of these instruments but commented:

"These demonstrations highlight the fact that transistors are today no longer entirely a research concern. They are, in the fields of radio and television, an immediate problem for the advanced development in industry engineers who can learn how to put them to work in evolving more versatile, smaller, sturdier and eventually lower cost equipment for industry and public."

Portable Set

Most spectacular of the transistor-equipped devices shown by RCA was a portable TV receiver, battery-operated and tubeless except for the picture—single-channel operating receiver contained in a case no larger than that of a portable typewriter (12 by 13 by seven inches) and weighing only 27 pounds. Unit was said to get greater range than a higher-priced set with its self-contained loop antenna up to five miles from the NBC-TV transmitter in New York and up to 15 miles when a small aerial was added.

Questioning whether anyone would want to own a small-screen portable TV set, Dr. Engstrom said that the purpose of constructing the model was to show that transistors in all TV receiver circuits to see what problems would arise and to make a start on their solution. He predicted that through transistors the size and weight of standard TV sets could be reduced appreciably, with costs dropping to about two-thirds of their present level (assuming no further inflation).

Use of transistors in "lookie-loo" or "spy" type portable TV transmitter such as was used at the political conventions, resulted in cutting the unit's weight to about one-fourth and its power consumption to one-tenth ("An important factor when you are carrying your own power supply," Dr. Engstrom noted). Application of transistors to portable radios similarly reduced size and weight of these units, without noticeable change in quality in AM but lacking quite as much sensitivity in FM, in the present preliminary form of the transistor models.

Reduction of size does not mean much in an auto radio, but here the importance of transistors is in power savings, the transistor receiver that was demonstrated needing only as much current as is used by the two dial lights.

In Tiny Transmitters

Use of transistors in tiny radio transmitters was demonstrated by a wireless phonograph jack for connecting a radio speaker to a record player and by a roving microphone-transmitter whose signal can be picked up and amplified by any battery-powered radio receiver within 25 feet of the transmitter. A transistor ukelele and toy piano were also demonstrated as was the application of transistors to electronic calculators.

The growing and refining of germanium crystals and the manufacture of transistors in the laboratory were demonstrated, with constant emphasis on the experimental nature of the operations and on the need for much more work before transistors can be mass-produced and before they can be used in commercial products. To expedite the developmental period, RCA is making four types of transistors available to other companies at prices ranging from $14 to $25 each.

In addition to small size and low weight, the transistor has the advantage of ruggedness lacking in vacuum tubes, of immediate response without need for warm-up time, and of the ability to operate on very low power, producing very little heat. However, Dr. Engstrom pointed out that transistors can not just be plugged into a system in place of tubes but that their use called for specially-designed circuitry.

Far from replacing the vacuum tube completely, the transistor will work with the tube and may even increase the tube market, Dr. Engstrom said. "This is because the transistor will allow the development of electron devices now undreamed of. Many of these devices will still require the work of electron tubes and in quantities that will continue to tax the manufacturing capacity of the electron tube industry. Thus, as transistors begin to replace certain tubes in present electronic equipment, the displaced tubes will find new jobs in new devices made possible by the development of the transistor."

Dr. Engstrom examines 10 types of transistors employed in demonstrations.

... ... ...

May Hit $600,000; Ryan Re-elected

BROADCASTING • Telecasting

FORECAST that Broadcast Advertising Bureau's annual operating budget will pass the $600,000 mark by next March 31 was a high-light of BAB's annual membership meeting and board meeting in New York last week.

Other activities were election of officers and five new board members, appointment of new key committees and revision of membership dues schedules.

President William B. Ryan predicted that station membership, now at 990, will grow to about 750 by the March 31 close of BAB's fiscal year and that in the same period more than $40,000 will be added to the current $620,000 annual operating budget. He said 145 stations have been added to membership rolls during the past seven months.

BAB Board Chairman Charles C.aley, WMBD Peoria; President Ryan, Vice President Kevin B. Byfield, and Assistant Secretary-Treasurer William L. Morison were re-elected.

Patt Is Treasurer

John Patt, of the Goodwill Stations, was elected treasurer to succeed Allen M. Woodall, WDKA Columbus, Ga., and Simon Goldman, WJTN Jamestown, N. Y., was named secretary, succeeding William B. Quanton, WMT Cedar Rapids.

Joseph Baudino, Westinghouse Radio Stations, was appointed chairman of the Executive Committee, succeeding Edgar A. Kobak of WTWA Thomson, Ga., and Kenyon Brown, KWFT Wichita Falls, Tex., was named to succeed Mr. Patt as finance chairman.

New directors were added to the board. They were: Herb Hollister, KBOI Boulder, Col.; James H. Moore, WSLS Roanoke, Va.; Arch L. Madsen, KOVO Salt Lake City; R. V. Eowenberg, WCCO Minneapolis, and Ward L. Ingrim, KHJ Los Angeles.

Dues Structure

The new dues for station members, following recommendations advanced by the finance committee after a four-month study, will be based on a monthly payment equal to the station's one-hour rate. The change, which spokesman said eventually will mean an increase in BAB income, is effective immediately but present members will be protected at the current rate of payment, which is based on one-half of the station's highest published hourly rate (per month).

New members who apply before Jan. 31 will pay dues based on the old formula as applied to rate cases in effect Nov. 17.

The dues structure for station representation firms and service organizations also was revised, to make the formula simpler.

The following were named to serve with Mr. Baudino on the Executive Committee: William H. Fineshriber Jr., MBS; Adrian Murphy, CBS Radio; and Messner, Goldman, Kobak, Woodall and Quarton.

Named to the Finance Committee with Mr. Brown; John K. Herbert, NBC; H. Preston Peters, Free & Peters; George B. Storer, Storer Broadcasting Co., and Mr. Patt.

Robert Swezy of WDSU New Orleans was reapointed chairman of the By-Laws Committee. Donald W. Thornburgh, of WCAU Philadelphia, and Mr. Hollister were named to assist him.

Gene Cagle of KFJZ Fort Worth was named chairman of the Membership Committee, to be assisted by Charles T. Ayres, ABC; William McGrath, WHDH Boston, and John Meagher, KYSM Mankato, Minn.

Kobak Lauded

The board voted special commendations for Mr. Kobak for his contributions during two years' service as chairman of the Executive Committee; for Mr. Patt, retiring Finance Committee chairman, and for out-going members of the board: William Beaton, KWKW Pasadena; George Hatch, KALL Salt Lake City; Eugene Katz, The Katz Agency, and Theodore Stielbert, formerly of WOR New York; and for Messers. Ryan and Swensen and the BAB staff for the bureau's progress to date.

Next board meeting is scheduled in late March in New York.

November 24, 1952 • Page 27
LBS CHARGES DENIED

By 13 Teams

CATEGORICAL denial was made by 13 major league baseball clubs in Chicago Federal District Court last Monday that they violated anti-trust laws or participated in an illegal conspiracy against the now-defunct Liberty Broadcasting System.

Liberty last February filed suit against the 13 American and National League clubs for $12 million under the Clayton and Sherman Anti-Trust Acts, which carry three different classes of penalties. A co-defendant, Western Union Telegraph Co., named in April, petitioned Federal Judge John P. Barnes for a postponement in filing an answer, and will appear in court today (Monday) with its official reply to Liberty charges. All other defendants filed formal answers with the court last Monday preparatory to January trial.

Liberty charges restraint of trade, and a conspiracy among the baseball clubs and Western Union in keeping its Game of the Day feature off the air by refusing to supply service to WU. This, LBS says, resulted in cancellation of station affiliation contracts and several lawsuits. The alleged financial loss forms the basis of the network's immediate and irreparable damage claim. It charges defendants thereby restrained the flow of interstate commerce, an essential charge forming a federal anti-trust case.

Legal Implications

Defendants deny they are engaged in interstate commerce, but Liberty's legal advisors believe interstate commerce is involved by definition, although not actually participated in. They claim defendant stations were in loco minorum because LBS was engaged in interstate commerce and was affected adversely by the corporate defendants' actions.

Because of Illinois' two-year statute of limitations, prior damages cannot be claimed by the broadcasting company. Claims, therefore, are based on the period following formal filing of the complaint against the ball clubs, Feb. 21, 1952. The amendment to the complaint, naming WU as a defendant, was filed April 11, 1952. Liberty's basic charges concern various agreements among the baseball clubs, between the American League and the National League, and between the clubs and WU. It alleges all these contracts are illegal, and will attempt to prove that they are in restraint of trade.

The network also alleges that, directly or indirectly, each of the 13 clubs controls, manages, owns or operates networks or stations, and shows a preference for those in signing over game broadcast rights. The clubs deny this.

Liberty claims WU operates as a common carrier, subject to compulsory powers of the FCC regulations, thus making WU, as a permissive common carrier, liable to suit. If its power were compulsory, the FCC regulations would have to be challenged.

The network claims the telephone company, as a common carrier, is required by law to service anyone, in or outside a ball park, in sense messages. Liberty's stand is that it was refused WU service because of broadcast agreements between WU and the ball clubs. Defendants claim Liberty was not entitled to service on WU "did not comply with applicable tariffs of Western Union on file with FCC" and did not comply with terms of agreements between the defendant clubs and WU. Liberty's earlier petition for a temporary restraining order against the telephone company was denied by Judge Barlow.

Answers were filed individually for each club and for three individuals. They include Ford C. Frick, National League president until this season and now Commissioner of Baseball; Warren C. Giles, National League president now, and Will Harridge, American League president.

National League clubs named are the Boston Braves, Chicago Cubs, New York Giants, Philadelphia Phillies, Pittsburgh Pirates and St. Louis Cardinals.

American League teams involved are Boston Red Sox, Detroit Tigers, New York Yankees, Philadelphia Athletics, St. Louis Browns, Washington Senators and Cleveland Indians.

Both National and American League clubs are represented in.

LBS REBIRTH?

McLendon Asks Tariff Revision

FIRST glimmers of a possible rebirth of the defunct Liberty Broadcasting System were seen last week when Barton McLendon, former co-chairman of the LBS board, filed a petition with the FCC against Southwestern Bell Telephone Co.

Petition asked the FCC to force Southwestern Bell to revise its tariff for Class A lines (100-5,000 eps) to permit them to be ordered for six hours per day, seven days a week on a monthly basis. Present tariff, petition charged, requires that Class A lines be ordered on a 16-hour per day basis.

Purpose of the petition was to seek tariff revision that would enable Southwestern Bell to retain all the baseball games now broadcast over WU.(Continued on page 66)

Network's Beginning

Genesis of LBS was in a 1948 southwest regional network which carried baseball games to affiliated stations. In 1950, LBS agreed nationally, carrying major league baseball games as the core of its program service. At the end it claimed more than 400 affiliates.

Inability to secure the rights to all the baseball games it needed, and the high cost of transcontinental lines were the two basic reasons for its liquidation. Mrs. McLendon said that at the time she announced cessation of LBS programming last May (B&T, May 19).

LBS sued 13 major league baseball clubs for $12 million on charges of monopoly and damages. Associated with the McLendons was H. R. Cullen, Texas oilman, and his son, Gordon B., who was the other co-chairman of LBS.

Mr. McLendon's petition requested the FCC to have an urgent matter was not given a sale quotation from Southwestern Bell for the noon to 6 p.m. use of Class A lines and that Southwestern Bell offered only Class C lines (200-3,500 eps). on that basis.

Since Class C lines are good only for voice and for not over 250 miles, Mr. McLendon felt that Southwestern Bell's tariff was unjust and unpractical for baseball games. McLendon added that in Houston, El Paso is 673 miles from Dallas and 677 miles from Houston.

He figured that to connect his three stations 16 hours per day with Class A lines would cost $9,063 per month. Same use of Class C lines would cost $41,107.64, Mr. McLendon estimated.

He also that users order Class A lines for at least 16 hours daily discriminates against small and regional networks in favor of the larger and more powerful networks. Mr. McLendon charged. This makes it "economically unfeasible for local or regional networks . . . from operating in competition with larger and more powerful networks except if such local or regional networks will operate close to 16 hours per day. The larger networks which operate for long periods each day are thus afforded a competitive economic advantage over smaller networks such as that proposed herein by Trinity Broadcasting Corp."

New program sources are re-

LOS ANGELES' Mayor Fletcher Bow-

ron (c) proclaimed Nov. 16 as 'Amos

'r & Andy' Day' in honor of the comedy

team's 10,000th broadcast. Above, famo

s Goodyear (t), who portrays 'Amos,' and

Charles Calloway who plays the role of 'Andy,' are con-
gratulated.

Chicago by Sidney, Austin, Burgess, and White, and McCollum of that firm. Liberty's attorneys are Thomas McConnell and James O. Smith. Mr. McConnell has a record of several successes in anti-trust cases, one involving motion picture distribution which was won in the U. S. Supreme Court.

Detailed exhibits of all agreements between the clubs and WU were included in the formal answers. Under present baseball agreements, there are only three broadcast rules. Major League Rule 1-D, which went into effect Dec. 7, 1946, was rescinded Oct. 5, 1951, in effect during the time LBS was involved in re-creating Games of the Day broadcasts.

The broadcast and telecast rules agreed upon by the clubs gave each club exclusive rights on games from its park. A club could not authorize broadcasts or telecasts outside its home territory and within another club's territory. Home territory was defined as the...
HARRIS RADIO-TV PROBE

Resumes Dec. 3

Committee to Investigate Tax-Exempt Foundations began work last Tuesday. The Select Committee, headed by Rep. E. E. Cox (D-Ga.), author of the resolution to investigate foundations for "un-American and subversive influences," heard a panel of witnesses, academics and experts. One, Dr. Vannevar Bush, war-time chief of scientific development, urged that the Committee recommend legislation requiring all foundations to make a complete annual report on income and grants made.

No Witch-Hunt

Fears the foundation probe would turn into a witch-hunt, expressed vigorously by opponents of the resolution, were allayed by Rep. Cox last week with meeting between Monday. Mr. Cox said that on the basis of the cooperation by foundation officials as well as results of a study of answers to more than 600 questionnaires, "I am less inclined now to point an accusing finger." In answer to an inquiry concerning the committee's intentions regarding tax-exempt foundations whose grants are used in competition with private enterprise, Rep. Cox said that committee would not touch that aspect. It was a matter for the House Ways & Means Committee, he said, since it involved a tax angle.

The foundation hearings are expected to run another three weeks.

Members of the Select Committee, in addition to Rep. Cox—who also headed the bitterly opposed FCC investigation in 1943—are: Reps. Donald L. O'Toole (D-N.Y.), Aime J. Forand (D-R.I.), Brooks H. Smith (R-Va.), Richard E. Simpson (R-Pa.), Angier L. Goodwin (R-Mass.) and Carroll Reece (R-Tenn.). Harold M. Kele is general counsel.

ABC-UPT

CAMPAIGN to persuade the Broadcast Bureau of the FCC not to ask for oral argument on the initial decision proposing to approve the merger of ABC with United Paramount Theatres [BVT, Nov. 17] got underway Broadcast Bureau Hearing Chief (TV) Los Angeles and WRKB (TV) Chicago and WSBM-AM-FM New Orleans, respectively) were renewed; that a finding be made that Paramount Pictures does not control Allen B. DuMont Labs, through its 25.5% stock interests, and that CBS be permitted to purchase WBKB (TV) for $5 million.

Tenth straight year of sponsoring News With Henry Glodstone Sundays on WOR New York is observed by (I to r) Drs. Glodstone; Dorothy Hill, Al Paul Lefont agency, and Robert Cowen, vice president of A. Goodman & Sons, sponsor.

Decision Speedup Urged at FCC

Initial decision will become effective 40 days after Nov. 13 unless the Commission decides otherwise. FCC regulations permit exceptions to be filed and oral argument requested within 20 days of the date the initial decision was issued.

The Commission is also being importuned to make a quick decision on Zenith Radio Corp.'s petition for a rehearing in Chicago's Ch. 2 [B'T, Oct. 27]. CBS asked that the Zenith petition be denied or, if not denied, that the WBBK license be conditioned so that CBS will be protected in event Zenith wins the channel. WBBK operates Ch. 4, but is not expected to move to Ch. 2 in line with the FCC Sixth Report and Order [B'T, April 14].
DURABLE RADIO

NEVER has a new medium, once it is out of existence, NARTB President celebrating the fifth anniversary of Communications Nov. 14

President Fellows made the statement to support his viewpoint on "Will Radio Continue as a Major Communications Medium?"—subject of a panel studded with talks by two other leaders in the radio and TV field and which reached its general conclusion.

The NARTB president, opening with definitions of radio's role in the public interest, as a public convenience and as a public necessity, described the medium's growth from 400,000 sets in 1922 to 108 million today. "All but 2% of the people listen to radio," he said.

Others on the panel were Harvey Struthers, manager of WEEI Bos-

ton, and Albert Saudek, director of the Ford Foundation Radio-TV Workshop.

"What can television do that radio can't do better?" asked Mr. Struthers, describing radio's ef-

fects on the face of TV inroads, to improve its offerings both to public and advertiser. Radio offers advertisers, at a cheaper rate, audiences all over the country and a continually improving technique, said Mr. Struthers.

'FEAR OF IMAGINATION'

Mr. Saudek indicted radio, including university stations, for its "lack of imagination." Television, he said, must take over much of radio's field of speech and film. Although he said, radio will continue to be important.

In a panel on "Developments in the Use of Film in Television," Robert W. Sarnoff, NBC vice presi-


Mr. Sarnoff saw no threat to home broadcasting by the advent of theatre video. "If 6,000 theatres holding 1,000 people each were filled for theatre television, that would eliminate only 8 million from a potential audience of 60 million which it would not affect," he said.

He described technological developments in electronic film, simultaneous sound and sound recording on tape as two new methods which will bring greater development of good filmed pictures. He also reported excellent audience response to such top document ary and educational features as the Ford Foundation's new "Music in America" and the weekly series, "Victory in the Pacific.

Mr. Chertok predicted Hollywood and New York would become TV film making centers, with Chicago a possible third. Types of shows shown to be good for filming are westerns, dramatic half-hours, sit-

CITED BY Top Figures At Boston U. Event

The FCC re-interpreted one of its regulations last week when it reversed a hearing examiner and granted KSOK Arkansas City, Kan., permission to operate night-

time station, with the NARTB permitting the station to be on the air.

Last week's decision by the Commission declared that an applicant did not have to meet all requirements—it could prove the 850 w requirement was economically impracticable.

Other two requirements for ex-

ceptions to the 850 w specification are (a) to other transmission facil-

ities to cover the town, and (b) no local channel Available. These, pre-

sumably, must be both met. Al-

though station made no major ef-

fort to prove inadequate economic support for 500 w operation, it had stressed that 3-element array neces-

sary to meet engineering prac-

tical requirements, at cost of $86,000, was impracticable. Difference between the two requirements, and non-directional 100 w ope-

ration was 1,200-1,500 people.

With 100 w nighttime power, non-directional, KSOK estimated it would cover 98% of Arkansas City's 12,762 people, and 15,565 to its 8 mv/m interference-free cover.

Faustina Pufferenberg

FAUSTA M. PUUFFERENBERG, 61, secretary to FCC

Comm. Robert L. Bartley, was killed in a Friday, Nov. 17, at a Junior Kiwanis Club and Thursday night by a bus near 1700, Thursday, Nov. 17, at a Junior Kiwanis Club and Commission headquarters in Wash-

ington. Miss Pufferenberg, native of Seneca County, Ohio, joined FCC in as an secretary to Comm. Bartley, then head of the Tele-

graph Division. Miss Pufferenberg from 1937 to 1940 was secretary to the late Comm. Thad Brown and in 1946 became aide to General Counsel Benedict P. Cotton. She rejoined Comm. Bartley's office when he was named to the Commission in February. Burial is to be in Bryan, Ohio, following serv-

ices in Washington today.

VOTE UP 30%

In 40-City Radio-TV Poll

INCREASE in the total vote during the recent Presidential elections averaged 30% above 1948 in the 40 cities that have reported to NARTB their part in the nation-

wide radio-TV campaign to bring out a record vote.

These cities show a total vote of 12,980,000, representing about one-

fifth of the national votes cast. The figure compares with 9,670,870 votes in the same cities in the 1948 Presidential election.

Radio and TV have been credited by American Heritage Foundation with a heavy share of responsibility for the big turnout of voters [B&T, Nov. 10]. The vote rise in the 40 reporting cities compares with a national increase of 25%.

Figures from broadcasters are being compiled by John H. Smith, Jr., of NARTB. Votes for the 40 cities, as reported to NARTB by radio and TV stations in those areas, follow:

<table>
<thead>
<tr>
<th>City</th>
<th>1948 Vote</th>
<th>1952 Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>140,215</td>
<td>194,387</td>
</tr>
<tr>
<td>Detroit</td>
<td>247,023</td>
<td>324,083</td>
</tr>
<tr>
<td>Houston</td>
<td>565,287</td>
<td>699,152</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,707,003</td>
<td>1,951,981</td>
</tr>
<tr>
<td>New York</td>
<td>2,012,000</td>
<td>2,344,061</td>
</tr>
</tbody>
</table>

VOTING TOTALS:

- Detroit: 247,023 votes.
- Houston: 565,287 votes.
- Los Angeles: 1,707,003 votes.
- New York: 2,012,000 votes.

VOTING TOTALS:

- Detroit: 247,023 votes.
- Houston: 565,287 votes.
- Los Angeles: 1,707,003 votes.
- New York: 2,012,000 votes.
The 1952 Iowa Radio-Television Audience Survey offers new proof of radio's tremendous, penetrating impact on Iowa families and Iowa living.

In the 1952 Survey, each of 1,164 families kept an "In-Home Activities Diary", quarter-hour by quarter-hour, the day following their interview. The diaries showed, among many other things, that radio-listening is by far the most dominant activity in Iowa homes. Iowa people depend on radio not only for recreation and entertainment, but also for most of their news, their farm and market reports, their home-making hints, their cooking recipes, their religious and educational inspiration, etc. Radio reflects life, in Iowa.

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing 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.
AGGREGATE of 185 years of service to WCKY Cincinnati are represented by these employes, who were awarded diamond "microphone" pins by the station for more than 10 years. President-General Manager L. B. Enson (center, r) presents pin to George Moore (center, l), account executive with 23 years, dean of the group. Others and years service (l to r): Arthur Gillette, chief supervising engineer (19); Bud Spenoia, control engineer (16); Mrs. Essie Rupp, continuity and music director (15); Thomas Were, maintenance (16); Adria Lentz, control engineer (12); Paul Sommertamp, sports editor (10); Charles H. Topmiller, station manager (21); Mrs. Jeannette Heins, traffic manager (21); Alex Sanford, maintenance (11); John E. Murphy, news director (10); Robert Fleming, promotion manager (10). Gold pins went to eight other staff members for five to ten years service.

COLUMBIA NAMES Three New Executives

SERIES of executive appointments at Columbia Records Inc. was announced last week by Paul Wexler, vice president and director of sales and merchandising, on the heels of Terry Southard's appointment to national sales manager effective Dec. 1.

Changes, also effective Dec. 1, are: Div. Manager Bill O'Boyle to supervise Columbia's Canadian distribution, and New York, New Jersey and Connecticut territories, and Bill Nielsen, Chicago Div. manager, to be sales manager for Okeh Records. Another shift places Stan Kevan, merchandising manager for Popular Records, as general merchandising manager of the firm.

WKRC SALES Taft Reports Increase

DAVID G. TAFT, vice president, Radio Cincinnati Inc., and managing director, of WKRC Cincinnati, announced last week that time sales for the past six months (May-Oct.) exceeded by 21.6% a similar period in 1949, a peak year.

Mr. Taft pointed out that 1949 was the last year that Cincinnati radio stations were comparatively free of video competition. He added that now, in a market of 500,000, having seven radio and three TV stations, WKRC... national sales are up 24.8% and local sales up 17.4%.

FTL New Switchboard DEVELOPMENT of a Television Mast Switchboard for increased operating control and flexibility was announced last week by Federal Telecommunications Labs., Nutley, N. J., research associate of IT&T. The unit permits channeling six separate inputs to six destinations by means of indirect relay switching.

SHEPPARD ASKS To Retain Rebroadcast Cut

REP. HARRY R. SHEPPARD (D-Calif.), previous critic of network programs practices, petitioned FCC last week to reinstate the station reporting provision of the modified rebroadcast rule, withdrawn by the Commission following petitions of protest by major networks, NARTB and stations [BT, Nov. 3]. Rep. Sheppard charged he had not been properly served with the petitions as required by FCC rules.

Rep. Sheppard asked the Commission to restore the original proposed requirement that stations must report within 10 days the reason for refusing permission to rebroadcast their programs. This burden upon the licensee was removed when FCC issued the modified rule a fortnight ago.

Sheppard, and others, also asked that amendment of FCC's rebroadcasting rules include a clause similar to the following:

No station shall refuse authority for the rebroadcast, as rebroadcasted by it over its facilities, unless such originating station volunteers a time issue to which it may be affiliated, paid therefor, and agrees to reproduce, in an impartial manner, and pending appeal, produce and present the program in question, and no major portion of such costs were defrayed by any other person, firm, corporation or sponsor.

"I wish to inform the Commission," Rep. Sheppard said, "that I have been authorized in writing by over 156 broadcast station licensees to sign their names on their behalf, that these stations favor the enactment of rebroadcast legislation similar to that outline above."

He also charged NARTB's petition did not reflect the desires of all member stations, "hundreds of which know nothing about the petition and many of which strenuously object to the competition."

Gordon Brown, owner of WSAY Rochester, N. Y. and longtime network program control opponent, earlier petitioned for review of the FCC action [BT, Nov. 17].
MISTER... IT'S ALL OVER TOWN!

16 NEW ACCOUNTS JOINED WNHC RADIO IN THE LAST 17 BUSINESS DAYS

BETTER programs + NEW merchandising = MORE sales

a WNHC advertising dollar makes more sense!

 WNHC NEW HAVEN, CONNECTICUT
NBC 1340 KC

AM - FM - TV
New England's first complete broadcasting service
Small wonder...

Remember when microphones were big as china plates and twice as fragile? See what a difference research and experience have produced.

Spot radio has developed in much the same way. Gone are the hit-or-miss techniques, the waste motion of yesterday. Today, the spot business is a complex and vastly efficient science. And its foremost practitioner—by virtue of twenty years of growth, study and front-line experience—is CBS Radio Spot Sales.

Today, we're 81 people—all radio people. There are 22 account executives, with six years' average local-station experience behind them...so they know station operation from the inside. (Our department heads have been around, too. They have an average of 13 years in radio!)

The account executives are bulwarked by the biggest research, sales service and promotion departments in spot...so they have at their fingertips all the information you need to engineer a successful sales campaign. They'll give you complete information on 13 major markets...provide the best availabilities for you...and show you just how many men, women and children your sales message will reach. (You can also predict your results with considerable certainty. For the 13 stations we represent are "Radio's Royal Family." Each one delivers the largest average total-week audience in its market, month after month!)

Small wonder then that advertisers and their agencies find CBS Radio Spot Sales gives them better service...insures bigger results. Call us when we can do the same for you.

**CBS RADIO SPOT SALES**

not fear television as a competitor that will "chase them out of business," the committee said that newspapers discovered that they thrived, rather than died, with radio. "History has repeated itself with the advent of the third major medium, television."

A spirited discussion of the whole issue of direct broadcasts and telecasts of news events occupied the closing session Thursday afternoon. Moderator was Clifford F. Weige, journalism professor of Northwestern U. Participating were: Fred Frank E. Muller, executive vice president of NBC; Jack Foster, editor, The Rocky Mountain News; Ray Campbell, attorney and president of the Denver Post, and Mr. Ray.

"It is only a matter of time until radio and television will be allowed access to public functions of government," Mr. Ray declared. These media, he argued, can so arrange their technical equipment that they will be no more intrusive than a reporter taking notes. "We want the same rights as the press," he asserted.

Agreeing with Mr. Ray, Mr. Muller said that radio and television "are just as much entitled to get the news as anyone else."

Proper Attitude Urged
Mr. Muller urged newsmen not to regard radio and television as antagonists or as competitors. While you're going to permit radio and TV to do," he said, "is what you're going to permit the press to do," because freedom of the press is "a common problem."

In presenting the viewpoint of a practicing newspaperman, Mr. Foster declared himself as "unequivocally opposed" to broadcasts or telecasts from courts, committees, hearings, or press conferences. They would tend, he argued, to "freeze the news at its source" by making the danger of verbal slips more pronounced than at present.

As the second newspaperman on the panel, Mr. Campbell disagreed. While pointing to the obstacles radio and television must overcome to obtain equal rights with newspapers, he said that he would "not be unhappy if radio and TV people can get themselves included in the bargain in the future." He pointed out that only one court thus far has upheld the rights of radio and TV to broadcast legislative proceedings.

Newspapers do not have unlimited rights to gather the news, Mr. Campbell explained. They are limited by the "inherent power of the court to control the courtroom, notwithstanding the freedom of the press clause." The legislature, he continued, also has the right to punish summarily any infringement of its powers to carry out its functions.

Mr. Foster argued that admission of radio and television into Presidential press conferences might cause the President to abandon his weekly press conference rather than face batteries of microphones and cameras.

Mr. Ray answered that "we don't want to go into the President's press conference because radio and television recognize the limits this might impose on the freedom of the Chief Executive. From the floor, however, Eugene Cervi, publisher of Denver's Cervi's Journal, said he thought radio and television should enter the press conferences to "end the danger of paraphrase."

Mr. Cervi referred to the reports following the unsuccessful effort of the President to seize the steel mills in which it was alleged that President Truman felt he had inherent powers to seize even the press if necessary. Mr. Cervi said that the presence of radio and television at the conference would have eliminated the controversy.

LABOR ACT
Court Sections
FUTURE of the anti-featherbedding provisions of the Taft-Hartley Act are in the hands of the Supreme Court, after oral argument last week on two cases involving made work. Supreme Court's ruling is expected to be of significance to broadcasters.

One case involves the American Federation of Musicians' attempt to force Gamble Enterprises' Palace Theatre in Akron, Ohio, to use musicians when "name" bands performed on the stage [B+E, Oct. 20]. The other case involves the setting of "bogus" type by printers. This involves the setting of type for advertisements which are submitted to newspapers in matrix form.

The National Labor Relations Board appealed to the Supreme Court in the theatre case, when a Cincinnati Court of Appeals overruled its decision that Gamble Enterprises was forced to get a TV glossers license before it could give "natural" names to their bands, contrary to the Taft-Hartley law. The American Newspaper Publishers Assn. appealed a Chicago Court of Appeals decision that the Taft-Hartley law did not permit payments for "bogus" typesetting.

In the course of the argument by Cleveland attorney Frank C. Heath in behalf of Gamble Enterprises, Justice Robert H. Jackson observed that Congress failed to meet the question of made work when it passed the Taft-Hartley law. "Congress walked up to it and then backed away," he said. "It has been unwilling to solve the economic problem."

As issue is the interpretation of Section 8(b) (6) of the labor act. This makes it an unfair labor act for a union to force payments for work "not performed or not to be performed."

TUBE Dept. of BCA has launched a series of electronics symposiums designed to acquaint equipment manufacturers with BCA's present and future developments and application of a wide range of electronics, semiconductor devices and component parts.

WWSW MOVE
Prods Court on 'Thaw'
MOVE to speed up court consideration of its appeal from FCC's Sixth Report and Order which fixed TV channel assignments in the U. S. last week by WWSW Pittsburgh.

Station filed a petition with U. S. Court of Appeals in Washington, D. C., to dispense with the need for WWSW to file its "triumphant and cumbersome" record in its June petition for review of the non-assignment of Ch. 4 to Pittsburgh [B+E, June 16]. Record is not necessary to make a finding, WWSW said.

Instead, WWSW asked the court to order briefs to be filed on the case by 30 days after Dec. 1. The court will then remand the record to the FCC, WWSW said, if a pre-hearing conference is ordered to determine whether or not the filing of the record and the TV freeze leading up to the issuance of the thaw order last April [B+E, April 14] cannot be avoided.

At the same time, WWSW petitioned the court for permission to amend its June petition in order to bring it up to date.

Facts Related
In a copy of the amended petition, which accompanied the motion for leave to amend, the facts concerning the FCC's assignment of Ch. 4 to Irving, Pa., [B+E, Nov. 7] were restated specifically forbade Pittsburgh applicants to apply for Irving's Ch. 4. It did, however, permit applicants from Braddock, Pa., to apply. This court held that Pittsburg, in favor of Braddock, WWSW averred. It filed a motion with the FCC two weeks ago to stay the effectiveness of the Ch. 4 assignment to Irving [B+E, Nov. 17].

In its original petition for the court to review the Pittsburgh station's grievance, WWSW emphasized that although Pittsburgh is 162-old miles from the transmitter of WLWC (TV) Columbus, Brad- dock was 160.31 miles distant. FCC rule specifies minimum of 170 miles for co-channel separation. It called on the court to find that the FCC's reasons for not assigning Ch. 4 to Pittsburgh or Brad- dock as the winner and to remand the case back to the FCC for a redetermination.

The WWSW appeal to the court from the FCC's Sixth Report and Order was the first such taken. At one time there were five appeals in the courts, but FCC's revision of its report and order arguments resulted in two being withdrawn. As of now there are four in the courts, the latest being that of WSAL Logansport, Ind., which questioned the legal basis for the "inflexibility" of the Commission's table of assignments.

AMVETS Comdr. Marshall E. Miller (third from l) presents Sigma Delta Chi officers a resolution commending radio, TV and the press "on their consistently good presentation of the Korean war news during the hectic and demanding days of the election." At presentation in Washington's Shoreham Hotel were (l to r) Theodore F. Koop, Washington news director, CBS Radio; Howard L. Kany, AP's Washington Bureau; Comer, Miller, and John C. O'Brien, Washington Bureau, Philadelphia Inquirer.
Independent Retail Grocers in Baltimore say:

WFBR's the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

**LET'S LOOK AT THE RECORD!**

The following food and allied accounts have been on WFBR in 1952:

- Becker Pretzels
- Cloverland Farms Dairy
- J. M. Filbert
- Schmidt Baking Co.
- Kress Farm Dairy
- Koester Bakery
- Enskay Products
- Albert F. Goetz, Inc.
- Hendler's Ice Cream
- Baltimore Spice Co.
- Levering Coffee Co.
- McCormick & Co.
- Greenspring Dairy
- Wilkins Coffee
- Royal Dunloggin Dairy
- Park Sausage
- Pepsi-Cola
- Delvale Dairy
- Grass Noodle Soup
- Camel Cigarettes
- Fab
- Florida Citrus Commission
- G. Washington Coffee
- Ivory Soap
- Ivory Flakes
- Ivory Snow
- La France
- Nuoca
- Sterling Salt
- Ward Baking Co.
- Ralston
- Rival Dog Food
- Windex

**ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.**

**REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY**
Radio-TV Excluded from Ike Pool
(Continued from page 29)

voice interviews. There should be a television cameraman in addition to newswear camera men since techniques here differ markedly too.

Realizing that millions will be carrying more passengers but believe interest of American people in getting full report on trip will compel any network to cover this as long as the safety of the President-elect is not jeopardized.

Mr. Seavey wired Mr. Hagerty as follows:

Radio Correspondents Assn. respectfully protests unprecedented details desired by General TV pool correspondent.

Signed this protest with Mr. Seavey, who represented MBS, were Richard Harkness, NBC; Willard F. Shade, CBS; and Martin A. Moore, ABC.

Mr. Bormann sent the following protest to Mr. Hagerty on behalf of the radio-TV correspondents group.

This office has been advised that radio and television newsmen will be excluded from the group that will travel with Ike to Korea. We understand that the press and newsmen will accompany the General and report his trip on their own account. If in such a case, the NARDN respectfully reminds the General that this would appear to be discriminatory to an alarming degree.

We urge you to point out to the General that through this omission of radio and television, he will in effect be turning his back on millions of radio listeners and television viewers. Please present these representatives as strongly as possible, urging reconsideration of present plans.

ABC President Robert E. Kintner sent the following telegram to Gen. Eisenhower:

We note with great concern the reports that television and radio representatives of the two largest mass news media -radio and television—have been omitted from the pooled news coverage of your Korean trip. Confident that this is an oversight in plans, we respectfully request that you consider this omission as far as possible due to the safety of the President-elect.
Highest rated daytime TV show you can buy

The Kate Smith Hour
4 to 5 p.m., EST

To reach and sell the women of America, you should have these advantages—Kate Smith's exclusive advantages:

1. A rating that's still climbing. Compare this October's 12.2 to last October's 11.5*.
2. Reaches more homes than any other daytime TV show*.
3. Twice the sales effectiveness, per dollar spent, of the average TV show. (NBC's study, "TV Today.").
4. No network competition.
5. Big 57-station live network.
6. A merchandising natural. NBC's Merchandising service will help you capitalize at the point of sale on Kate's famous name and faithful following.
7. Demonstrated selling success with these famous advertisers represented now: Procter & Gamble, James Lees, Nescafe, Doeskin, Block Drug, Johnson and Johnson, Pillsbury, Gerber, Penick and Ford, Minute Maid, Simoniz, Knomark, Glidden, Toni.

Add the inherent advantages of television—action, product demonstration, personal selling—and you have the most assured advertising buy you can make in the lucrative women’s market.

*Nielsen October (Average Audience)
Lesson learned! Everyone should know by now that radio is the best way to chalk up sales in Los Angeles. It's a principle you'll profit by. 

*Because 99% of all homes in metropolitan Los Angeles are radio homes.*

Reducing this factor to an even simpler form, we know that for every TV set owned in Los Angeles, there are nearly 4 radios. Radio's at the head of the class. And for the first half of this year, KNX made the grade far better than all other
Los Angeles radio stations, winning 42.7% more quarter-hour firsts than all these stations combined. At night, too, when TV viewing hits its highest mark, KNX delivers more families than the average of all TV stations... at less than 1/2 cost!*

Lesson learned? Let's go over it once again: In Los Angeles, radio reaches just 1% less than everybody! And your best sales primer in Southern California is 50,000-watt KNX... the most listened-to station in Los Angeles. Class dismissed.

*Class A one-minute announcements
Each sales unit will consist of an account supervisor and one or more account executives, and each client, agency and prospect will be served by a unit.

"More and more," Mr. Herbert said, "radio and television are being bought and sold as complementary media. Many advertisers recognize that they must use both media to achieve the most effective and comprehensive coverage. Our new sales organization will enable us to serve the immediate needs of such advertisers more efficiently and also will enlarge the scope of our service in participating with all advertisers and their agencies in forward planning for sales, distribution and merchandising."

Mr. Frey, taking over as vice president and sales director for both radio and TV, has been with NBC since WEAf (now WNbc) New York was purchased by RCA in 1926, and before that was with the station for two years under AT&T ownership. He served RCA-NBC first in engineering and promotion, switched to NBC sales in 1929, rose to sales service manager in 1940, later became eastern sales manager, and, in November 1949, when TV and radio network operations were separated, was named director of TV sales.

Joined NBC in 1938

Mr. Scott, new administrative sales manager, joined NBC in 1938 in sales, became eastern sales manager in 1949, and advanced to the post of New York radio network sales manager in February 1951. He formerly served in the sales department of Hearst Radio Inc., and, before that, was on the advertising staff of the Daily Oklahoman and Times.

Mr. Hitz, moving into the Central Sales Div. management, has been with NBC since 1928, serving variously as salesman, head of the Philadelphia sales office, assistant to the vice president in charge of sales, assistant manager of eastern network sales, assistant director of network sales, and manager of the Eastern Sales Div. for the TV network.

Mr. Lanigan, assuming the Eastern Sales Div. management, has been vice president in charge of TV sales for ABC since last February. He was a specialist in consumer advertising for Time magazine for three years before joining ABC, and also had served previously with Eureka Williams Corp., Good Housekeeping and the Reynolds & Fitzgerald firm of newspaper representatives.

Mr. Williams, heading the Western Sales Div., joined NBC's research staff in 1936, transferring later to the Radio Recording Div. He was named manager of TV sales for NBC's Western Div. in October 1950 after service as assistant to the director of television sales for the network.

Dodge's Background

Mr. Dodge, head of the Merchandising Div., has been with NBC since 1951. He formerly was with American Weekly Magazine and Puck—The Comic Weekly for 15 years in addition to service as general sales manager for Harriet Hubbard Ayer Co.; general sales manager and assistant to the president of Moto Meter Gauge & Equipment Corp. of Toledo; sales vice president of J. C. Heertz Co. of New Haven, Conn.; executive vice president and general manager of Dictograph Products, and account executive for two agencies: McManus Inc., Detroit, and Lambert & Feasly, New York.

Mr. MacGovern, heading the new Sales Development & Services Div., gained broad experience in the research, marketing, account executive, and administrative fields with BBDO, Campbell-Ewald Co., and MacFarland, Averyard & Co. agencies before moving to NBC in 1949 as a rate supervisor in the finance division. He was appointed director of sales planning for the radio network in 1950 and later was given additional responsibilities as administrative assistant to the vice president in charge of radio network sales.

New RTMA Committee

A NEW Electronic Application Committee has been formed by Radio-Television Mfrs. Assn. to collect and disseminate information on design, manufacture and installation of electronic gear as an aid to improved military apparatus. Chairman of the group is Lewis M. Clement, Crosley Div.
In England, in the 18th century, people were taught to write on "sand tables." Novices practised on the sand surface; the two boards were used as "erasers."

Though we live in one of the world's most literate nations, people must still be taught to write, to read, to add or subtract.

But they never need be taught to listen.

That's why radio is and always will be such a potent medium of communication, of education, of advertising.

And because Westinghouse radio stations believe in making programs listenable...first, last and always...they continue to increase their audiences in six leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.

Advertisers needn't be taught that these audiences comprise a substantial slice of the country's purchasing power!

WESTINGHOUSE RADIO STATIONS Inc

WBZ WBZA KYW KDKA

WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
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**DECEMBER 1952**

**NATIONWIDE**

**Television Listings**: Including motions in order: Sponsor, name of program, sponsor's telephone number, and network affiliation, no automated repeat performances. Time EST.

**ABC**

- **5:30-6:00 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **6:00-6:30 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **6:30-7:00 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **7:00-7:30 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **7:30-8:00 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
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- **10:00-10:30 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **10:30-11:00 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)
- **11:00-11:30 a.m.**: M.P. History-Vac Camp, The John Darrow Show (ABC)

**CBS**

- **5:00-5:30 a.m.**: B.G. History-Vac Camp, The John Darrow Show (CBS)
- **5:30-6:00 a.m.**: B.G. History-Vac Camp, The John Darrow Show (CBS)
- **6:00-6:30 a.m.**: B.G. History-Vac Camp, The John Darrow Show (CBS)
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**BROADCASTING**

- **November 24, 1952**

**TELECASTING**
Top Coverage
...for bigger Western sales!

**NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!**

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network...or any other medium of advertising.

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent by consumers on the Pacific Coast in 1953! Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.
Early Hill Deliberations Are Underway

A JOINT Congressional Committee on Defense Production last week started wrestling with wage-price controls, legislation for which has been pushed intimately on the welfare of broadcasters, set-makers and advertisers alike.

At the same time, Economic Stabilizer Roger Putnam promised Radio-TV News Assn. (RTMA) he would review Office of Price Stabilization (OPS) action recontrolling radio, TV and phonograph parts and components.

Extensive hearings on control legislation were promised last week by Sen. Homer E. Capehart (R-Colo.) to be chairman of the Senate Banking & Currency Committee in the 83d Congress. He tentatively set Feb. 1 as deadline for hearings and April 1 for floor debate. Controls expire April 30.

Under the Defense Production Act, enacted after the Korean war started, restrictions were invoked on installation purchases of radio-TV receivers (now suspended but retained on a standby basis). But there is provided relief in advertising and other allowances to manufacturers under the Capehart amendment. Relief formulas also are in controlled critical materials used in station construction and receiver output.

Broadcasters and manufacturers receive quotas of steel, copper, aluminum and other metals under the Controlled Materials Plan, which faces serious study after January.

Set Price Controls

Production control law also governs price ceilings on radio-TV receivers and other components and components which OPS recently recontrolled. OPS noted the increase in defense purchases and spread of components output to other than the electronics field.

When OPS reimposed component controls, RTMA took the issue to the Economic Stabilization Administration under Mr. Putnam, charging the recontrol order was "arbitrary and capricious" [BT, Nov. 3, Oct. 27].

In a letter last week to A. D. Plamondon Jr., RTMA president and board chairman, and James Secrest, RTMA executive vice president, Mr. Putnam acknowledged the association's original protest to OPS and a subsequent appeal to the Economic Stabilization Agency (ESA). He said he is studying them and "discussing with OPS the considerations which they have given to the problem. On the conclusion of this investigation, I shall communicate with you."

RTMA's efforts to reverse the order were reviewed last week by its Parts Division Committee and Tube Div. in quarterly group meetings held in Chicago and New York (see separate story).

What sort of legislation may come out of the 83d Congress was anybody's guess is the speculation that, as long as the Korean war continues, provision will be made for at least standby

BROADCASTING • Telecasting


MANPOWER CURE

Presented by Cotton

SIMPLIFICATION of electronic equipment and special inducements for technicians to enlist in the armed services have been offered as two solutions to the manpower problem facing the electronics industry.

The recommendations were given by Richards W. Cotton, chairman of the Electronics Production Board, in addressing the Armed Forces Communications Assn. of Boston in that city Nov. 14.

Mr. Cotton said the problem was a shortage of experienced engineers and an inability of the armed services to keep trained technicians. Engineering shortage will continue for several years, he predicted.

Mr. Cotton, who also heads up National Production Authority's Electronics Div., said production of military electronic products reached over $200 million last month, although 95% of the items was newly designed. He urged the armed forces to simplify equipment.

The government official lauded the industry for speeding in-plant training programs for student and junior engineers.

COMM. EMPLOYMENT

New Post-War Peak in Aug.

EMPLOYMENT in the communication equipment manufacturing industry moved upward in August to a post-war peak of 488,200 persons, according to the Bureau of Employment Security, Labor Dept. Based on a survey of 369 factories, the bureau found the increase was due to rising demand for TV sets and equipment for new TV stations, along with increasing defense requirements.

The bureau foresees "a fertile market for equipment firms for at least the next three years. A natural consequence of such new construction is the increased demand for TV receiving sets."

YEAR-long pact for some $500,000 worth of time is arranged by (1 to r) Bernard Weinberg, pres., Milton Weinberg Adv., L. A.; Klaus Lansberg, KTLA (TV) Los Angeles gen. mgr., and Fred Haliparn, of Jim Clinton Clothing Co., menswear stores.


AT Planters' Nut & Chocolate Co.'s, signing for Don Let's Lucky U Ranch, are (1 to r) Raymond R. Morgan, of Hollywood agency bearing his name; Betty Taylor, singing star, and Harry Guppy, Planters' Western Div.

NEW Jersey Natural Gas. Co. sponsors 10 high school grid games on WLAW AM-FM Asbury Park, N. J. At signing are (1 to r) station's Richard E. Lewis, announcer, and Ed Gorman, sportscaster; Dan Williams, gas company's sls. mgr., and Herbert Liesentrart, station's time salesman.

ON the dotted line...

JOHN H. HICKS (c), ad mgr., Burris Feed Mills, signs for quarter-hour Mon-Fri. show on KRLD Dallas, W. A. Roberts (l), KRLD ass't. gen. mgr., for sales, and J. Earl Goss, acct. exec., Rowland Broile Adv., are witnesses to signing of contract.
Speed Record?
EDITOR:

Voters numbering 17,965 in the 21 election districts of Rome (population 41,880) voted for a Presidential candidate Nov. 4, the polls closing at 9 p.m.

WRUN, in cooperation with its affiliate newspapers, the Rome Daily Sentinel, announced at 9:06 that evening that Eisenhower was sweeping Rome and at 9:12, (12 minutes after the voting machines closed), the vote was Eisenhower 10,242, Stevenson, 7,678.

WRUN and the Sentinel reported the Rome result to the AP at 9:15, making it the 44th time in the past 52 years that the Rome results were the first to be reported in New York state.

The combination of radio and newspaper working together in the public interest is unbelievable. We wonder if any station, reporting for a city of comparable size was quicker with complete Presidential results?

Fritz S. Updike
General Manager
Rome Sentinel Co.
Rome, N. Y.

* * *

Operator Rules
EDITOR:

I recall that at one time your magazine made the comment that you had said all you intended [to say] on the proposed technical operator rule changes requested of the FCC. I have neither seen nor heard anything further on these changes and believe that a straightforward news story on its current status would be of interest to broadcasters.

W. E. Bradford
Manager
KSST Sulphur Springs,
Tex.

[EDITOR'S NOTE: B-T did have to call a halt to further comment on this subject in Open Moya, but has by no means quit reporting developments in its news column.]

* * *

Loyal Opposition
EDITOR:

Your editorial, "Loyal Opposition" (B-T, Nov. 17) is a truly fine expression of real democratic thinking. Without a doubt, radio and television could add to their great public service records through some sort of arrangement whereby the party-out-of-power would have a voice.

I am enough of a partisan of democracy to wish that the plan could be followed through without resorting to the purchase of time. Come the day that the Republican Party is replaced in the White House with another Democratic administration, the idea could be carried forward for the benefit of the Republican point of view.

Julian N. Jablin
PR Assoc.
New York

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Liberia or Bust
EDITOR:

I read, with a great deal of interest, your article about the WWVA Wheeling, W. Va. coverage in Eskimo territory (Nov. 3). Do they think that's distance? Well, get a load of this!

WGBS received a letter from West Africa, more than 2,000 miles farther away, as follows: "Thought you might be interested to know that I listened to the Miami-VMI game this a.m. with very clear reception from your station. I am a resident of Miami and it was a nice feeling to hear my town station broadcast over 5,000 miles away." The letter was signed by Wilmer Wahl and postmarked Baffo Bay, Liberia, West Africa.

Frank Riordan
Commercial Manager
WGBS Miami

* * *

Uhf Forecast
EDITOR:

We have received replies from some of the top manufacturers which indicate that better than 50,000 all-wave television sets and converters will be delivered in our primary market before Christmas. With figures from many of the top manufacturers still missing and with the community antennas in this area, WHUM-TV in the primary market can claim better than 100,000 families who will be able to receive Ch. 61 by the first of the year.

Jack Schuler
Operations Manager
WHUM-TV Reading, Pa.

[EDITOR'S NOTE: Since interest in the development of uhf stations is so high, B-T thought Mr. Schuler's predictions of set distribution worth passing on. WHUM-TV is not scheduled to begin operation until December.]

Caw, Caw
EDITOR:

The campaign just closed does seem to indicate . . . that the editors of the nation's papers were far and away ahead of the radio commentators and news analysts.
on predicting the result of the election. In short, I think you will agree that the one outstanding poll, indeed the only one that had any merit, was the [David] Lawrence poll of the editors. His poll pretty closely forecast what did happen.

The radio boys, on the other hand, at least as far as the Broadcasting • Telecasting • poll indicates, were very far off the lot. So I say to you that the members of the press have indeed scored one on the members of the radio. And to you, Mr. Editor, I also say that it's indeed up to Broadcasting • Telecasting, as pollster, to eat a little crow. Brice yourself now, ol' boy, unless you've got some good explanation as to how the newscasters who participated in your poll got so far off the track. And were they off the track—or something!

J. F. Clagett
Attorney at Law
Washington 5, D. C.

(editor's note: B.F. does not think that crow is on its menu, since the predictions it reported were not its own but those of leading radio-TV newsmen. For the majority of them, however, crow may be in order—if there is enough left to go around.)

* * *

Tall Tale From Texas

EDITOR:

Out of curiosity we have analyzed the effective antenna heights authorized in the first 83 commercial television construction permits which have been granted by the FCC since the freeze. We were primarily concerned over the effect on air traffic and while at first glance it may seem that consideration of effective height would give an erroneous indication, further reflection will show that air navigation is concerned over height above average terrain.

In analyzing the antenna heights on a percentage basis, we find that 50% of the grants were for effective antenna heights of over 1,050 feet. Of the 61 uhf grants, 50% were for effective antenna heights of over 900 feet. Of the combined vhf and uhf grants, 50% were for effective antenna heights in excess of 600 feet and 20% were for effective antenna heights of over 1,000 feet.

As proponents of tall towers for the television service, we were gratified to note this trend to tall antennas.

J. G. Routree,
A. Earl Culham Jr.,
Consulting Radio Engineers
Dallas, Tex.

MGM RECORDS, Culver City, to release an album from the soundtrack of 20th Century-Fox feature film, "Stars and Stripes Forever," marking first time firm has used soundtrack from other than MGM feature film.

CECIL B. HOSKINS (l), general manager, WWNC Asheville, N. C., looks on as James M. Lorick (c), WWNC control room supervisor, receives a 25-year service pin from Don S. Eliot, president of Asheville Citizen-Times Co., licensee of WWNC.

TV FACES TEST

McMahans Test Ad Men

TELEVISION will face its most critical test as an advertising medium during the next 12 months, Harry McMahan, president of Five Star Productions, predicted last Monday at the Hollywood Ad Club's meeting in the Hollywood Roosevelt Hotel.

Declaring that many advertisers will desert TV and return to other media, he added: "They are demanding 'harder sell' from their agencies to increase tangible returns from video."

"Changing economic conditions are forcing appliance manufacturers and others to roll up their sleeves and go to work for the first time in 12 years. This will force TV into its first great test of strength," he continued.

The imitative formulas of commercials have lessened the impact on TV advertising, he said. Viewers are developing "fatigue response" to the novel jingles, cartoons and camera tricks and now demand believability, Mr. McMahan said.

Monotony Decried

"Certain industries are damaging their efforts in video advertising by use of highly similar commercials," Mr. McMahan reported. "For example, in some markets 20 breweries are using TV commercials with almost identical scenes."

The trend to filmed programs and commercials continues, according to Mr. McMahan's surveys, but increasing costs of production are placing many advertisers in the arms of the law of diminishing returns, he concluded.

Emil Schaeffer

EMIL SCHAFFER, 64, designer of radio towers, died last Monday at St. Elizabeth Hospital, Elizabeth, N. J., after a two-week illness. He was chief of the tower fabricating division of the Elizabeth Iron Works. During World War II he designed radio towers for the Navy. Surviving are his wife and a daughter.

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New Business
(Continued from page 16)

count executives are HARRY L. MERRICK and WILLIAM B. MULLETT. UPHOLSTERY LEATHER GROUP Inc. names J. Walter Thompson Co., N. Y., as its advertising and public relations counsel.


DOWNTOWN FARMERS MARKET & AUCTION. Downingtown, Pa., appoints Weightman Inc., Phila. Radio and TV are being used.

CALIFORNIA THERAPY EQUIPMENT Co., L. A. (Dri-Aire lamp), and KLEIN MORTGAGE Co., that city, appoint Mayers Co., that city. Former firm has scheduled live TV spot announcements in San Francisco, San Diego and Los Angeles.

Adpeople

D. T. BUCHANAN appointed manager of advertising and sales promotion, Goodyear Tire & Rubber Co., Akron, Ohio. G. G. CARTWRIGHT named advertising manager of firm's general products department and H. F. COOK assumes similar duties in tire department.

WILMORE H. MILLER, vice president of the Toni Co., div. of Gillette Co., Chicago, and manager of company's advertising and brand promo-

Also means...

GOOD MARKET
THAT'S FABULOUS FLINT

THE LARGEST GM PLANT CITY IN THE WORLD

Flint is the largest GM City in the world, and Flint wages are 32% ABOVE THE NATIONAL AVERAGE. Yes, Flint earns more — AND FLINT BUYS MORE! (Retail sales were $315,840,000.00 last year!)

The sales story in the rich Flint market is good ... and prospects for the future look EVEN BETTER; because an over-all half-billion expansion program is now in progress!

The Flint market is a big, rich market ... and STILL GROWING! Sell Flint through its FIRST STATION, WDF.

SLOANE INCIDENT

Differences between CBS and Allan Sloane, radio-TV freelance writer who also is listed in Red Channels and who has been notified by the network that it will accept no more scripts from him pending further notice, appeared still unresolved last week.

Mr. Sloane, who is suing Red Channels for $200,000 on charges of libel and defamation of character, has been preparing scripts for Lamp Unto My Feet (CBS-TV, Sun., 3:30 p.m.), a sustaining. His last story was to have been presented Nov. 9.

The writer said that several network officials told him that the decision not to buy additional scripts from him stemmed from pressure exerted by unidentified persons who had pointed out the inclusion of his name in Red Channels. Mr. Sloane contended that his anti-communist position is proved by his legal suit and his taking the initiative to clear his name.

He accused CBS of attempting to put him "under prejudicial trial" while he was engaged in his litigation against Red Channels. He noted that his suit in Supreme Court in New York may not come up for trial for another year because of congestion of the court's calendar.

"CBS should defend itself against violation of the principle that a man accused shall have the opportunity to know what he is accused of, know who is accusing him and face his accuser to answer the accusation," Mr. Sloane declared.

Network's Stand

Network officials denied that CBS was passing judgment in Mr. Sloane's case except to "take a look at the situation." They said that after full exploration of the matter the network may buy additional scripts from the writer, and that Mr. Sloane was one of several persons whose "acceptability" by some segments of the network audience was being examined.

Though the officials cited no specific criticism against Mr. Sloane, it has been reported that an anti-communist group in upstate New York has been protesting to networks against hiring persons cited in Red Channels. It is said to have threatened to boycott products of sponsors if its recommendations are not followed. Lamp Unto My Feet, however, is not sponsored.

The Sloane incident prompted a letter from the Radio Writers Guild to the network, asking for a meeting to explore the question of "blacklisting" of writers because of "unacceptability" resulting from threats of boycotts from certain groups.

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Has America enough POWER?

The U.S. today uses twice as much electricity as before World War II. Is there enough for defense, for civilian needs and for such giant jobs as A-bomb manufacture? Here's how the electric light and power companies are meeting — and staying ahead of — these huge needs.

NO JOB TOO BIG. Some people say that the really big electric power projects are jobs only the government can handle. The facts disprove this. Five local electric companies have offered to develop all additional power available at Niagara Falls with a giant new power plant. Five other business-managed companies are completing one of the largest single power plants ever built at one
time—a project that will supply power to the new A-bomb plant at Paducah, Ky. Fifteen companies are ready to handle an even greater project for the Atomic Energy Commission. The electric light and power companies are ready and able to do the nation's power job — and they can save you and other taxpayers many millions of dollars by doing it!

PLENTY OF POWER. The electric companies have kept pace with the fast-growing demands for power. These companies met the unprecedented needs of World War II. And now, in the midst of their greatest expansion program, they have already doubled that wartime supply! The only real shortages of electricity are in countries where national governments control the power industry.

ERA OF TEAMWORK. The electric companies, where there is no interference from the federal government, work together with municipally-owned power systems and farm electric groups. Electric companies' rates and earnings, of course, are closely regulated by state commissions or local authorities. However, federal electric projects are not subject to such regulation.

Important strides have been made by electric light and power companies in meeting the nation's huge power needs. The companies' record of performance shows the fallacy of arguments advanced by those who want the federal government to take over more and more of the electric business. This brief report is brought to you by America's ELECTRIC LIGHT AND POWER COMPANIES*.

*Names on request from this magazine

LISTEN TO CORLISS ARCHER—new time effective October 3rd—Fridays, 9:30 P. M., E. S. T.—ABC Network
Strictly Business
(Continued from page 18)

1946. Eastern friends in film distribution and theatre exhibition stimulated his interest along these lines. Leaving interior decorating which he entered from the textile business, he spent the next three and a half years learning motion picture production.

This took place at Monogram Productions Inc. (now Allied Artists), where his brother, Steve Broidy, was on the way to his current position as president. Jobs as errand boy, general production assistant and assistant studio manager led Mr. Broidy into independent motion picture production.

At this time he was associated with Lindsay Parsons, who since has added video film production to features.

Since forming William F. Broidy Productions in 1950 to film programs for television, he keeps his hand in by turning out three to five full-length features yearly in his “spare time” for release through Allied Artists.

But emphasis is definitely on video, because “invisibly, our industry must replace, in terms of mass entertainment, the theatrical motion picture industry as we have known it during the past 40 years,” according to Mr. Broidy.

“It is not a responsibility we can shrug off lightly, but must be approached with deadly seriousness, to provide maximum mass entertainment, at moderate costs, and in good taste, so that our fare consistently will be welcomed into the living rooms of America,” he continues.

Believing television, to grow, must depend upon films “to a degree far beyond our fondest dreams,” he also feels “Hollywood is destined to become the actual center of video film activities and TV’s tremendous cellulosidal appetite will tax the production capacity of not merely eight major studios, but 30 to 60 majors, when and as they come into existence.”

Produced ‘Hickok’ Films

In the past two and a half years, he has produced Wild Bill Hickok, half-hour TV film series starring Guy Madison and Andy Devine, for Kellogg Co. Currently in production on Phantom Pirate, new half-hour video series in color starring Robert Stack, Mr. Broidy’s filming schedule has been augmented by recent formation of Vixapix Corp. [9/7, Nov. 3]. It will syndicate film produced by Mr. Broidy, besides that from other sources. He has scheduled Case History and Trail Blazers as the first two series under the Vixapix banner.

Mr. Broidy grew up in Chelsea, Mass., where he was one of four children. He soon learned from his textile manufacturer father that business is “for keeps.” Illness cut short his studies at Northeastern U. in Boston and precipitated his entry into textiles.

He married the former Frances Rubin of Chelsea in 1947. They live in the Toluca Lake area of North Hollywood with two children, Leah Lynn, 4, and Julia, 8 months.

His business leaves Mr. Broidy little time for hobbies, but he is active in several civic organizations. He is a member of the Alliance of Television Film Producers.

Lounsberry Renamed Chmn.

I. R. Lounsberry, WGR Buf-
falo, was reelected chairman of the CBS Station Advisory Board and Hulbert Taft Jr., WKRC-AM-TV-FM Cincinnati, was elected secretary at a meeting in Los Angeles Nov. 14 in conjunction with the dedication of the new CBS Television city.

The committee instructed Messrs. Lounsberry and Taft to confer with representatives of the emergency rate committee, originated last summer and headed by John Fetzer, WKZO-AM-TV Kalamazoo, prior to the end of the year in the hope of merging into a single affiliated organization. It is understood that the committee also agreed to pay off its way at all future sessions.

WRITE FOR DETAILS

Erie’s ABC affiliate with top Hooper ratings and merchandising assistance, plus, invites your inquiries.


National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVM-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.

ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

In Erie it’s WIKK

ERIE, PA. - 5,000 WATTS

5,000 WATTS

ABC IN ERIE

ERICA, PA.

by WIKK

WRITE FOR DETAILS

Erie’s ABC affiliate with top Hooper ratings and merchandising assistance, plus, invites your inquiries.

* RADIO
* TV
* NEWSPAPER

LAMB

Enterprises INC.


National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVM-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.

ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

TOP CANADA SHOWS

Six of U. S. Origin

FOUR Canadian and six U. S. programs shared honors as top 10 evening network shows in Canada in October, according to national ratings report of Elliott-Haynes Ltd., Toronto. First is Edgar Bergen Show, rated 20.3, followed by Amos ‘n’ Andy 24.6, Radio Theatre 23.6, Our Miss Brooks 22.1, Your Host (Canadian) 17.6, Great Gildersleeve 17.4, Treasure Trail (Canadian) 16.9, NHL Hockey (Canadian) 15.7, and Share the Wealth (Canadian) 15.3.


How safe is work in a big steel plant?

Each year the Metals Section of the National Safety Council gives awards to industrial plants with the best safety records. In the contest that ended on June 30 of this year, this company's plant at Bethlehem, Pa., for the third time in a row, won first place in safety in competition with all the largest steel plants of America.

Eighteen other Bethlehem operations — including steel plants, manufacturing plants and fabricating works — won safety awards and certificates in the same contest.

Just how safe is a big steel plant like the one at Bethlehem?

The Bethlehem Plant won the top award with an accident frequency rate of 0.85. That figures out to one accident in 1,180,000 man-hours of work. If the span of life were long enough, the average man could work in a plant with so good a safety record for 600 years without losing one day's time through an accident.

Where is an employee of such a plant safer — at work, or off the job? During the twelve months of the contest, the 23,000 employees of the Bethlehem Plant had 8.57 times as many injuries while off the job as while working in the plant. Nearly nine accidents while at home or driving the family car, for each accident while at work!

There is a special reason why we at Bethlehem Steel get such satisfaction out of this award.

The steel industry was a pioneer in organized accident-prevention work. Its safety standards are high. The Bethlehem Plant has once more won top safety honors in an industry that is one of the leaders in what it has accomplished to help employees do their work the safe way.
DIFFERENT STATIONS

**TOLEDO**

Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want more than their share of the Toledo market, get on WSPD.

**WHEELING**

Blanketing the industrial heart of America, WWVA brings big results. Four announcements from Wheeling's far-reaching, 50,000 watt station pulled 11,300 mail replies from 25 states. CBS in Wheeling, WWVA is a natural for better coverage and eye-opening sales results.

**MIAMI**

Florida's "spendingest" market is blanketed by WGBS, Miami's only 50,000 watt outlet. Its CBS programming reaches a whopping 8 million dollar trading area. Within listening distance are 790,000 people... over a quarter of Florida's total population plus 400,000 Winter vacationers.

**DETROIT**

Tigers and Baseball and Detroit and WJBK all go round together. It's Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJBK.

**CINCINNATI**

Progressive Cincinnati buys by WSAI, basic ABC station, broadcasting better programs on a full-time regional channel. WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.

**FAIRMONT**

The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm or urban products, WMMN will carry your sales message to the people who buy.

**ATLANTA**

For the best bet in Atlanta's giant market, put your dollar on WAGA. A recent 12-month Pulse survey showed 22% of home listeners tune in WAGA... PLUS a majority of out-of-home listeners. With primary coverage over a million in 20 counties, and listeners in 109 counties, WAGA is your buy.
KEYL-TV
SAN ANTONIO, TEXAS
THREE networks, ONE station... KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV
DETROIT, MICH.
Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV
ATLANTA, GA.
Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over 6 times their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV
TOLEDO, OHIO
Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.

Does your product need a climate that's hot... or cold? Should the market be urban or rural... large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully!

In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS... stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O. • WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Hollywood's New Look

A VISIT to the West Coast demolishes any notion that Hollywood is giving up the ghost in program originations. Television is Hollywood's No. 1 business. Just about every other establishment seems to have relationship to newspapers in Los Angeles are loaded with TV news.

Last week CBS dedicated its new Television City project involving an estimated $12 million initial investment. It was a year-and-a-half in construction earlier NBC dedicated its new TV plant—rushed to completion in about six months. Both networks have diverted their mid-town Hollywood studios to radio production exclusively.

Each of these new plants is simply the first installment. Provision has been made for six or eight-fold studio expansion. The CBS plant is now about double the size of NBC's. But NBC has 38 acres in which to build. And CBS has the Gilmore baseball stadium, immediately adjacent to its new Gargantuan structure—in essence, a movie lot tailored to television's requirements. It is vast beyond description.

ABC's plant—the former Vitagraph lot—will undergo modernization and further expansion when that network is fused with United. Peabody Theatres, now confidently expected in view of the Resnick initial decision to the FCC recommending approval. Mutual has its own elaborate studios through its Don Lee Network division. And Dumont has its potential production capacity through its affiliate, KTVM (TV).

Hollywood, it is evident, is in television production for keeps. But it is broadcaster-controlled production—not motion picture. These developments contain confidence not only in the broadcast media, but in the stability of our national economy.

Yet it shouldn't be all New York and Hollywood. More and more new facilities, with capacity for program originations, both network and recorded, are being built. They're now in San Francisco, Philadelphia, Chicago, Baltimore, Washington and Miami. Considerable development has been made in the so-called non-originating centers. With modern relay facilities and adequate production capacity, there's no reason why more programs should not be originated at such points. In radio, everything but Hollywood and New York were written off early. There are great opportunities for diversification ahead in both TV and radio.

Not For Granted

LAST WEEK this journal published an advertisement that featured a George Price cartoon of an eager performer flying, unassisted, above the desk of a bored booking agent who yawned: "Bird imitations...that's all you can do?"

The copy beneath said: "Oddly enough, some people take extraordinary things for granted. Like radio, for instance. Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising."

This was the conclusion of three ads which were prepared and placed by the advertising committee of Broadcast Advertising Bureau in the New York Times, New York Post, New York Daily, the New York World Telegram, Wall Street Journal and a number of trade publications. They also were placed in an unknown but pre-

sumably substantial number of other newspapers by more than 100 stations which ordered mats from BAB.

A couple of months ago, when the first ad in the series appeared, a few broadcasters complained that BAB should not be spending money in newspapers when it had at its command the facilities of radio. It seems to us that these complaints were not well reasoned.

In the big sell-radio drive it has conducted this year, BAB has used the facilities of radio to good advantage. Its entire membership plus some 450 non-member stations have been provided with both transcribed spots and scripts for live delivery which carry out the same themes of the newspaper ads. The newspaper campaign was only part of the total effort and as such was entirely successful.

Louis Hausman, CBS Radio administrative vice president who directed the production and placement of the campaign, his committee and the management of BAB deserve the thanks of broadcasters for doing a splendid job on a budget which can only be described as meager, at least in comparison with the resources that the rival Bureau of Advertising of the American Newspaper Publishers Assn. calls upon.

As the last ad of the BAB series said, some people take extraordinary things for granted. We hope this won't be so in the case of the BAB campaign.

The Labor Lesson

LABOR was taught a lesson in the elections. The question now is whether that lesson was learned—not only by labor, but by management.

The lesson taught was that there is no bloc-labor vote. In the sanctity of the voting booth, the working man couldn't be checked-off, or strong-armed. The citizen thinks for himself under such circumstances.

The Eisenhower Administration, because of the all-out campaign of labor for the opposition, isn't beholden to labor leadership. Thus, it's presumed that in making his appointments to labor-related positions, the Eisenhower President will see to it that both sides—labor and management—get a fair shake. Herefore, there's little question that boards and panels have been able to wield a mighty influence in favor of labor. In the broadcast field, labor has become a constantly worsening problem. In television, now gradually spreading its wings to nation-wide proportions, there are several score unions jockeying for recognition. These unions hit the big markets first, but they are now permeating the secondaries. Strikes have been called on slightest provocation, and employers have scar ed easily because of uncertainty about their fate before Washington tribunals. Today union is pitted against union, with the broadcast media caught in the riptide.

No owner or operator should be so brash as to hope that the pendulum will swing all the way back to the pre-New Deal era. It won't. The news has been sold.

It will be middle-of-the-road. And that should mean that those mutual benefits derived both by management and labor will be retained.

It would be unfortunate if ownership and management could not accept the Eisenhower sweep as a repudiation of labor unions. It wasn't that, but it was very definitely an overwhelming defeat for those who would have labor control government.

It means that the likes of James C. Petrillo won't be wielding the baton on the White House steps during the next four years.

(Continued on page 68)

STANLEY GERALD BREYER

A LITTLE over two years ago, the broadcast advertising world was jolted by an earthquake that originated in a city famed for its tremors in the past.

The quake took the form of a paid advertisement inserted in BROADCASTING • TELECASTING by Stanley G. Breyer, sales manager of KJBS San Francisco. In this advertisement Mr. Breyer called attention to the confusion in audience rating services and he proposed a showdown.

This brief gesture proved to be the quake that was felt around the media world. Advertisers, agency executives, media people, research specialists—all responded quickly to the commercial temblor. The excitement hasn't yet subsided, but the early roars have now taken the form of quiet and orderly studies into the whys, ifs, wherefores and what-do-you-knows of radio and television audience measurements.

The job had to be done by someone. Stanley Breyer isn't the extrovert type who hunts for spotlight headlines, but he saw a situation that needed to be corrected and did something about it. Two years later, at an NARTD district meeting, he set off another tremor of a less spectacular sort by proposing that broadcasters sign an anti-rate cutting memorandum assuring timebuyers that all are paying the same rates for the same schedule.

In both cases the remedies for obviously difficult situations were relatively simple. For the research confusion he proposed practical field studies designed to reveal true values of each technique, with the hope that a satisfactory common denominator might develop. For the rate-cutting epidemic he suggested a simple pledge to treat all customers alike.

Around San Francisco Mr. Breyer has quite a reputation as a salesman. Here again his technique is simple—a combination of patience, efficiency and energy. He sets a pace that sales and office personnel often find too swift for regular purposes but no one has yet been able to prove that the less dynamic among them resort to despondency by day and sedatives by night.

In any case, Mr. Breyer's enthusiasm is felt all around the office, which consumes a minimum of nine hours out of his normal day. In a prominent niche of the KJBS headquarters is a large and heavily-loaded file cabinet devoted to the mass of unsolicited correspondence that grew out of his proposal to settle the research confusion. The letters came from all parts of the nation and from major figures.
Right Combination

Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—Memphis No. 1 Station. It means listener-confidence that clicks for advertisers, year after year. Today, the audience is greater than ever before and the cost is 10.1% LESS per thousand listeners than in 1946.

WREC
MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS
From where I sit
by Joe Marsh

Going ... Going ...
Almost Gone

Granny Robinson put on quite a show the other night at the White Elephant auction at the Women's Club.

Towards the end of the evening, she had the ladies battling for anything she put up. "What am I bid for this woman's lovely black coat here—good as new? Who'll say ten dollars?" she asked.

Granny held the coat up, and commenced describing the lining, sleeves, buttons—really "selling hard." Then, suddenly, she took a close look and blurted out "Land sakes, no more bidding please—this is my coat!"

From where I sit, what almost happened to Granny was good for a laugh, but sometimes when people "get carried away" with their own talk it's not so funny. I prefer a glass of temperate beer while listening to my favorite radio program—you may like soda pop—or cider. I suggest we hold on to our personal opinions—and believe in them—but take a good close look at them before we try to "sell" them to our neighbor!

Joe Marsh

Copyright, 1952, United States Brewers Foundation
Ace newscasters praise AP NEWS

"WKRC Newscasts are #1 preference in Cincinnati"

Tom McCarthy,
News Director,
WKRC,
Cincinnati, O.

"AP enables me to speak with confidence and authority"

Dee D. Denver, Jr.,
Newscaster,
KFEQ,
St. Joseph, Mo.

"My AP newscasts have enjoyed top Hooper ratings for years. One of our sponsors, Farm and Home Center, says its 6 AP newscasts per week over WKRC are an important factor in both its city and rural advertising. It says AP news is as vital as electricity on a farm."

"AP news is definitely a prestige program because it is accurate, factual and fast. I use AP news every morning to sell M.F.A. Feeds to farmers on behalf of The Missouri Farmers Association. Mr. A. J. Loutch, Manager of the M.F.A. Cooperative Grain and Feed Company, tells me that his customers praise these AP newscasts as a real service to the farm area, and that AP is a permanent part of his advertising program. Revenue-wise, AP news does the job for KFEQ and all its sponsors."

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

Hundreds of the country's finest stations announce with pride
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.
No! No!
It's all in the Broadcast Yearbook

William Neilson, production manager, KING-TV Seattle, to KHQ-TV Spokane, as program director.
Leslie Gorall, director at ABC, New York, to WDSU-TV New Orleans, as TV director; Hube Weiss, program director at latter station, promoted to TV program director.
Don Hine, production administrator, KNXT (TV) Hollywood, appointed program manager, Bob Adams, assistant to station's program director, transferred to executive producer.
Lucian Davis, associate director, KNX Hollywood, shifts to CBS Radio, that city, as production coordinator.
Jack O'Mara, partner, John I. Ed- wards, partner, John I. Edwards, Hollywood, to KTTV (TV) that city, as director of merchandising and promotion.
Coleman Patterson, staff announcer, WPTF Raleigh, N. C., recalls to active duty with Air Force.
Robert L. Williams, transcription clerk there, has enlisted in same service.
Jack Snyder, KYOU Gecleye, Col., to KTRB Modesto, Calif.
Mike McDougal, WSB Atlanta announcer, inducted into U. S. Army and is stationed at Fort Jackson, S. C.
Les Tremayne, Hollywood radio actor, elected president of Hollywood Actors Guild. Paul Hersh, TV actor, is vice president; Carole Richards, radio singer, secretary, and Andy Eisen, TV motion picture actor, treasurer.
Ralph Menard, KXRJ Roseburg, Ore., to announcing staff, KCBQ San Diego.
Max Leib named musical director, WJR Detroit.
IVor McLaren to WTMJ-TV Milwau- kee, as producer-director.
Jack Kenaston, advertising and program manager, KTTV (TV) Hollywood, to KNDB (TV) that city, in same capacity.
Tom Rogstad, KING-TV Seattle producer, promoted to production manager.
Vic Ferrin, Hollywood radio-TV actor, assigned role in Paramount Pictures feature film, "Forever Female."
Connie Russell, New York TV singer, assigned role in Columbia Pictures feature film, "Here Comes the Showboat."
Joe Rockhold, farm director, WHO-TV Dayton, presented with Outstanding Achievement Award by executive committee of Ohio Safety Association because of fire safety he had on his program, The Farmer's Guide.
Ernie Lee, entertainer, WLW Cincinnati, to WHO-AM-TV Dayton, for daily simulcast in that city.
Barbara Margolin in advertising and promotion staff at NBC Chicago, as writer.
Ed Smith, announcer-engineer, KULC Ephrata, Wash., and more recently discharged from Armed Forces, to KLWN, Kansas, as announcer-engineer.
Neal Van Ellis, program manager, WJLE (TV) Dayton, and Phyllis McGuire, former vocalist on station's Coffee Club show, were married Sept. 27.
Edwin Bailey, director, NBC radio Truth or Consequences, father of boy, Nov. 13.
Jack Clark, announcer, EDS, San Francisco and Barbara McKnight Clark, member of station's program department, parents of boy, Leslie, Nov. 2.

News ...

Frank Bartone, assistant news editor at WBWM Chicago, named features editor. Tom Roch appointed assistant to news editor, Julian Bentley.
Joseph Kramer, KFV Wichita, Kan., to KREI St. Joseph, Mo., as head of news bureau; Ben Hubbard, KRL, Corvallis, Ore., and Frank Smith, KCLO Leavenworth, Kan., added to KREI news staff.
John Halvorson appointed news editor at KCBQ San Diego.
Dick Keplinger, Seattle news- cast and free-lance radio personality, appointed chairman of city's 1953 March of Dimes campaign.
George Ball, WHI Hempstead, L. I., directly public relations, father of boy, Steven, Nov. 8. Gabe Viera of station's news department, father of girl, Pamela, Nov. 4.
Len O'Connor, NBC-AM-TV Chicago, newsmen, father of boy, Nov. 6.

Morley Testimony

Charges 'Blacklisting' 

Karen Morley, film actress, testified she is "blacklisted" on radio, TV and movies at a hearing a fortnight ago before the House Committee on Un-American Activities.
Miss Morley refused under oath to tell the committee whether she is now or ever has been a Communist party member. She was accompanied by her attorney, former Rep. Vito Marcantonio. For many years she has spoken in favor of using radio, TV and films to strengthen labor unions, she told the committee. Mrs. Burrows, TV actor, told's 'Happening Between Networks and Stations,' and John L. Stewart, president, KSTT Davenport, 'TV Competition: Its Effect on Radio.'
THE NEW

Continental

TYPE 312

250 WATT TRANSMITTER

The CONTINENTAL Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Inter-modulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control – the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL'S new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.
**VOICE SCRUTINY**

New Developments May Encourage

THE VOICE of America and other foreign broadcast activities of the U. S. came in for close scrutiny by Congressional investigators last week, with the prospect of far-reaching reforms in the entire overseas information setup.

Implicit in a new Senate Foreign Relations subcommittee staff report and discussions by its members with top government authorities is sentiment for overhauling the shortwave radio arm.

Significant points made by the staff were in suggestions that the Voice might perform more effectively if:

1. It were completely divorced from the State Dept. and operated independently, and

2. Overseas broadcasts “concentrating on and perfecting one type of program,” say, newscasts.

The subcommittee staff did not deprecate Voice operation as such but took a different approach: It lauded BBC's success, saying that as an example “it [BBC] might be worth while to follow.”

"It is clear... that, although the external services of the BBC are subject to general policy guidance by the Foreign Office, they are considerably more independent of Foreign Office control than the Voice of America is of State Dept. regulation," according to the report.

**Second Report**

A second report traced the background of foreign information programs operated by the Dept. of Defense, Mutual Security Administration, the Psychological Strategy Board and the State Dept. This report made no recommendation.

A significant disclaimer preface each report, however under the signature of Chairman J. William Fulbright (D-Ark.). He characterized it as “a background study” and noted “it does not represent the views of members of the subcommittee.”

The reports were released in connection with the opening Thursday of closed-door discussions between subcommittee members and key government authorities on their respective foreign information activities. The briefings were described as exploratory, with subcommittee members slated to inspect programs abroad and, finally, to hold extensive open hearings next January in the 83d Congress. State Dept. officials were to appear last Friday.

**Programs Being Studied**

Spadework was done by the group last summer on the basis of a resolution (S Res 74) co-authored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), also members of the bi-partisan subcommittee. Headed by Sen. Fulbright, group is studying the effectiveness of the programs to eliminate any overlap in functions.

Chairman Fulbright leaves for Europe Nov. 28; other members will visit different areas. These include Sens. Guy Gillette (D-Iowa), Bourke Hickenlooper (R-Iowa) and Kari Mundt (R-S.D.).

These developments, particularly those affecting the Voice, were dramatically pointed out by the selection of John Foster Dulles as Secretary of State, subject to Senate confirmation next January. Mr. Dulles' views on international radio coincide in the main with those of President-elect Eisenhower, who has favored a strengthened international information and psychological warfare operation.

Gen. Eisenhower is on record for an intensified program, including possibility of independent status for VOA, or for perhaps a broader general headquarters type of organization encompassing features of the wartime OWI and OSS. VOA now functions semi-autonomously under the International Information Administration.

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**THE LATEST WCKY STORY**

**THE “SELLINGEST” STATION IN THE NATION**

WCKY'S THE STATION PROGRAMMED TO SELL

A Small Investment on WCKY will net you Tremendous Dividends In Sales

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**INITIAL PLANS** for heavy-equipment exhibit at the NARTB Convention at Los Angeles' Biltmore Hotel next April 28-May 1 were made at a meeting of NARTB officials and exhibitor members in New York Nov. 13 [**BT**, Nov. 17]. Seated (1 to r): Clair R. McCollough, Steinman Stations, convention committee chairman; NARTB President Harold E. Fellows; F. R. MacFarland, AT&T. Standing: Lewis Newman, Daven Co.; John Taylor, RCA; V. A. Droser, AT&T; R. Bach, Federal Telecommunications Labs.; Arthur Stringer, NARB consultant and exposition director.

FIVE exhibitor members and one "alumnus" are shown with NARTB Secretary-Treasurer C. E. Arney Jr. (extreme right). Former member is R. B. Russell, Western Electric (left). Others, 1 to r: J. W. La Marque, Graybar Electric Co.; W. O. Hadlock, RCA; M. E. Fearis, Caterpillar Tractor Co.; J. H. Hickerson, Federal Telecommunications Labs.; Frank Newman, Allen B. DuMont Labs.

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**IN THIS group of exhibitors at the meeting are, 1 to r: Seated, George Gill, Klieg Bros., and Alice Heinecke, SESAC; standing, My Reiter, BMI; Robert Stone, SESAC; G. I. Jones, Graybar; Jim Myers, SESAC; Larry Cervone, Gates Radio Co.; E. S. Gagnon, Collins Radio Co.; Bob Lamons, Andrew Corp. BMI and SESAC, not in heavy equipment field, were represented because they use open space in heavy-equipment section.**
CONTROLS LIFT
On Metals by April 1 Studied

PLAN for removal of allocation controls over steel, copper and aluminum—all vital in station construction and radio-TV set production—will be studied by the government this week.

If it goes into effect by April 1, as suggested by a Steel Industry Advisory Committee which drafted the proposal, controls would be lifted on these materials for all civilian output.

It would mean an end to restrictions on station projects, including new TV station grantees, as well as set manufacturers.

The proposal will be studied today (Monday) by officials of the National Production Authority, Defense Production Administration and the government’s Production Policy Committee. It involves the NPA-DPA Controlled Materials Plan under which applicants obtain certain quotas. DPA authorities see July 1 as the date for removing consumer goods restrictions.

The plan recommends immediate steps to decontrol steel by April 1 on all but military and atomic energy products. Provision would be retained to relax or decontrol if necessary with certain inventory restrictions on steel until July 1.

Steel group noted there is no shortage of consumer durable goods notwithstanding a 54-day steel strike and many consumer goods are in more than adequate supply.

Broadcasters currently are able to self-authorize 25 tons of steel per quarter per project on minor construction. They have been able to obtain steel on building already underway, although most new major construction has been halted until the-first of the year because of the steel setback.

Fate of allocations from a legal viewpoint will rest on action by the 83d Congress on the Defense Production Act, which expires April 30, unless extended.

AFTRA Strike Vote

AMERICAN Federation of Television and Radio Artists (AFTRA) received strike authorization by unanimous vote at a meeting in New York Monday in connection with negotiations now in progress with the networks on television and radio contracts. A vote also will be taken in Los Angeles today (Monday) and in Chicago later this week. An AFTRA spokesman said that present contracts have been extended until Nov. 30 by mutual consent. The union has been seeking a basic 20% overall increase in pay.

TOTAL of 23 new accounts and renewals has been reported by Storcast Corp. of America which features “Music to Buy In” in super-markets.

HATCH ACT
Weeks Favors Amendment

TWO major political parties spent between $40 million and $60 million for political purposes during the 1952 campaign, it was estimated last week by Sinclair Weeks, chairman of the GOP National Finance Committee.

Noting the increased cost of campaigning because of television and the devalued dollar, Mr. Weeks felt the 1940 Hatch Act should be amended. He said he personally plans to recommend legislation raising the $3 million ceiling on campaign expenditures by the major political parties. His campaign estimate covers all levels—federal, state and local.

The Senate Privileges & Elections Subcommittee is currently studying campaign data with the intent of revising the Hatch Act during the 83d Congress. Hearings are indicated. It is gathering figures from radio-TV broadcasters, newspapers and political groups in its study. Broadcasters were to return questionnaires by today (Monday).

The Republican and Democratic national organization, comprising key committees, spent about $3.5 million on network-spot radio and TV broadcasting alone during the campaign, with unknown thousands of dollars committed for Congressional, Senatorial, Gubernatorial and city campaigns [B+T, Nov. 10].

OLSON Travel Organization renews its sponsorship of the Norman Ross Hour show, Saturday mornings on WMAQ (NBC) Chicago. Seated, (l to r) Rudi Neubauer, station sales manager; Harry Olson, company president, and Mr. Ross; standing, Richard Faulkner, WMAQ salesman; Harvey Mason, Olson vice president; Frank Carney, Midwest manager, Lissone-Lindeman, U. S. agency.

WEBB CARRIES ON
Despite Denial of STA

DESPITE the FCC’s denial of a special temporary authorization for WEBB Southern Pines, N. C., to cover election-night returns, the 1 kw, daytime-only station threw into motion pre-arranged plans to cover the election even though it did not take the air, according to Jack Younts, general manager.

The WEBB building on the main street of Southern Pines was brightly lighted, with police barricading the street to provide benches for listeners, while network service returns were piped through loudspeakers in front of the building.

The station’s mobile unit, equipped with a police transmitter and receiver, cruised the county during election day, interviewing persons at the 17 precincts. It also operated election night with police in radioing returns from the large area surrounding Southern Pines. All WEBB personnel were on duty until early morning and WEBB studio facilities were made available to the AP and UP. Teletype service was displayed for spectators.

RCA’s letter denying WEBB’s requested STA was draped in black crepe and placed next to the board showing Presidential returns, Mr. Younts said.

SCBA Meets Jan. 9-10

SOUTH CAROLINA Broadcasters Assn. annual meeting will be held at the Francis Marion Hotel, Charleston, Jan. 9-10, T. Doug Youngblood, WFIG Sumter, SCBA secretary-treasurer, has announced. Wallace Martin, WMSC Columbia, is program chairman, and reservations may be made by contacting J. Oliver Riley, manager of the Francis Marion Hotel.

RCA Thesaurus Series

RCA’s Thesaurus is issuing to subscriber stations a new series of military and patriotic music by the U. S. Army Band that can be used in conjunction with recruiting announcements. Series can be programmed as a quarter-hour of military band music and can be integrated with other Thesaurus productions, according to RCA Recorded Program Services.
Sarnoff Group

MEMBERSHIP of the Citizens Advisory Committee on Manpower Utilization in the Armed Services, headed by Brig. Gen. David Sarnoff, RCA board chairman, was rounded out last Monday with two new appointments. C. R. Smith, President of American Airlines Ltd., and Lewis L. Strauss, consultant and financial advisor, were named by Secretary of Defense Robert A. Lovett. Created to study economical and effective use of military manpower, the commission will hold its first meeting tomorrow (Tuesday).

ARMED Forces Radio Service, Hollywood, has released special transcribed half-hour program, The AFSC Story, for general distribution. Robert Vinson is writer and Will Scott, producer.


E. TERRY SOUTHARD, Columbia Records Inc. division manager for New England and Middle Atlantic territories, named national sales manager, effective Dec. 1.

JOHN B. OTTMAN, advertising manager, Stewart-Warner's Electric Div., to Admiral Corp., Chicago, as radio-TV sales promotion manager.

EDWIN CORNFIELD to sales staff, Adolph L. Gross Assoc., N. Y. (manufacturers representative firm).


NATHAN TANENBAUM, New York attorney, appointed to head legal department of Sam Productions, radio program production and transcription firm. His office is at 1407 Broadway, N. Y.

ROBERT C. UPTON, vice president of Whirlpool Corp., St. Joseph, Mich., elected to board, filling vacancy created by death of his father, LOUIS C. UPTON.

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc. as advertising manager. ROBERT VAN BRUNDT appointed assistant advertising manager in charge of retail cooperative advertising. ARTHUR TIMMERMAN named copy chief.


HERMAN NORWOOD Jr. and A. F. SCHONEFELD Jr. appointed field engineers with instrumentation div., Audio & Video Products Corp., N. Y.

L. F. HICKERNELL, chief engineer, Anaconda Wire & Cable Co., Hamtings-on-Hudson, N. Y., elected to board of directors of American Institute of Electrical Engineers, replacing W. J. BARRETT who was elected treasurer. N. S. HIBSHAM, former treasurer, is now assistant secretary.

CHARLES J. CAREY, producer-director, WCAU-TV Philadelphia, to Brown U., Providence, R. I., to produce half-hour educational series, An Evening on College Hill, on WJAR-TV Providence.

BOB WOLCOTT & Assoc., L. A. (public relations firm), moves to 631 S. Westmoreland Ave. Telephone is Dunkirk 5-1490.

PRESTOSEAL Mfg. Co. (Presto-Splicer, film-splicing device), has moved to larger quarters at 37-27 33rd St., Long Island City, N. Y.


Equipment

AMPEREX ELECTRONIC Corp., Hicksville, N. Y., announces production of new uhf and vhf twin tetrode known as 5894-A. Tube is designed for wide hand operation and employs new type construction which enables it to withstand greater shock and vibration.

ENGINEERING PRODUCTS Dept., RCA Victor, Camden, N. J., announces availability of community Antenaplex converter system, designed to improve reception quality and operating economy of RCA Antenaplex systems by converting all vhf TV channels received above Ch. 6 to lower frequencies.

SUM of $102 billion was obligated by the Defense Dept. for electronics and other "hard goods" equipment during the first three months of fiscal 1953 (July through September). Most of the orders placed with private industry and military establishments were for Air Force needs. Congress provided $243 billion for all hard goods during the new fiscal year, and another $4 billion in military assistance funds for electronics and other procurement.
COURT ENJOIN S

Health Aids' Claims on Air

PRELIMINARY injunction has been granted by a federal court restraining National Health Aids Inc., Baltimore, from using certain advertising claims in radio and TV broadcasts.

The injunction was granted by the U.S. District Court for Maryland at the request of the Federal Trade Commission, which has charged that advertising claims for the company's NHA Complex are false. Sample TV scripts were part of the case record.

Among stations which carried the advertisements, according to the original complaint, were WAUB (TV) and WBTN-AM-FM Baltimore, WTVR-AM-FM and WTVX (TV) Washington and WJZ New York. Account is handled by Television Advertising Associates Inc., also Baltimore.

The court order enjoins dissemination of claims which represent that the product will (1) make one well and keep one well if used directed, (2) is a competent or effective treatment for a variety of ailments (arthritis, rheumatism, etc.), (3) is of any value in treating diseases, disorders and symptoms and (4) must be used—or at least some dietary supplement should be used—to obtain vitamins, minerals and proteins for good health.

PR SO CIETY

Holds Meeting in D. C.

FIFTH annual conference of the Public Relations Society of America was opened yesterday (Sunday) at the Statler Hotel, Washington, D.C., Sessions end Tuesday evening.

Board of directors meeting was scheduled for Tuesday, along with a exhibit and a conference on development of PRSA chapters. The opening convention meeting this morning will include a panel on relationship of public relations and the social sciences. Ed Lipscomb, of National Cotton Council of America, will speak at today's luncheon as PRSA president.

Discussion of public relations' problems is scheduled in the afternoon. Robert Saudek, director of the Ford Foundation's TV-Radio Workshop, will take part.

Coverage of public relations problems will be discussed at a Tuesday morning panel. Group meetings on specific problems are scheduled in the afternoon with the annual dinner to be held Tuesday evening.

L. A. Red Probe

HEARING on Communist activities in radio and TV, scheduled by House Un-American Activities subcommittee for Los Angeles last week, was postponed indefinitely. No indication was given when the committee will return. About 40 members of radio-TV industries in the area were under subpoena.

IDAHO MEET

IDAHO broadcasters must pool their equipment for combined coverage of the 1953 state basketball tournament because state schools have voted to allow only one broadcasting unit at the scene, more than 70 members representing 20 of Idaho's 23 radio stations were told at the Idaho Broadcasters Association's two-day convention which ended Nov. 15 at Pocatello.

Charles (Chic) Crabtree, KWIK Pocatello, chairman of IBA's sports broadcasting rights committee, said broadcasters will be allowed one set of equipment, one sports-carrier and one color man at future tournaments, and that participating stations will share costs of line charges, equipment and salaries.

The first day of the Friday-Saturday sessions, held in Pocatello's Hotel Bannock, saw other talks on development of new personnel for radio, liberal legislation and television, plus panels, a TV demonstration, a cocktail party and dinner. Saturday's program featured a sales panel, followed by sales discussions.

Henry H. Fletcher, KSEI Pocatello, was elected president, succeeding Earl J. Glade Jr., KGEM Boise, who remains on the board of directors.

Ed Hurt, KFXD Nampa, was elected vice president, and Florence Gardner, KFTI Twin Falls, re-elected secretary-treasurer. New board members are Milo Petersen, KGEM Boise; Dewain Silvester, KEEP Twin Falls, and Mr. Crabtree. Bert McAllister, KRPL Moscow, was re-elected to the board.

After a talk by Walter E. Wagstaff, KIDO Boise, on liberal legislation, the IBA membership endorsed a bill for submission to the 1953 Idaho State Legislature which would eliminate liability for defamatory statements by stations carrying political broadcasts.

Liability Measure Endorsed

After his morning talk on libel, Mr. Wagstaff, as chairman of IBA's committee on NARTB Radio Standards of Profession, addressed members on “The Code for Radio,” during the afternoon session. Carl L. Isaacson, radio director, Idaho State College, Pocatello, spoke during the morning on development of new personnel for radio.

The broadcasters became the state's first trade association to endorse the "Advertise Idaho Program," after its purpose was defined by William W. Shields, general manager, Hotel Bannock, Pocatello, who is chairman of the Advertise Idaho Committee. The group also endorsed a move to form an Idaho State Federation of Advertising after plans were advanced by R. C. Ostrand, vice

Broadcasters Advised On Sports Restrictions

Mr. Fletcher said broadcasters should sell advertising time for limited use and limit their sales discussions.

Mr. Layne said a TV station manager must prepare to lose money for the first few months of operation, and that 30-second spots in Idaho's biggest cities should sell for $15 to $20.

Mr. McIntyre said IBA claims could afford to lose money; he also estimated as "too high" the $15 to $20 spot price cited by Mr. Layne. Most panelists, all applicants for TV, anticipated a five-hour daily TV schedule at first, with all local productions to be crude, low cost live shows. Mr. Hurt advised TV stations to cut costs by building their own TV equipment. Almost all were against use of expensive remote equipment for special events.

Mr. Wagstaff estimated Boise would have 15,000 TV sets within the first year and 40,000 within two years.

Other Friday afternoon talks were made by Don Thomas, KRLC Lewiston, on news and special events; Mr. Crabtree on lotteries, and R. J. Wright, KJRL Pocatello, on programming, with discussions following.

Halliday Guest Speaker

Eugene M. Halliday, KSL Salt Lake City, Utah, guest speaker at the Friday banquet, told broadcasters television is the best thing that ever happened to radio: "Television has shocked radio out of its lethargy. Radio is not on trial. It is still the greatest advertising medium in the world today."

A closed-circuit TV demonstration was presented by Idaho State College Television Dept.

The Saturday sales panel speakers and their subjects were: Hugh Shelley, KIDO Boise, "Barum Was Wrong"; Mr. Silvester, "Program vs. Announcement Selling"; and Leonard Wassen, KID, "Merchandising—Its Benefits and Pitfalls."

NO ARGUMENT HERE . . .

WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can’t argue with these facts: WBNS has the top 20 rated programs . . . a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1/2 million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.

ASK JOHN BLAIR

NO MORE PRANK CALLS

DEFENDERS OF AMERICAN CIVIL LIBERTIES

1721 H Street, N.W.

WASHINGTON, D. C. 20006

November 24, 1952 • Page 65
LBS Charges Denied
(Continued from page 28)

area within a 50-mile radius. Games could not be broadcast or teletcast within 30 minutes before the start of a home game or within three and a half hours afterward in the case of a single game, five and a half when a doubleheader was played.

Ball clubs deny agreements then or now concerning broadcast regulations are "unlawful or unreasonable or in restraint of trade." Broadcast agreements effective now are the National Broadcast Agreement, signed Dec. 1, 1941, and Western Union Agreement, Jan. 1, 1943, and renewable each year, and the Major League Agreement on the Central Fund, Feb. 4, 1950, which involves World Series rights.

Mutual Broadcasting System and Gillette Safety Razor Co. have purchased Series rights for the seasons 1951 through 1956. Liberty claims this contract excluded it from competition and challenged the right of the Commissioner and the baseball clubs to make such an agreement.

Liberty carried major and minor league games in the seasons of 1948 through 1951, under provisions of Major League Rule 1-D, since rescinded.

Violations Claimed

Several clubs claim contract violations by Liberty. National League's Boston Braves, for example, signed a contract with LBS in April 1942 for specific games, with LBS meeting certain financial and other stipulations. Liberty, the club charges, "has failed and refused from the date of signature said contract to this day to make said payments or to perform any of the terms and provisions of said contract."

Attorneys for the Braves said during 1951 one of the terms was that LBS not sell more than four and a half innings to any one sponsor. Replying to Liberty's allegation that LBS suffered financial loss when the games were not available to affiliates, the National League answered, "If LBS contracted with any stations, sponsors or advertisers to broadcast baseball games in which the defendant's team participated, such contract was made without Liberty having secured right to broadcast."

Gordon McLendon, former LBS president, completed his deposition to the defendants' attorneys in Chicago last week. Depositions will be taken from the two other officers of the network starting today (Monday).

Before trial, LBS attorneys expect to send a team to get depositions from some 100 people across the country. Trial is scheduled for Jan. 19, although attorneys on both sides doubt that inspection of LBS and ball club files and documents can be completed by that time.

NIELSEN BUILDS

New Addition at Chicago

A. C. Nielsen Co., Chicago market research firm, will build a two-story addition to its plant facilities on the north side of the city, increasing its present floor space by about 80%. Workers in radio and TV services will be returned to the headquarters building from temporary quarters in nearby suburban Evanston when the plant is built.

The new building, which will include a basement and tower, will be air conditioned and fireproof and will have a modern lounge-cafeteria, kitchen and conference rooms.

This is the third major addition Nielsen has made since the original building was occupied in October 1955, when the company employed 130 persons in food and drug index services only. Nielsen now employs more than 2,000 full-time workers in five countries on various types of research.

BOARD of directors, Mid-Hudson Bxters. Inc., Poughkeepsie, N. Y., has declared an 8% dividend on common and preferred stock to all stockholders of record Oct. 1. Firm is licensee of WOKD Poughkeepsie.

Radio Array

MORE THAN 5,000 stories from some 160 remote points have been broadcast on the CBS Radio News of America program (Mon-Sat., 9:00-15 p.m. EST) which went into its sixth year in mid-November, according to Wells Church, CBS Radio's director of news and public affairs. During the recent Presidential campaign some 50 remote pickups were made for use on the cooperatively sponsored series, Mr. Church noted.

CBS RADIO TRIO

Leads Pulse Report

THREE CBS Radio network programs were rated in first position in the evening, Monday-Friday daytime, and Saturday-Sunday day categories in the Multicities Radio Index, September-October period published by The Pulse. Ratings follow:

EVENING

Program Average Rating

Sept. July 8 Oct. 9

Lux Radio Theatre (CBS) 7.2 7.2 7.1

Dec. Bride, Jack Benny (CBS) 7.0 7.0 6.9

Div. Fonzie, Benjamin (CBS) 4.7 4.7 4.7

D. Day, Amos 'n Andy (CBS) 6.3 6.3 6.1

Grenouche Marx (NBC) 5.4 5.3 5.2

Let's Pretend, Ina Claire (CBS) 5.4 5.4 5.3

D. Pearson, W. Winchell (ABC) 5.2 5.2 5.1

Doughnuts (CBS) 5.1 5.1 5.0

Godfrey's Talent Scouts (CBS) 5.2 5.1 5.0

MON-FRI DAYTIME

Arthur Godfrey (CBS) 7.4 7.1 7.0

Helen Trent (CBS) 6.7 6.7 6.6

Art Linkletter & Teachers Assn. (CBS) 6.6 6.5 6.4

Big Sister (CBS) 6.7 6.6 6.5

Our Gang (CBS) 6.7 6.7 6.5

Wally, Wenda, Wanda (CBS) 6.3 6.2 6.1

Angry Aunt (CBS) 6.5 6.4 6.2

The Guiding Light (CBS) 4.2 4.1 3.9

Young Dr. Mabon (CBS) 6.2 6.1 6.0

Grand Slam (CBS) 6.1 6.0 5.9

SAT. & SUN. DAYTIME

Stars Over Hollywood (CBS) 4.3 4.4 4.3

Theatre Guild (CBS) 4.0 4.0 4.0

City Hospital (CBS) 4.1 4.1 4.0

Frolic, Grand Central Station (CBS) 3.9 4.3 4.2

The Shadow (NBC) 3.8 3.7 3.6

True Detective Mysteries (MBS) 3.8 2.9 2.8

Your Program (CBS) 4.2 4.1 4.0

Give and Take (CBS) 3.5 3.4 3.3

Music With The Girls (CBS) 3.5 3.0 3.0

Martin Kane (NBC) 3.5 3.4 3.2

Whitshall (CBS) 3.0 3.2 3.2

Jan. Hopkins Speakers

FCC Honors Pakistanis

PAKISTANI nationals who have completed a telecommunications course sponsored by Radio Pakistan are the first twenty-five students to receive certificates of merit under the government's Point IV program. Four other Pakistanis received certificates Oct. 22.

Johns Hopkins Speakers

FOUR network executives last Saturday were to address a symposium on the possibilities and problems of television programming, jointly sponsored by the Baltimore Council of Broadcasters and Johns Hopkins U. on the school's campus. Speakers were NBC's Charles C. Barry, vice president in charge of radio and television programming; Davidson Taylor, director of public affairs, and Hugh M. Wesche, chairman of the department and planning, Representing DuMont TV Network, James L. Cadigan, director of programming and production, was to discuss programming and its problems at the symposium.

FCC Honors Pakistanis

Pakistani nationals who have completed a telecommunications course sponsored by Radio Pakistan, are the first twenty-five students to receive certificates of merit Wednesday by acting FCC Chairman Rosel H. Hyde. They are Abdul Ahad, assistant engineer for wireless, and John D'Cruz, wireless supervisor. Four other Pakistanis received certificates Oct. 22.

GATES

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

This OFFICE SELLS IT TO YOU

BROADCASTING & Telecasting
DuMont, NCAA Differ on Football Controls

(Continued from page 15)

laws do not bar restraint as such, but they do bar unreasonable restraint. Thus if the NCAA's plan for television control is reasonable then it's legal.

Mr. Bushnell said that the "reasonableness" of NCAA's plan is based upon its worthwhile purposes—protection of "college football from damaging poses—connection, laws and preservation of the everywhere of the sports programs and the physical fitness programs." In this latter connection, he said that many schools depend upon proceeds from college football to support other sports programs.

In proclaiming the legality of the plan, Mr. Bushnell mentioned that it would not do an "independent agency, separate and divorced from the colleges and striving to impose its unwelcome will upon the colleges collegially the country." Mr. Bushnell insisted that NCAA "is the colleges—372 of them, large and small.

To illustrate this contention, Mr. Bushnell said NCAA takes action only through the votes of the colleges as registered by their delegates. He noted the present TV plan was adopted by a vote of 186 to 18, making it an "independent agency, separate and divorced from the colleges and striving to impose its unwelcome will upon the colleges collegially the country." Mr. Bushnell insisted that NCAA "is the colleges—372 of them, large and small.

Questions NCAA Sincerity

He declared that Dr. DuMont questioned the sincerity of NCAA when it was warned that uncontrolled live TV, in time, will give a small number of colleges disproportionate rewards from rights fees of pay-as-you-see receipts. But Mr. Bushnell asserted that the committee was "positively sincere about preventing "the creation of a TV aristocracy among these few institutions."

Commenting on Dr. DuMont's contention that TV does not have a significant effect on college football attendance, Mr. Bushnell said that college directors are not dubious about the various surveys prepared for the NCAA and added: "Actually, the athletic directors didn't need surveys to prove this point to them, for they see at first hand the effect that going to football games in the stadiums are obliged to compete with football telecasts, and they know what happens to their attendance in these circumstances."

Mr. Bushnell declared that the discussion did not involve "the merits of television in its broader aspects—the subject is football, television, the televising of college games, and the results thereof." He said the colleges are "no more opposed to television than they are to that other modern wonder, atomic energy." But he insisted that the colleges believe in sensible control of college football. "Furthermore the NCAA joins Dr. DuMont in his belief in and support of the enterprise system and its incentives," Mr. Bushnell said. "When it comes to competition, however, the colleges realize that in the conduct of their football games, they just can't compete at the box office with free tickets, and television means free tickets—millions of them."

The discussion by Dr. DuMont and Mr. Bushnell touched off editorial comment from various sports editors throughout the country. Sports Editors Arch Ward of The Chicago Tribune, Bob Cooke of the New York Herald Tribune and Jimmy Powers of the New York Daily News all expressed dissatisfaction with the TV plan in its present format but voiced different approaches to meeting the problem.

Scores Division Proposal

Mr. Ward criticized an NCAA TV Committee proposal that would divide TV receipts among all member schools, instead of giving them to participating teams, and added:

"Can you imagine what would happen if the TV program advocated by the college radicals were applied to American industry and business? It is unthinkable that ideas of that character can make progress in sports. Our athletic fields have demonstrated more convincingly, perhaps, than any other activity in this twin attributes that made the republican great—the spirit of competition and individualism."

Mr. Cooke observed in his column, "Another Viewpoint":

Regardless of the sensitive feelings of the NCAA's television committee, and its bottle-neck attitude, the public will have to be satisfied. At the moment the public is thoroughly pleased with the NCAA program. Mr. Powers, writing in his "Pow-erhouse" column, voiced belief that the NCAA plan is doomed, remarking:

"The NCAA blackout of good football games will solve itself. You cannot fight a_television, and the ratings have only lukewarm, interest on many Saturdays, absolutely no sectional interest and expect to come up with bandschies to football. When the sponsors evaporate, the whole plan will explode. Colleges will then have the handcuffs off and in their own areas, will satisfy their own local followings. The few big elevens that have national status, Mr. Bushnell said they are only a few—will go on the national networks."

Dr. DuMont had asked 10 colleges for local TV rights to six college games over the Nov. 15 and Nov. 22 weekends. He replied that as members of the NCAA they had to abide by its rules and could not accept his offer [B&F, Nov. 17].

As the football telecast argument continued during the week, Doug Mills, U. of Illinois athletic director, said he would propose double feature football TV at the January convention of NCAA in Washington, D. C. Major centers from which such games draw crowds would be blacked out unless the game was a sellout, under the plan, but fans still would be assured of at least one major game.

Ed Krause, Notre Dame athletic director, said he will accompany the Rev. Edmund Joyce, athletic board chairman and executive vice president of the school, to the Nov. 30 meeting of the NCAA TV Committee in New York. They plan to ask NCAA to open up college football television. Notre Dame has criticized the controlled TV programs of the last two seasons on the ground they infringe on rights of individual schools.

KXLW Bid Filed

APPLICATION for transfer of control of KXLW St. Louis to John Kluge, WGAY Silver Spring, Md., president, and Mark Evans, WTOP-AM-TV Washington, was filed at the FCC Thursday [B&T, Nov. 17]. Purchase figure is $66,000 plus acceptance of $42,000 debt.

COPYRIGHT
NABT Reviews Status

REVIEW of the broadcast copyright situation was conducted last Monday and Tuesday by the new NABT Copyright Committee at a Washington meeting. Edward Breen, KVPF Fort Dodge, Ia., presided.

The committee went into legal phases of the copyright problem along with legislative matters and developments in the music licensing field.

Attending besides Chairman Breen were Donald G. Graham, COMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph McDonald, NBC; A. J. Mosby, KGQ Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va. James W. Woodruff Jr., WRLB Columbus, Ga., was unable to attend.

A second committee meeting has been tentatively scheduled for November.

Asks to Drop WNYC

ELIMINATION of the municipally-owned WNYC New York, which received a budget of approximately $251,000, was proposed by City Comptroller Lazarus Joseph last week as part of a broad plan to improve the city's financial plight. Similar proposals made in the past have not gained substantial support.

NEW OWNER

The Mahoning Valley Broadcasting Corp. owners of Radio Station WBBW, Youngstown, Ohio, are the new owners and operators of WATG in Ashland, Ohio.

NEW NETWORK AFFILIATE

WATG is now the new voice of MUTUAL in the Mansfield area which serves the needs of 200,000 prospective buyers. WATG is the most important station location between Cleveland and Columbus, Ohio.
Our Respects To
(Continued from page 58)

in all facets of the media world. For weeks it was almost a fulltime job just answering these letters.

Stanley Breyer is a native San Francisco. He was born there Oct. 11, 1908. During summer vacations while attending U. of California he ran a boys’ camp, developing an interest in youth that is still one of his main interests. For nine years he has worked with the San Francisco Ad Club and Golden Gate College, directing a series of radio advertising classes. For three years he has lectured at Stanford U.

He first business experience came in Hollywood as an assistant director and film cutter for Fox Film Corp. Home sick for the Golden Gate, he went to work with the advertising agency now operating as Sidney Garfield & Associates. From the agency field he went to KJBS in 1937 to promote a four-station group, Northern California Broadcasting System.

It was considered quite sporting to boast that you were employed, in the latter depression years, even if without pay. That was what Stanley Breyer did for a while. It was worthwhile, apparently, because in 14 years he has attained his present position, gained when the Brunton family disposed of its KJBS interest due to the FCC duopoly ruling.

He married Theresa Lowey in 1937. They have three children: Barbara, 13; Richard, 11, and Joan, 3.

Two hobbies dominate his interests—a recently acquired yen for golf and a desire to find solutions to the rating and rate-cutting problems.

Urges Accurate Ratings

His radio philosophy is perhaps best summarized by this quotation from a recent talk, “In addition to the many times expressed convictions that ratings are with us (and should be certain that they are as accurate as possible) in the recent switch from the crusade on ‘ratings’ to ‘ratings.’ Just as we are going to have to continue using ratings, we will always have rate cards. Let’s use as many as we want, but make charges stick. Any other road is a disaster one for both the stations, individually, and the industry, collectively.”

He won’t give up the fight because he believes sincerely that these policies must be followed by the industry. His influence is felt at Broadcast Advertising Bureau where he is a member of the Research Committee.

RADIO FUTURE
Reaffirmed by Walker

FCC Chairman Paul A. Walker, in an address before the Oklahoma Broadcasters Assn. last Tuesday, was not bottled down about Evans’ adopted “Sooner” state and re-affirmed his belief in the future of radio.

Referring to the action of the OBA in making him an honorary member, Mr. Walker said, “Many listeners may come to a man in the course of his career but none can touch his heart so deeply as recognition by the people of his own home state.”

As for radio, the FCC Chairman told the broadcasters assembled at Norman on the U. of Oklahoma campus, “I am one of those who believe in the future of aural broadcasting.”

“America needs the immediacy, the universality, the diversity of radio,” he declared. “The multiplication of radio stations until we now have 3,000 of them gives this nation facilities for the exercise of our privilege of free speech that no nation could ever dream of before.”

The Chairman cautioned, however, that radio stations will not flourish without experimentation. He urged broadcasters to make a more careful study of their community needs than ever before.

“Instead of too great a preoccupation with surveys and ratings to find out who is listening to what, I suggest a more intensive effort to find out who wants to listen to something that is not now being offered,” he added.

NOVIK IN PARIS
Attends UNESCO Meeting

MORRIS NOVIK, broadcasting consultant, is in Paris attending the UNESCO conference as communications member of the American delegation. Mr. Novik, accompanied by Mrs. Novik, flew from New York Wednesday in order to attend the first meeting of the UNESCO communications group on Thursday. He plans to return to New York after the conclusion of the session, expected Dec. 10.

U. S. delegation to the conference is headed by Howland H. Sargeant, assistant Secretary of State for Public Affairs. Its other members include Sen. Charles W. Bedell (R. N. Y.); Luther H. Hodges, librarian of Congress, and representatives of the Dept. of State, religious and educational organizations.

JONES AWARD
Judge Upholds Verdict

The $300,000 award to Duane Jones in the case of Duane Jones Inc., was upheld by Justice Dennis O’Leary Cohalan in New York Supreme Court on Nov. 14. The judge denied all motions by defense counsel and said: “We are in agreement with defendant’s view of the law.”

Justice Cohalan issued a stay of execution of the judgment, which holds back Mr. Jones from collecting the award for 20 days and pending an appeal. Defense attorney Neil Cullom told BROADCASTING • TELECASTING last week that appeal is being drawn up and will be submitted within a few weeks.

A jury on Oct. 28 found guilty 10 of the 12 defendants involved in a conspiracy against Mr. Jones’ business [B&T, Nov. 3]. They are these ex-employees: Joseph Scheideler, Paul Werner, Joseph Beck, Philip Brooks, Lawrence Hubbard, Eugene Hulshizer, Robert Hughes, all with Scheideler, Beck & Werner; and Mr. Jones himself. Also named were Frank Burke, vice president of the Manhattan Soap Co., and Mr. Scheideler, Beck & Werner agency.

In denying the motions, Justice Cohalan declared:

“The trial of this closely contested jury case lasted 13 court days and rested (one juror dissenting) for plaintiff against some of the defendants. The jury manifestly selectivity in deciding in favor of each defendant. Each attorney was able to set aside the part of the verdict which displeases him. . . . Examination of the court’s charges discloses that no matters now advanced by defendants’ attorney as grounds for setting aside the verdict were submitted to the jury substantially in the main charge.”

CHICAGO FM DRIVE
Plans Are Drawn Up

PLANS for special FM Month promotion in Chicago were drawn up Thursday at a meeting held at the offices of the Electric Assn. in Chicago. Ed Wheeler, WEAW (FM) Evanston, Ill., is broadcaster chairman, with Representative of Zenith Distributors in Chicago serving as distributor chairman.

C. C. Simpson, managing director of Electric Assn., will handle basic management of the campaign, scheduled to be held in February. John H. Smith Jr., NARTB FM director, took part in the Thursday planning session. Participating with Chicago outlets will be stations from Racine, Chicago Heights, Oak Park and other nearby areas.

A month-long FM campaign is under way in Alabama, winding up Dec. 6. Henry F. Johnston, WSGN-FM Birmingham, is state chairman.
Fables of the leopard and the hippo - 3.

ON HUNTING

THE HIPPO:
"Standing here, I pick up floating tid-bits to eat... and meantime snooze a bit."

THE LEOPARD:
"Contrariwise, I find more satisfaction in stalking the hearty game... wherever it roams."

THE MORAL:
Advertisers who (like the wily Spotted Leopard) choose each market, know that profitable sales are made where you make them.

TV advertisers find that Spot is an efficient way to do just that... to open new distribution areas... to bolster sagging sales territories... to do so economically.

The thirteen markets listed here have been chosen by Spot TV advertisers in your field. Perhaps by your toughest competition.

Let us tell you more about the sales potential of these markets for your product.
GIANT "SWITCHBOARD" ROUTES
ABC NETWORK SOURCES

Custom-made control system
links 348 station network

A G-E custom-made, master control system is now in operation in the
New York, Chicago and Los Angeles studios of the ABC net-
work. The three units link the 348 station network and serve like giant
switchboards sputing all ABC network sources across the country.
This master control system for AM radio was a cooperative ven-
ture between General Electric and ABC. Emil Vincent, chief ABC
audio facilities engineer, and his staff outlined network require-
ments. G.E.'s Bill Dean, audio
project engineer, and assistant
Chuck Angus, then designed the
units to the ABC specifications.

Displayed in WJZ Studio
WJZ, New York's ABC station,
has its master control unit placed
behind a glass panel in the main
reception room.
Also included at these key net-
work points are G-E consoles em-
ploying recently developed plug-in
amplifiers and power supply. The
tire project represents a complete
revamp of ABC's audio facilities.

Film Channel Kits Now Available

Production of new G-E film chan-
el part kits will enable broad-
casters to bring their film equip-
ment up to date at a modest price.
The part kits now available are
signal and noise kits, back light
kits, and edge light kits. The cost
of the three combined is less than
$200.
The kits incorporate the indu-
stry's latest improvements in film
channel equipment, and are a con-
tinuing service by G.E. to help their
customers to keep up with the
latest equipment techniques and
developments. Thus, old film chan-
nels are easily converted to the
finest available today.
Most parts can be purchased
locally and changes may be made
by chief engineers or complete kits
of parts can be ordered directly
through General Electric broad-
cast representatives. All new film
camera channel units now being
shipped include the modifications
and improvements rendered by
these kits.

Translator Becomes Converter
For Field Intensity Measurements

Engineering trick-of-the-month honors go to James C. McNary, Radio
and Consulting Engineer of Washington, D. C.
As consultant for experimental TV station KG2XAZ, located near
Bethlehem, Pa., operating at 513 megacycles, and a power of 3.32 kilo-
watts (Effective Radiated Power), Mr. McNary found it necessary to
make field intensity measurements of the station. But no commercial
UHF field measuring equipment was available at the time.

Translator Modified
Mr. McNary, however, had heard
of the General Electric UHF Tele-
vision Translator Type 101 and
decided to try it as a converter for
use in conjunction with standard
VHF field measuring equipment.
After obtaining a G-E Trans-
lator, Mr. McNary and his asso-
ciate, Richard S. Duncan, modified
it for field use. Then they mounted
upon the car a miniature, single
bay, UHF super-turnstile antenna.

Praise for Equipment
"The Translator worked very well,
indeed," Mr. Duncan said. "After
a warm-up period in the morning
the unit could be used for field in-
tensity measurements all day with-
out sign of drift or instability. Also,
the Translator did not add to the
inherent noise level of the system."

Widely Experienced Sales Engineer

J. M. Comer is high standing on
the General Electric Broadcast
Equipment sales staff is well sup-
ported by his 20 years of wide
electronics experience.
Mr. Comer was appointed Dis-
trict Sales Manager in July, 1950.
Responsible for the sale of radio
and TV broadcast equipment in
North Carolina, South Carolina,
Georgia and Florida, his head-
quartes are at the General Electric
offices in Atlanta, Georgia.
He held various engineering posi-
tions with southern broadcasting
companies from 1930 until he en-
tered the Signal Corps in 1942.
From then until 1945 he was in
charge of engineering, inspection,
field installation and supervision
of major radio projects in the
Fourth Service Command Reclama-
tion Center.
Mr. Comer is a member of the
I.R.E., the American Association
of Science, and the LeConte Hon-
orary Scientific Fraternity.
NEW GRANTS BATCH
14 More Cps; Two Uhf in Existing TV Markets

By LARRY CHRISTOPHER

TWO MARKETS which have been operating vhf stations—Greensboro, N. C., and Johnstown, Pa.—received grants for new uhf stations last week as the FCC’s temporary "speed up" processing plan brought forth construction permits for a total of 14 new commercial outlets.

These two cities become the first existing tv markets to acquire new stations since the lifting of the TV freeze and the commencement of application processing.

Greensboro, where WPMY-TV is operating, was granted a new outlet on uhf Ch. 57. CP went to WCOG Greensboro. The Johnstown grant, for uhf Ch. 66, went to WDIE, and the usual operating outlet is WJAC-TV.

Last week’s authorizations swell the television station total in the U. S. to 236, of which 122 have been approved since July 11, date when the Commission issued the first post-thaw grants. Of the 230 stations, a total of 115 are now on the air, the most recent addition being KONA (TV) Honolulu (see story page 73). Thus far, five post-thaw grantees have commenced operation. For estimated commencement dates for all new grantees, see summary on page 76.

New Permits

Here are last week’s 14 new permits:

Flint, Mich. (City priority Group A-2, No. 7) — Trendle - Campbell Broadcasting Corp. (WTAC), granted uhf Ch. 16, effective radiated power 59 kw visual and 23.5 kw aural, antenna 380 ft. above average terrain.


Sioux City, Iowa (Group A-2, No. 39)—Cowell Broadcasting Co., granted vhf Ch. 9, ERP 29 kw visual and 15.5 kw aural, antenna 760 ft.

Galveston, Tex. (Group A-2, No. 58)—Gulf Television Co., granted vhf Ch. 31, ERP 230 kw visual and 30 kw aural, antenna 550 ft.

Galveston, Tex. (Group A-2, No. 58)—Rudman Television Co., granted uhf Ch. 45, ERP 230 kw visual and 120 kw aural, antenna 470 ft.

Decatur, Ill. (Group A-2, No. 59)—Prairie Television Co., granted uhf Ch. 17, ERP 18 kw visual and 8.8 kw aural, antenna 310 ft.

Sioux Falls, S. D. (Group A-2, No. 74)—Midcontinent Broadcasting Co. (KELO), granted vhf Ch. 11, ERP 57 kw visual and 29 kw aural, antenna 500 ft.

Lima, Ohio (Group A-2, No. 79)—WLOK Inc. (WLOK), granted uhf Ch. 73, ERP 20 kw visual and 11 kw aural, antenna 360 ft.

Colorado Springs, Colo. (Group A-2, No. 90)—Pikes Peak Broadcasting Co. (KRDQ), granted vhf Ch. 13, ERP 11.5 kw visual and 5.8 kw aural, antenna minus 630 ft.

Jackson, Mich. (Group B-1, No. 13)—WIBM Inc. (WIBM), granted uhf Ch. 48, ERP 225 kw visual and 115 kw aural, antenna 1,030 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Michigan Broadcasting Co. (WBCK), granted uhf Ch. 58, ERP 13.5 kw visual and 9.3 kw aural, antenna 530 ft.

Belleville, Ill. (Group B-1, No. 23)—Signal Hill Telecasting Corp., granted uhf Ch. 54, ERP 220 kw visual and 125 kw aural, antenna 630 ft.

Greensboro, N. C. (Group B-2, No. 149)—Inter-City Advertising Co. of Greensboro (WOCQ), granted uhf Ch. 57, ERP 115 kw visual and 59 kw aural, antenna 240 ft.

Johnstown, Pa. (Group B-2, No. 151)—Kroll Realty Co. (WARD), granted uhf Ch. 56, ERP 91 kw visual and 46 kw aural, antenna 610 ft.

In other actions last week, FCC by memorandum opinion and order denied a petition by James A. Noe which requested reconsideration of the Commission’s action in late September denying Mr. Noe’s proposal to add a new vhf channel to New Orleans. Mr. Noe, licensee of WNOE New Orleans, wanted to substitute vhf Ch. 3 for Ch. 2 at Baton Rouge, La., so as to permit allocation of Ch. 2 to New Orleans as well as Ch. 8. FCC has substituted Ch. 8 for Ch. 2 at New Orleans, reserved for educational use.

In another opinion and order, the Commission denied a petition by WHIS Bluefield, W. Va., seeking reconsideration of an earlier refusal to waive the Sixth Report’s one-year waiting rule to add a vhf channel there [B&T, Sept. 22].

WMCT (TV) Memphis, changed from Ch. 4 to Ch. 5 by the Sixth Report, was granted a permit to boost ERP to 100 kw visual and 50 kw aural with antenna height above average terrain 970 ft.

KDNA Tucson, Ariz., applicant for vhf Ch. 9, was asked by the Commission to furnish further information on its bid, “including statement of intentions as to future ownership, control and management of the proposed station.”

WTIP Charleston, W. Va., in competition with WKNA there for uhf Ch. 49, was advised that its

(Continued on page 86)

KOIN TO APPEAL

PROPOSED amendment of the Ch. 6 TV application of KOIN Portland, Ore., was refused by FCC Hearing Examiner Elizabeth C. Smith last week and the station plans to appeal the ruling to the Commission itself today (Monday).

KOIN seeks to amend its application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners. Their holdings were assumed a fortnight ago by other stockholders and some two dozen station employees disengaged their homes and made other financial sacrifices to keep the station in the Ch. 6 proceeding [B&T, Nov. 10].

KOIN will take the case to the courts if it is unsuccessful in gaining acceptance of its amendment before the Commission, it was reported last week by station counsel, Paul A. O’Brian of Dew, Lohnes & Alberson.

The Stolkin group withdrew from KOIN, and associated KJR Seattle, shortly after their resignation from top posts in RKO Pictures [B&T, Oct. 57].

Pioneer Broadcasters Inc., licensee of KGW Portland and also Ch. 6 applicant, protested the proposed KOIN amendment on grounds it was too late and constituted a strengthening of the KOIN competitive position following unfavorable “publicity” on the Stolkin group and its withdrawal from the RKO firm. KOIN promptly refuted the charges in a reply petition [B&T, Nov. 17, 10].

The examiner’s ruling to deny the KOIN amendment was highlighted by another development in the Ch. 6 competition—a petition by KKLX Broadcasters, licensee of KKLX Portland, to withdraw its application. KKLX said part owner Ed Crane is presently engaged in supervising the construction and installation of KKLX-TV Spokane, Wash., and on the basis of his experience “he has informed petitioner that present day costs of...”
television grants and applications

Digest of Those Filed With FCC Nov. 14 through Nov. 20

Grants Since April 14:

VHF UHF Total
Commercial 33 10 43
Education 2 7 9

Total 35 87 122

Commercial television stations on the air

113 XELD-TV Matamoros (Mexico-Brownsville).

Applications Filed Since April 14:

New Amended
Commercial 589 233 519 272
Educational 18 4 14 18

Total 607 237 533 402

* One applicant did not specify channel.

* Includes 190 already granted.

NEW STATION GRANTS

Listed by States

FORT SMITH, Ark.-Southwestern Publishing Co. (KFSA). Granted uhf Ch. 56 (587-403 mc); ERP 20 kw visual, 15 kw audio; antenna height above average terrain 317 ft., above ground 450 ft. [Construction of this station was considered for filing in Nov. 17, 1953. (See Table 5)]

COLOMBUS, Pa.-Lakes Peak Best Co. (KRDQ). Granted vhf Ch. 7 (486-504 mc); ERP 3 kw visual, 15 kw audio; antenna height above average terrain 180 ft., above ground 450 ft. Engineering conditions: Estimated construction cost $425,000, first year operating cost $122,000, revenue $275,000. Present Post Office address 352 South Main St., Columbus. Principal includes President Joseph W. Kohrer (50%), Vice President Harold A. Long (15%), General Manager Bernard T. Wilson (15%), account executive at KMOX St. Louis, Vice President Theodore F. Kraft (15%), general manager and director of operations. Principal engineer is C. H. Hensley.

DECATUR, Ill.-Prairie Television Corp. Granted uhf Ch. 17 (488-404 mc); ERP 2 kw visual, 15 kw audio; antenna height above average terrain 310 ft., above ground 450 ft. Engineering conditions: Estimated construction cost $100,000, first year operating cost $12,000, revenue $80,000. Present Post Office address 3016 Fairlane Ave., Decatur, Ill. Principal includes President James C. McNary (50%), Vice President Thomas J. Gregg (20%), Secretary and Treasurer Howard E. Crank (30%).

BELLEVILLE, Ill.—Signal Hill Telecasting Corp. Granted uhf Ch. 54 (710-

TV CALL LETTERS

FCC approved the following call letters to television stations permitted:

KRTV-DT Denver, Colo. (Mountain States Telecasting Corp. Ch. 20, T. Grant, B. T., Sept. 5, TX 910, Colfax Bk., Tex. (Bryant Radio & Auto, 255 Colfax Bk., TX 910, Colfax Bk.)

GROUNDBREAKING ceremonies for the transmitter of WGBL-TV Scranton (station's target date to be on the air is April) were held Nov. 3. Transmitter will be located atop Bald Mt., seven miles from Scranton. At ceremony were (I to R) Ted Rodgers, president, Scranton Chamber of Commerce; Mrs. Douglas Halcomb, WGBL-TV vice president; Dr. Alfred T. Beirchard, Sweeney Construction Co., Scranton; Mrs. M. E. Megarego, WGBL president; Richard F. Riley, Sweeney firm; Scranton Mayor James T. Henlon; Walter Schlagter, Sweeney firm; Willis Jones, Chamber of Commerce secretary; and David Young, WGBL general manager.

(Continued on page 104)
HONOLULU TV
KONA Starts Operation
KONA (TV), which started operating Nov. 16, is Honolulu’s first TV station to go on the air. Station, owned and operated by Radio Honolulu Ltd., is backed by a group of five Honolulu businessmen.

Utilizing General Electric equipment, operation started with $123 kw ERP, which will be increased to $166 kw within the first year.

Firm’s officers are Walter H. Dillingham, president; W. V. Arner, vice president; Maurice R. Barnes, vice president and attorney; Albert J. Cantrelle, treasurer, and William A. Cottrell, secretary.

Station executives include George H. Bowles, former West Coast station owner-manager, as general manager. Bill Ray, production manager and program director, KPWB Hollywood, was assistant manager and program director; and Vic Rowland, director of publicity, ABC Western division, as director of public relations.

Station, now using film and local programming, expects to announce affiliation with three of the major networks. Station is represented nationally by Porjes & Co.

According to GE, the new station went on the air just ten days after the equipment had been shipped by plane from Syracuse. Five GE engineers flew to Seattle to direct the Ch. 11 installation.

KONA also has on order a 50 kw GE amplifier to boost transmitter power ten times, and a six bay antenna to increase its ERP by six times. Total cost of equipment, including the amplifier and antenna to be delivered later, is nearly half a million dollars, Paul L. Chamberlain, GE manager of commercial equipment sales, declared.

RCA COURSE 62 TV Engineers Attend
SIXTY-TWO broadcast engineers from U. S. and Canadian TV stations attended RCA’s 14th Technical Training Program last week in Philadelphia and at the RCA Victor Div. plant in Camden, N. J.

Conducted by RCA’s Engineering Products Dept., the course is designed to better acquaint engineers in operation and maintenance techniques of uhf and vhf equipment.

A 200-page, leather-bound textbook containing material covered at the sessions was prepared for each of the broadcasters attending, for subsequent use as a reference guide.

Since RCA held its first TV clinic in May 1947, a total of 1,026 broadcast engineers and video consultants have taken the five-day training course. Last week’s clinic closed the 1952 program. Training courses will be resumed in early 1953.

WBBR-TV Wilkes-Barre, Pa., scheduled to begin operations Jan. 1, has named Headley-Reed Co. as its national representative. Making final arrangements are (1 to 6): Sterling Beeson, vice president, Headley-Reed; David Baltimore, WBBR-TV general manager, and Bill Faber, vice president, Headley-Reed. WBBR-TV has been assigned Ch. 28, and will be affiliated with NBC-TV.

PA. EDUCATORS

Eisenhower Named To Plans Group
HAVING received the blessing of Pennsylvania’s Gov. John S. Fine, a two-day conference on educational television closed Thursday after drawing an extensive plan for construction of the necessary stations and programming on the four educational channels allotted to the state of Pennsylvania.

The conference, at Hershey, was attended by 155 educators, leaders in the television industry, and representatives of community organizations from throughout the state. It was called by the Joint Committee on Educational Television for Pennsylvania. Addressing the group Nov. 19, the governor pledged his support and appointed a twenty-man state-wide committee to prepare plans.

Among those named to the committee were Dr. Milton S. Eisenhower, president of Pennsylvania State College; Harold Stassen, president of the U. of Pennsylvania; Dr. Francis B. Haas, state superintendent of public instruction; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, and president of the Pennsylvania Assn. of Broadcasters and Telecommunication, as well as representatives of other universities and colleges and educator organizations.

Thanks Commercial Broadcasters
At the concluding luncheon, the conference adopted a resolution extending its appreciation to the assistance given the Joint Committee by the commercial broadcasters, and expressed assurance that such cooperation could continue in the future. It also recommended that the following proposals be laid before the Governor’s Committee:

1. An immediate engineering-educational survey of the state;
2. creation of a division within the Department of Public Instruction to assume such responsibilities as shall be delegated to it by the Governor’s Committee on Educational Television;
3. that the Governor’s Committee give “considerable” consideration to a plan for local control in applications for license and operation, but that the stations be operated under standards set at state level;
4. that the state subsidize construction and operations costs, but that efforts be made to meet some of the costs of transmitting to television certain expensive educational services now being carried on otherwise; and
5. that the State Department of Public Instruction seek to promote local interest in areas not falling within the coverage areas of educational television stations.

Spadework for the conference was done by the Joint Committee on Educational Television for Pennsylvania, which was set up last July after a series of the conferences with state leaders. Dr. C. R. Carpenter of Pennsylvania State College is chairman of the committee.

Last week’s conference voted to ask the Steering Committee of the Joint Committee to continue to function until the Governor’s Committee is organized and operating.

It is assumed here that necessary legislative authority and appropriations will be sought at the next session of the General Assembly, which convenes in January.

ABC-TV Sales Post
POST of television sales vice president of ABC, vacated by the resignation of John Lanigan to join NBC (see story page 25), probably will not be filled until after FCC acts finally on the proposed merger of ABC and United Paramount Theatres, it was reported last week.

Examiner Leo Resnick issued an initial decision to approve the merger 10 days ago and final—and favorable—action is expected within several weeks [B+T, Nov. 17]. Mr. Lanigan moved to NBC to become manager of its Eastern Sales Div.

WFPG-TV DEBUT
Is Planned for Dec. 20
WFPG-TV Atlantic City, N. J., will go on the air Dec. 20, John E. Pearson Co., the station’s representative, announced last week.

Utilizing Ch. 46, WFPG-TV will teletcast programs from NBC-TV, CBS-TV, DuMont and ABC-TV.

WFPG-TV will operate with an RCA uhf transmitter. Its tower will soar 488 feet.

Dealers and distributors have guaranteed a minimum of 5,000 uhf converters by Jan. 1. There are now 2,800 uhf sets in the two counties in WFPG-TV’s primary coverage area, it was claimed.

WFPG President Fred Weber said the TV outlet’s visual ERP will be 19.7 kw and it will operate from 5 to 11:15 p.m. daily, using the “lowest rate in TV of $150 hourly and $20 for chain break spots and minutes.” He said the station will use RCA’s first factory-built uhf amplifier.

Staff will include Blair Tren, operations director; Edna Tattam, film buyer; Earl Godfrey, chief engineer; Pearl Kogen, auditor and personnel director; Sue Hannah, traffic manager; Ed Davis, program director, and Russell Trues, sales manager.

DuMont Adds Four
All to Begin by Jan. 1
AFFILIATION of four new television stations, all scheduled to go on the air by Jan. 1, with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont’s director of station relations.

The new affiliates: WKAB-TV Mobile, Ch. 48, owned and operated by Mobile Service, to open Dec. 7; WAFB-TV Baton Rouge, Ch. 28, owned and operated by Modern Broadcasting Co. of Baton Rouge, to open Jan. 1; KROD-TV El Paso, Ch. 4, owned and operated by Roderick Broadcasting Corp., to open Dec. 15, and KONA (TV) Honolulu, Ch. 11, owned and operated by Radio Honolulu Ltd. (see story on commencement, this page).

NL&B TV Billing
TELEVISION billing at Needham, Louis and Broby agency, Chicago, has increased by more than $3 million this year, according to Maurice H. Needham, president. Mr. Needham reported this figure, along with one that fact that combined radio- TV billing is $8 million plus, when announcing last week that James G. Cominos, a vice president and accounting executive, had been named director of radio and television. Alan Wallace continues as manager of the broadcast creative staff.

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ZIV BUSINESS
Record-Breaking Year Cited

ESTIMATED increase in business by the end of this year of 115% over 1951 was reported last week by Ziv Television Programs Inc. The success of nine series was credited by the company for its record-breaking sales year.

In addition to the new Favorite Story series, scheduled for January release with sales in 27 markets thus far, other Ziv TV properties and their sales include: The Unexpected, 52; Boston Blackie, 58; Your TV Theatre, 35; Yesterday’s News, 21; Sports Album, 17; The Living Book, 10; The Cisco Kid, 60 and Story Theatre, 26.

Company also announced sale back-to-back of Story Theatre and Your TV Theatre to the Hudson dealers in Chicago through the Malcolm Howard Agency. The programs will start Dec. 3 over WGN-TV Chicago.

Sales expansion, company says, has led to the appointment of five more Ziv TV field representatives: Frank J. O’Leary, with NBC sales; William R. Dothard, former director of local sales, WFBH Baltimore; Leon Wray, formerly sales manager, Don Lee Network, and Jack Howard, who was with KBON Omaha and Ben Coleman, who was Liberty network sales manager.

RKO EXECUTIVES
Board Chairman Grant Quits

LATEST executive to leave RKO Pictures Corp. was Board Chairman Arnold Grant on Nov. 10, leaving control in the hands of the two remaining directors, Edward Burke Jr. and Sherrill C. Corwin, Ralph E. Stolkin, former president, and two directors resigned earlier (B&T, Oct. 27).

Mr. Grant acted after two men he proposed as directors were rejected by Messrs. Burke and Corwin, who did not offer substitute names.

Rudolph Halley Show

WJZ-TV New York will present a Report to the People, starting Wednesday, 8-8:15 p.m. EST, featuring Rudolph Halley, president of New York’s city council, in a discussion of city affairs. Mr. Halley has been described as a critic of the current city administration and is expected to air his position on a variety of topics on the weekly, unsponsored program. Mayor Vincent R. Impellitteri, who had been invited to appear on the program on Wednesdays alternate to Mr. Halley, was also invited to appear, it was disclosed the station would be unable to accept because of pressure of official business. In Mayor Impellitteri’s stead, the station has invited the five borough presidents of New York to appear on alternate Wednesdays.

SOME members of Ziv Television Programs Inc.’s expanded sales force are shown in conference on Ziv’s new Favorite Story TV show. Seated (l to r): Michael Sillerman, director of sales training; M. J. Riffkin, vice president in charge of sales, Ziv Television Program; standing (l to r), four of Ziv’s recently added sales representatives: Leon Wray, Frank J. O’Leary, William R. Dothard and Jack Howard.

DTN TV-CENTRE

The Watchwords: Efficiency, Economy

EFFICIENCY and economy are the watchwords at the DuMont Tele-Centre, which by next June will be the focal point of DuMont’s New York programming.

Closely cooperating with architect plans for DuMont’s Wannamaker studios and for the two New York theatres used for audience programs, DuMont programming and engineering executives have attempted to incorporate all possible features to expedite and improve production.

For example, the continuity acceptance editor’s office contains a large-screen cabinet connected to all studios, film projection rooms and rehearsal halls, permitting the editor to supervise all program components from his desk by TV.

Another unique feature is the design of control rooms, a pattern tested at the Ambassador Theatre studio, which eliminates much confusion by separating programming and engineering operations. Program and production men are located in the middle section, with the video engineer at one side and the audio engineer at the rear. The electrician also is situated at the rear so he can control the lighting according to what appears on the monitor screens, instead of by the usual practice.

Each unit occupies a glass-enclosed space in which it can function with minimum distraction from other operators.

To expedite the handling of filmed commercial announcements and station breaks, the integration of film sequences into live programming or studio commercials into remote pick-ups, cut-in announcements and other quick changes, the Tele-Centre contains a special switching studio which handles all such activities, keeping them out of master control. Throughout the set-up efforts have been made to avert errors before they happen, with the basic principle, “It’s got to be right before it starts.”

Ground floor office space is arranged to handle actors, writers, sponsors, agency executives and others concerned with programming, from one side of the main lobby, while members of the studio audiences are accommodated at the other. As another aid, one of the two stairways is assigned to programming and production personnel, the other to engineers and technicians.

Largest of the building’s five studios, a three-story affair with a floor space 110 by 80 ft, can accommodate a full-fledged circus and sets showing the entire face of a building without difficulty. There are four two-story studios, three measuring 70 by 35 ft, and the fourth somewhat larger, 75 by 50 ft. Portable seats will be used for studio audiences for expansion of production space as required.

Control rooms for the studios are located one above the other to simplify wiring and expedite trouble-shooting. Access to control rooms is by ramps instead of stairs, so spare and replacement apparatus can be dollied in.

Props for all programs will be stored in the building, as well as sets for programs telecast daily. A large hand truck will carry sets, props and costumes needed for a program to the studio as a complete unit. The freight elevator, about 10 by 20 ft., is separated from studios by sound locks.

Construction work to transform the nine-story building, built in the 1890s and containing a theatre, a swimming pool, ballrooms, meeting halls, etc., into an up-to-date video program center, was started early this year and now is about 90% complete. Equipment installation already has started and the first studio is expected to be ready for on-the-air operation in mid-January, with the full $4 million project to be finished by June. Tele-Centre is located at 205 East 67th St., New York.

WCCO-TV SIGNAL

Boosted; Bays Doubled

SUCCESSFUL addition of three bays to the WCCO-TV antenna, atop the Foshay Tower in Minneapolis was completed Nov. 14 when the station switched from its temporary antenna which it has used for two months. Improved signal was reported from the entire WCCO-TV market.

The addition increased the number of bays from three to six and the height of the tower from 530 feet to 601 feet. WCCO-TV Ch. 4 superturnstyle antenna has a place on the community tower above that allotted to the 5-bay supergain antennas which will be used for Chs. 9 and 11. There are eight applicants now before the FCC for these two channels.

Work of co-ordinating the arrangements for use of the tower was handled by WCCO Chief Engineer John M. Sherman. Magnen, Fusu & Setter is architect for the Foshay Tower. Design of the tower was by Edwards & York, structural engineering firm, which handled the antenna structure for the Empire State Bldg. in New York.

* * *

Workmen complete addition of three bays.

P & G Names Compton

PROCTOR & GAMBLE Co., Cincinnati, names Compton Adv., New York, to handle its new dentifrice, Gleam toothpaste.
KTBC-TV

CHANNEL 7 - AUSTIN, TEXAS

announces the appointment of
THE O. L. TAYLOR COMPANY
as exclusive
national representatives
effective immediately

Authorized power 102,900 watts ERP
Antenna height—737'
above average terrain
Transmitter—Mt. Larson
3.8 miles west of state capital of Texas

ON THE AIR DECEMBER 1

KTBC-TV is the first TV station
in Austin — and on Channel 7, the only
VHF channel allocated to the city. Austin
is the capital of Texas and the home of
the University of Texas.

TO SERVE A POPULATION OF 342,100 PEOPLE
Affiliated with

Know The Best Channel for Texas Viewers

KTBC-TV-AUSTIN, TEXAS • J. C. KELLAM, General Manager
WBTV (TV) CASE
Court Remands to NLRB

PROLONGED dispute involving the discharge of nine technicians at WBTV (TV) Charlotte, N. C., three years ago was reversed by the District of Columbia Court of Appeals to the National Labor Relations Board last week for further hearings.

The court ruled that the labor board had failed to prove its contention that dissemination of certain handbills by the employees was illegal.

The original charges of unfair labor practices were filed by the International Brotherhood of Electrical Workers (IBEW) and supported in findings of a board trial examiner. NLRB subsequently reversed the initial decision, finding that WBTV did not violate the Labor Management Relations Act.

The handbills attacked the station during the heat of contract negotiations between January and August 1953 and warned the board, "the employees . . . deliberately undertook to alienate their employer's customers by impeaching the technical 'product' of the station." It found that distribution of the handbills was not a type of activity protected by law.

The gist of their appeal to the public of the public was that the employee ought to be boycotted because he offered a shoddy product to the consuming public—not because he was "unfairly disposed" to the product," the board had noted [B•T, July 2, 1951].

The NLRB decision had charged that the IBEW action caused WBTV "a loss of advertising revenue due to dissatisfaction with its television broadcasting service."

The board also dismissed the complaint that the company, Jefferson Standard Broadcasting (WBT-AM-FM WBTV), had refused to bargain with the AFL union, claiming the local had lost jurisdiction.

NLRB did rule Jefferson had violated the law in giving Sterling L. Hicks, one of the engineers, an "unsatisfactory" rating with the FCC, but took no action because it found the rating had not injured the technician.

Mr. Hicks previously had been indicted by a grand jury and convicted of attempting to dynamite the station's radio tower. He was identified as business manager of IBEW Local 1229.

Regard for the handbills, NLRB felt "that in our judgment, these tactics, in the circumstances of this case, were hardly less 'defensible' than acts of physical sabotage."

"We think the Board failed to make the finding essential to its conclusion that the concerted activity was unprompted," Judge Bazel said. "Sound practices in judicial review of administrative orders precludes this court from determining 'unlawfulness' without a prior consideration and finding by the Board. Since the initial judgment is within the province of the Board, the petition for modification and enforcement of that part of the order before the court is denied and the case is remanded to the Board for further proceedings if not inconsistent with this opinion."

SAG POLLED
On Strike Support

SCREEN Actors Guild conducted a referendum of its entire membership last week to learn whether rank-and-file members approve the action of the West Coast and Coast branches authorizing the executive board to call a strike against the Film Producers and Distributors of Advertising Agencies over the issue of TV film commercials.

Complete tabulation of the referendum was not expected before this week.

Negotiations were broken off Oct. 22, principally over the question of re-issue of films [B•T, Oct. 27]. A spokesman for the Film Producers Assn. of New York told Broadcasting • Telecasting that there is sentiment within SAG to call in the Federal Mediaion Service in an effort to resolve the dispute. He stressed that authorization of a strike does not necessarily mean a strike.

A report on negotiations will be made at a meeting of the National Television Council in New York Wednesday by Mel Gold, president. The council also will hold nominations for officers for 1955.

The New Grantees' Commencement Target Dates
HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

(DTN-Dealers Dinner

DR. ALLEN B. DU MONT, president of Allen B. DuMont Labs, and several DuMont Television Network executives are slated to attend a dinner for TV dealers in the Roanoke-Lynchburg-Bluefield area today (Monday) at the Hotel Roanoke. The Bluefield Supply Co. is sponsoring the meeting, anticipating early television in the area because FCC has issued construction permits for stations in Roanoke and Lynchburg.

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EMMETT LANCASTER (II), KPHO-TV Phoenix staff artist, puts finishing touches on caricature of Julian Kaufman (r), station executive sales manager. Series of caricatures satirizing local TV personalities is on display this month at the Arizona State Fair.

(Continued on page 84)
Congratulations

KTBC-TV

AUSTIN, TEXAS

Another Post-Freeze TV Station

—all RCA-equipped
Our Mr. H. is an extra-
The symptoms are common. You are putting together a TV spot schedule. You’re eager for facts, then baffled and, in the end, mentally myopic... you have TV spots before your eyes.

That’s where our Mr. H. comes in. As a TV spot specialist, he is prepared for your most delicate operation. And as an extra-specialist, he offers you more than anyone else.

He’s the best-traveled account man in his seven top television markets... with the most first-hand facts and the best perspective on these markets you’ll find anywhere.

He works side-by-side with TV spot’s finest research staff. If it’s thorough, case-hardened research you are looking for, they are the consultants for you.

And our Mr. H. has the surest hand with local live talent in the business. He will guarantee the product you sell its warmest welcome ever.

Next time you’re planning TV spot, let’s talk about your operation. Mr. H. will be most happy to take the case.

**CBS TELEVISION SPOT SALES**

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOI-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

*Mrs. H. H. Halishower of Memphis, or Mr. Robert B. Hoag of New York. Or then again, our Messrs. A. through Z.*
Fourteen in New Grants Batch (Continued from page 71)

request for an experimental TV outlet to operate on Ch. 49 to investigate uhf propagation and the effects of local rough terrain "involved questions which indicate the necessity of a hearing," particularly in view of the competing applications.

Howard-Yale Inc., Palm Springs, Calif., was advised that its application to build a booster station to operate a signal of all Los Angeles vhf stations "in order to determine the feasibility of providing TV service beyond the normal reception range," involves questions requiring a hearing.

The Ch. 16 grant to WTAC-TV Flint is the second uhf authorization for that city, the first being the July 11 grant of Ch. 28 to Trans-American Television Corp. for WCTV (TV), slated to commence in early 1953.

The grant of Evansville's Ch. 50 to WSJN Henderson, Ky., was made possible by the 15-mile rule of the Sixth Report which allows application for use of a channel anywhere within 15 miles of the principal city to which it is assigned without amendment of the assignment table.

Grant of Ch. 9 to Cowles Broadcasting, Sioux City, Iowa, is the second authorization within a fortnight to that city, the earlier being Ch. 36 to Great Plains Television Properties [B*T, Nov. 3]. Cowles is operator of KENT Des Moines and WNAX Yankton. Robert T. Tinch, vice president and general manager of WNAX, reported the new Cowles TV outlet will be put on the air as fast as possible.

Paul E. Taft, Houston businessman and part owner of Gulf Television, Ch. 11 grantee at Galveston, reported the new outlet hopes to be on the air by March 1 although no equipment has been purchased. Two manufacturers have promised December delivery, he said, but tower construction is the "stumbling block," indicating Jan. 15 starting date would be possible if it were not for the latter problem. The Ch. 11 grant was made possible by withdrawal of Mirador Television.

Oil producer M. B. Rudman is sole owner of Rudman Television, Ch. 41 grantee at Galveston. He is also an applicant at Bismarck and Minot, N. D.

Evans A. Nord, commercial manager of KELO Sioux Falls, S. D., Ch. 11 grantee, said commencement has been set for Feb. 1, and RCA equipment will be used. O. L. Taylor Co. will be representative.

Joseph H. Hohrer, KRDO Colorado Springs, Ch. 13 grantee, reported target date for March or April and said RCA equipment will be used. He is negotiating with ABC and NBC for affiliation. Joseph Hershey McGilvra Inc. will be representative.

WBCK-TV Battle Creek, according to President Robert H. Holmes, plans to commence operation on Ch. 58 in mid-1953. RCA equipment is planned.

WARD-TV Johnstown, Ch. 56 grantee, plans RCA and DuMont equipment. According to Robert Nelson, general manager, the station hopes to set a construction speed record. CBS affiliation is expected. Reed & Co. is representative.

SUCCESS! "The World's Most Powerful" Over WSAZ-Television A WELL-USED WORD...but COLGATE-PALMOLIVE-PEET CO. Believes WSAZ-Television Came Through Magnificently...Read Their Story and Find The Facts...

COVERAGE AREA:
- 103 Counties—in W. Va., Ohio, Ky. and Virginia
- Over 3,000,000 Population
- 1,828,557,000 Retail Sales
- 2,873,118,000 Effective Buying Power
- 84,000 WATTS

CHANCE 3
WSAZ-TV HUNTINGTON, WEST VIRGINIA

TNT REPORT
Outlined by Halpern

Past successes of theatre television and an outline of its future were detailed for Independent Theatre Owners in Chicago Tuesday by N. L. Halpern, president of Theatre Network Television.

Mr. Halpern was key speaker on a panel discussion which was sent close circuit to the Hotel Morrison and projected on a large RCA screen for members of Allied States Assn. of Motion Picture Exhibitors, attending an annual convention Monday through Thursday with theatre equipment manufacturers and dealers.

Others who appeared on the telecast with Mr. Halpern were these members of Allied's TV committee: Trueman T. Rembusch, chairman, and Jack Kirsch, Leon B. Back, Wilbur Snaper, John Wolfberg, Nathan Yamins, all independent exhibitors.

Mr. Halpern asserted theatre TV will continue regardless of the outcome of FCC's hearings slated for January, because the Commission has awarded channels to common carriers, such as AT&T, for use by theatre television. His group, however, seeks allocation of additional channels for motion picture usage.

Theatre TV equipment can be paid off in five years, he said, pointing to monies made by theatres which carried the Walcott-Marciano fight. This bout was carried in 50 theatres in 53 cities, whereas the first network show for theatres in the summer of 1961 was seen in only nine theatres in seven cities, located primarily in the East.

Theatre Network Television now has coast-to-coast facilities, he reported, and installations are being made rapidly.

DuMont Labs, Dividend Quarterly dividend of 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock was declared last week by the board of directors of the Allen B. DuMont Labs, Inc. It is payable Jan. 1 to preferred stockholders of record at the close of business Dec. 15.
WWJ-TV
busiest station in television

At time-change, a weekly total of 5½ hours of new studio shows were added to the busy WWJ-TV schedule that already averaged more than 5 hours of live studio programming daily.

MUSICALLY SPEAKING
7:15 P.M. Mondays... a quarter-hour variety show with Janie Palmer and Marv Welsh.

STUMP US
6:30 P.M. Wednesdays... Johnny King and Mary Roy test their musical memories.

U. OF M. FOOTBALL FILMS
6:30 P.M. Mondays... Fritz Crisler comments on Saturday's football game.

FAYE ELIZABETH
6:00 to 6:05 P.M. Mondays thru Fridays... household hints.

SPORTS ROUNDUP
6:05 to 6:15 P.M. Mondays thru Fridays... Paul Williams, popular sportscaster reviews sports news.

CLUB ARTHUR MURRAY
8:00 P.M. Fridays... a popular spot with Doris Eaton Travis as hostess.

YOUR HOLLYWOOD HOST
1:00 P.M. Mondays thru Fridays... Bill Kennedy, star of more than 150 movies, as film host.

A station that's busy is a station that's getting business for its clients. Let WWJ-TV do a selling job for your product in the 4-billion dollar Detroit market.
KOIN To Appeal Ruling

(Continued from page 71)

equipment, construction and instal-
lation substantially exceed those set forth in petitioner's application.

"In the light of this informa-
tion," the KXL petition said, "peti-
tioner has some question as to its present financial ability to erect and
operate a television station in Port-
land."

Examiner Smith meanwhile, at
KOIN's request, continued the Ch.
6 hearing until Dec. 1 pending Com-
mision action on the appeal. Portland's Ch. 12 hearing was com-
pleted before Examiner Smith last
Thursday, except for issues relat-
ing to possible interference to local AM stations. The latter testimony
is to be heard starting Feb. 12.

The Ch. 12 competition includes
bids of Oregon Television Inc.,
Columbia Empire Telectasters (KPOJ) and Northwest Television and
Broadcasting Co. A great part
of last week was devoted to ex-
amination of John D. Keating, a
principal partner.

Mr. Keating, who is part owner
of KPOA Honolulu, was questioned
about KPOA's competitive bid for
Ch. 4 with that of KGU Honolulu,
as well as an earlier AM applica-
tion in which he had interest that
was in competition with Royal V.
Howard for 850 kc. Mr. Howard
now is owner of KIKI Honolulu, a
250 w outlet on 860 kc.

Newspaper's Operations

Significant decision is awaited in
Wichita TV hearings for Ch. 3 which
would require Wichita Eagle-
KFH to present documents con-
cerning newspaper's operations
dating back to 1930 (BET, Nov.
17).

FCC Hearing Examiner Hugh
B. Hutchison has promised to rule
Friday or today (Monday) on a
motion by KFH to quash a sub-
poena already issued calling for
that material. The subpoena was
requested by KANS which, with
Wichita Television Corp., is com-

peting for Ch. 3.

Essence of the reasons for the sub-
poena, given in a memorandum to
Examiner Hutchison by KANS,
seems to point in the direction of
establishing possible anti-trust viola-
tions by the Wichita Eagle. Re-
ference was made in the memora-
dum to the recent New Orleans
Times-Picayune case, the Lorain
(Ohio) Journal case, and "forced
advertising." Some items seem to
point to an attempt to show that
the Wichita Eagle promoted its
subsidiary KFH to the detriment of
other stations in the Wichita area.

KFH exhibits indicated that it
planned a staff of 111 for the pro-
tested TV station, of which 52 would
be solely devoted to TV. It esti-
1ated cost of construction at $767,
669.10, first year's operations at
$597,411.88, and estimated first
year's revenue at $425,600 with a
$300 per Class A hour rate and
$41 per pay permenants.

The KFH balance sheet as of
Sept. 30 showed total current as-
s sets of $149,314.44 and total
current liabilities of $68,586.24. KFH
made a net profit after taxes in
1950 of $119,423.19, in 1951 of
$125,902.37 and for nine months
of 1952 of $141,238.40.

Exhibits also showed that KFH
spent $55,435.06 for a camera chain
to train personnel for TV.

In Tampa-St. Petersburg, third
applicant for Ch. 8 started Friday,
following the completion of the
WTSF case. Other applicant is
WFIA. Tampa Bay Area Tele-
casting Corp.'s first witness was
Dr. Ludd M. Spivey, president of
Florida Southern College at Lake-
land. Dr. Spivey is a member of
the Tampa Bay program advisory
council.

Today, Tampa Bay stockholders
Dr. and Mrs. Joseph J. Rushkin, Dr
Chester Goodnow and L. W. Bay-
nard are scheduled to appear. Dr.
Rushkin is also chairman of the
health and civil defense advisory
committee to the proposed station;

Mr. Rushkin, educational programs;
Dr. Goodnow, veterans; Mr. Bay-
nard, religious. Mrs. Rushkin is
also a vice president of the com-
pany.

The Tampa-St. Petersburg hear-
ings will recess after tomorrow un-
til Dec. 8. During that time, depo-
sitions of other Tampa Bay stock-
holders will be taken in Florida.
New hearing beginning last week
was for Ch. 6 in Beaumont-
Fort Arthur, Tex. Three con-
testants are KTRM and KFDM.
KFH began the hearings, which are
held before Hearing Examiner
Annie N. Hunting, with Forrest
McClennin, FCC counsel.

KFIC Plans

KFIC plans to spend $466,156.80
for first year's operations, with estimated revenue
$325,000 on a $250 Class A hour
rate and $50 per announcement
rate. Station plans to employ 52
people in the TV station.

KFIC is owned by the Enterprise
Co., publisher of the Beaumont
Enterprise and Journal. Enterprise
Co. balance sheet for Sept. 1,
showed current assets as $415,-
915.51, current liabilities as $394,-
451.02. Current assets included
KFIC plant and equipment carried
at $145,040.10 and KIFIC accounts
receivable at $15,089.76.

Appearing for KIFIC were R. W.
Akers, editor of the Beaumont
Enterprise; W. W. Ward, editor of
the Beaumont Journal, and Charles
Baskerville, manager, KIFIC.

Next Beaumont Ch. 6 applicant
to present its case will be KFDM.

The Fort Wayne hearing for
uhf Ch. 33, which began Monday
before Examiner Fannay N. Lit-
vin, involves the competitive ap-
plications of WKJG and WGL. All
of last week was devoted to the
WKJG presentation and WGL is
to offer its direct case this week.

The Duluth-Minneapolis- St.
Paul hearings for Chs. 3 and 6 be-

tended to the Duluth-Herbert
Towner, Duluth Newsheen, Duluth
Mirror. Again, the Duluth-Minneapolis-St.

PRINCIPALS in WGL and WKJG Fort Wayne, Ind., competitors for uhf Ch. 33 there, listen to proceeding before FCC Examiner Fannay N. Litvin. Front row (l to r): Miss Helene R. Fuehlinger, owner, WGL and News Pub Co.; Leslie Fopp, vice president-treasurer and 69.5% owner, WKJG; and Calo Mahlock, WKJG program director. Behind them are Harry Page, vice president-treasurer, WGL, and Edward G. Thoma, general manager, WKJG.

CORRIDOR lineup of KRIC-Beaumont (Tex.) Enterprise and Journal officials during TV hearing for Ch. 6 in Washington. L to r: W. W. Ward, editor, Beaumont Journal; E. C. Davis, executive vice president, Enter-
prise Co.; R. W. Akers, editor, Beaumont Enterprise; O. E. Davis, presi-
dent, Enterprise Co.; Charles Baskerville, manager, KIRC.

pected to commence until early
December because of the engineer-
ing deadlock.

WEBC Duluth, Ch. 3 applicant,
petitioned the Commission a fort-
night ago to consolidate the two
channel hearings because of the
Sec. 307 (b) issue (fair distribu-
tion of services) which is involved
[317, Nov. 17]. WECB asked con-
tinuance of both proceedings until
a ruling but the examiner re-
quested the Ch. 6 contestants to
begin their engineering data in the
next hearing. The engineering will
be held on Ch. 3 by KDAL Duluth. The
Ch. 3 case is scheduled Dec. 17.

Sacramento Hearings

The Sacramento hearings, in-
volving Chs. 3, 10, 40 and 46, have
been also stalled temporarily be-
cause of engineering conflict involv-
ing proposed antenna sites on Pine
Hill, 29 miles from the city. The
state has ruled that only one tower
permit will be issued for Pine Hill,
requiring applicants who want to
use the site to amend their propos-
als to show a common antenna
structure. The site also poses
shadow problems for uhf appli-
cants.

Further conference is to be held
today (Monday) on the engineering
difficulties before Examiner Thom-
as H. Donahue. Presently, the Ch.
10 hearing is to resume Dec. 15.
Ch. 3 on Jan. 1, Chs. 40 and Feb.
1 and Ch. 46 sometime in Febru-
ary.

Ch. 10 competitors are KFBK
and Sacramento Telecasters Inc.
Seeking Ch. 3 are KXOA, KCRA
and KROY. Maria Helen Alvarez
and Cal Tel Co. are competing for
Ch. 40 while John Poole Broad-
casting Co. and Jack O. Gross are
contestants for Ch. 46.

The Flint hearing for Ch. 12, slated
to begin last Monday before Ex-
aminer Benito Gagunle, has been
continued until Tuesday. Those
delays may seem to have been
offered. Contestants are WJR
Detroit, WDFD Flint and W. S.
Butterfield Theatres Inc.

The Harrisburg hearing for Ch.
27 between WCMB and WKGW,
scheduled to have begun earlier,
is to commence Friday before Ex-
aminer William G. Butts.

Page 82 • November 24, 1952

BROADCASTING • Telecasting
NBC opens a new era for local advertisers...

fine television drama at a practical price

"Douglas Fairbanks, Jr. Presents (Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very finest TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed on location in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories... it runs the gamut of suspense, high comedy and deep drama... and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30’s and 40’s. Best of all, it’s a fine dramatic program at a practical price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles

a service of America's No. 1 Network

November 24, 1952 • Page 83
FLASH!

WAVE-TV OFFERS TOP AVAILABILITY

Film Report

sales...

Peerless Television Productions Inc., New York, announced last week it has concluded a pre-opening deal with KHQ-TV Spokane for the company's group of 26 film features, including "Raw Deal," "My Son, My Son," "Last of the Mohicans" and "Brewster's Million.

Peerless has also signed with KING-TV Seattle for a re-run on the films and with KMTV (TV) Omaha, WJTV Johnstown, Pa., KPHO-TV Phoenix and KFMB-TV San Diego, according to General Sales Manager Maurice Gresham.

Foster Brooks—A colorful, dynamic television personality, known and loved by thousands and thousands of WAVE-TV viewers. He gives the show a remarkable "live" touch, lifting it head and shoulders above conventional film programs!

Time: 5:30 to 6:00 P.M., Monday thru Friday—a wonderful before-supper time slot!

WAVE-TV FIRST IN KENTUCKY

Nbc • Abc • Dumont

Louisville, Kentucky

Free & Peters, Inc. Exclusive National Representatives

WAVE-TV

Southland Television Inc., Panasco, Fla.
WEEK-TV Peoria, Ill.
WPTF (TV) Portland, Ore.
KCSU-TV Peoria, Col.
KOIC-TV Peoria, Col.
WETF (TV) Raleigh, N. C.
WROH (TV) Rochester, N. Y.
WHTV (TV) Syracuse, N. Y.
WEAS-TV Reading, Pa.
WHUM-TV Reading, Pa.
WROV-Rocksboro, Va.
WLS-TV Beemont, N. Y.
WTGY (TV) Rockford, Ill.
WKEX-TV Seguin, Mich.
WKG-TV St. Joseph, Mo.
WSJN-TV St. Petersburg, Fla.
KMTV San Bernardino, Calif.
WCAQ-TV San Juan, P. R.
Santa Barbara City & Telecasting Corp.
ABC-DuMont, CBS, NBC

New Grantees' Commencement Target Dates
(Continued from page 78)

Call Ch. Granted Commencement Network Rep.
Southland Television Inc., Panasco, Fla. 11 Nov. 15 June Young Headley-Read NBC-Spot Sales
WEEK-TV Peoria, Ill. 42 Apr. 28 January Young Headley-Read NBC-Spot Sales (Sept. 19)
KCSU-TV Peoria, Col. 5 Oct. 30 March 1 Avery-Knodel
KOIC-TV Peoria, Col. 3 Nov. 13 Unknown Avery-Knodel
WETF (TV) Raleigh, N. C. 28 Oct. 16 March 1 Headley-Read
WROH (TV) Rochester, N. Y. 42 July 24 Unknown Avery-Knodel
WHTV (TV) Syracuse, N. Y. 43 Sept. 18 Unknown Avery-Knodel
WEAS-TV Reading, Pa. 34 July 24 Unknown Avery-Knodel
WHUM-TV Reading, Pa. 61 Sept. 4 Dec. 7 CBS Avery-Knodel
WROV-Rocksboro, Va. 27 Sept. 15 Dec. 15 ABC Avery-Knodel
WLS-TV Beemont, N. Y. 10 Nov. 1 Dec. 1 NBC Avery-Knodel
WTGY (TV) Rockford, Ill. 29 Sept. 11 Unknown Avery-Knodel
WKEX-TV Seguin, Mich. 57 Oct. 3 February Headley-Read & Perma
KKG-TV St. Joseph, Mo. 2 Oct. 16 Unknown Avery-Knodel
WSJN-TV St. Petersburg, Fla. 38 Oct. 9 May 1 Weed Hallock
KMTV San Bernardino, Calif. 18 Nov. 6 Fall 1953 Hollingbery
WCAQ-TV San Juan, P. R. 2 July 24 1954 Inter-American
Santa Barbara City & Telecasting Corp. 3 Nov. 13 May Headley-Read & Perma
ABC-DuMont, CBS, NBC

In Los Angeles, where retail food sales total more than $2.5 billion dollars per year, KNBH has best spot availabilities. FOODS FOR THOUGHT, on Monday thru Friday, 11:11:30 AM, offers top merchandising assistance, big audience. Stars are hard-selling Jane Hawkins and Jimmy Wallington.

Some spots are better than others

For the best spot, at the right time, at the right place use

KNBH Channel 4

Represented by NBC-Spot Sales

Broadcasting • Telecasting
High speed binary frequency divider circuits with short transition times eliminate need for expensive cathode ray monitoring. Provides stable pulse source regardless of tube or line voltage variations.

- Choice of 5 lock-in sources: crystal, power line, free, external or interlace.
- No timing operating controls other than master oscillator frequency.
- Linearity dot pattern mixed with blanking available on a separate output jack for testing receivers and monitors.
- Both negative and positive outputs available independently.
- Excellent transient characteristics.
"Lucy" Leads in Latest Ratings

(Relport 243)

Survey Made of Chicago Set Market

TV dealers in Chicago still can sell an estimated 660,000 sets, despite the city's current "saturation" figure of 1,831,854. The Chicago Tribune, licensee of WGN-AM-TV Chicago, reports that 84.8% of the 660,000 figure it cites is a replacement market.

The newspaper has just completed a study, "The Opportunity for TV Set Sales During the Second Offensive in the Chicago Market," based on 6,000 interviews in the city and suburbs. A check on set purchase dates shows that about 500,000 of the sets now in use throughout the area have small screen sizes. This coincides roughly with the Tribune survey, which reports that 36% of the TV families answered that they had 14-inch screens or smaller.

Other replacements will be in demand by families dissatisfied with their present sets because of the model or performance, adding another 60,000 to the area's potential.

Plans by 12.5% of non-TV homes to purchase a video set, according to the survey, adds 103,072 prospects to the list.

Weekly Television Summary—November 24, 1952—Telescasting Survey

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

Represented nationally by The Katz Agency Inc.

YLEASTY DAY

YESTERDAY in Central Indiana at WFBM-TV "First in Indiana"

Today... there are 265,000 Sets in use in WFBM-TV's coverage area.

In WFBM-TV's coverage area, as shown in this weekly survey, the ability of any single program to attract an audience is indicated. It can be seen that the top programs are "Our Miss Brooks," "I Love Lucy," and "Lassie." In addition, other programs, such as "The Andy Griffith Show," "The Addams Family," and "The Munsters," are showing strong ratings and are comparable to the top-rated programs pictured above.

This indicates that the market is very competitive and that advertisers have many options for reaching their target audience. The survey data also highlights the importance of local programs and their ability to attract large audiences. Overall, the survey provides valuable insights into the viewing habits of the Central Indiana market and the effectiveness of different programming strategies.
ASK US TO PROVE
WMAR-TV RESULTS!

PROOF: "Block Party"
A WMAR-TV feature which guarantees increased retail
distribution; plus constant merchandising with ever-
growing consumer results.
Wednesdays: 3:15-3:45 P.M.

PROOF: "The Woman's Angle"
Another WMAR-TV package with a record for the successful
merchandising of merchandise.
Monday, Tuesday, Thursday, Friday: 1-1:30 P.M.
Wednesdays: 3:45-4 P.M.

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
'TV CIRCULATION'

Hooper Releases Figures

NEW "TV-set circulation" totals being released with city-by-city TV-area Hearings for the first time give broadcasting figures which can qualify as "circulation," C.E. Hooper said Nov. 13. This circulation figure is the "sum of sets tuned between 'sign-on' and 'sign-off' totals for each 15-minute period within one week" and as such, he commented, is "realistic with reference to the frequency and length of the public's use of radio and television, while preserving the effectiveness connotations of actual audience measurement."

October TV-set circulation figures released to date by the Hooper organization are: Atlanta, 20,126,000; Baltimore, 40,122,000; Boston, 79,438,000; Chicago, 120,516,000; Cleveland, 75,790,000; Detroit, 95,278,000; Los Angeles, 123,471,000; New York, 280,793,000; Philadelphia, 104,583,000; Washington, 55,444,000.

TV Channel Changes Since Sixth Report

Here, in convenient form, is a listing of all TV channel changes effected by FCC since issuance of the Sixth Report and Order which finalized the TV reallocation and lifted the freeze on construction of new stations [8*4, April 14]. The changes are:

<table>
<thead>
<tr>
<th>State</th>
<th>Deleted</th>
<th>Added</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>8</td>
<td>10+</td>
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<tr>
<td>California</td>
<td></td>
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<tr>
<td>Palm Springs</td>
<td></td>
<td>10+</td>
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<tr>
<td>Delaware</td>
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<tr>
<td>Minneapolis</td>
<td>53</td>
<td>83+</td>
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<tr>
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<td>4-</td>
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<tr>
<td>Florida</td>
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<td>Orlando</td>
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<td>Pensacola</td>
<td>3-</td>
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<td>Tallahassee</td>
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<td>Georgia</td>
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<td>21</td>
<td>1+</td>
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<tr>
<td>Fort Wayne</td>
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<tr>
<td>Princeton</td>
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<td>Lexington</td>
<td>33</td>
<td>64+</td>
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<td>Louisville</td>
<td>37</td>
<td>29-</td>
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<td>Baton Rouge</td>
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<td>9-</td>
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<tr>
<td>Warren</td>
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<td>Harrisburg</td>
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<td>55+</td>
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<td>Tennessee</td>
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<tr>
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<td>Nevada</td>
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<td></td>
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<tr>
<td>New York</td>
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</tbody>
</table>

TV sets 79,438,000; organization of radio and television, with reference to the frequency and length of the public's use of radio and television, while preserving the effectiveness connotations of actual audience measurement.

In over one hundred principal cities, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 238-112

TOPS IN PERFORMANCE FOR TELEVISION

...and quickly available via Graybar

Investigate these Altec companion microphones, too!

THE ALTEC 633
Employing the same dynamic element as the 639, the Altec 633 microphone features a more compact housing. Long a standard of comparison for less critical applications, in studios and for remote pickups, it meets all AM, FM and TV requirements for fidelity of response.

THE ALTEC 660A AND B
This new and smaller version of the 633 microphone is available at substantial savings in cost. Altec 660A and 660B units are ideal for voice or music pick-up wherever 10,000 cycle top response is adequate.

Many "new models" and "latest developments" have come and gone since Bell Telephone Laboratories and Western Electric produced the first 639-type microphone.

Now manufactured by Altec-Lansing, the 639 has adequately met the tests of time and proved itself in an almost unlimited variety of applications. Its cardioid directional response throughout the 40 to 10,000 cycle frequency range... its high signal-to-noise ratio... its choice of 3 to 6 response patterns—all combine to make the 639B a natural for TV... and still tops for AM, FM and sound reinforcement systems.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you specifications and prices on the complete line of Altec microphones, as well as on any of your other broadcast requirements.

Make it a point to call today for full particulars. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
WFAA-TV CASE

NLRB Rules Out IBEW Bid

PETITION by an IBEW union local seeking representation of all TV technicians at WFAA-TV Dallas was dismissed by the National Labor Relations Board Nov. 15. The petition was filed by Broadcast Technicians, Local Union 1257, of the International Brotherhood of Electrical Workers (AFPL). WFAA-AM-TV is operated by A. H. Belo Corp. The final order was signed by NLRB Chairman Paul M. Herzog and members John M. Houston and Abe Murdock.

The decision upheld the station's contention which held that only a unit comprising radio and television technicians is appropriate. NLRB cited "the common overall supervision of technical operations (AM and TV), the competitive nature of the radio and TV stations, the similarity of duties and qualifications of the employees, and the substantial interchange among technicians in the two stations." A. H. Belo Corp. bought WFAA-TV in 1980, and maintains radio and TV stations about two and one half miles apart, the board noted. Company also owns the Dallas Morning News. WFAA-TV operates on Ch. 8.

MIKE & CAMERA

Future's Twin Campagners

TELEVISION will mean the end of the whisketop as the candidates know it and greater reliance on broadcast media in future political campaigns.

These views have been expressed since the election by Vice-President elect Richard M. Nixon and with the campaign manager for Gov. Adlai Stevenson.

Vacationing in Florida, Sen. Nixon observed that because of TV "it may have been the last of the whistlestops. In the campaign and the new we may have back-porch campaigns with television plus the press and radio bringing the candidate right to the people." Mr. Wyatt predicted whisketops will be "unnecessary" and that candidates will appeal to the people directly through radio and TV.

"With the expansion of the number of TV stations in the next four years, the personal and many visits throughout the country by candidates will not exist, he said in a speech to the Radio-AM-AM-TV Club of Louisville. His remarks were aired by the stations Nov. 9 upon his return from Springfield, Ill.

With the expansion of the number of TV stations in the next four years, personal visits throughout the country by candidates will not exist, he said in a speech to the Radio-AM-AM-TV Club of Louisville. His remarks were aired by the stations Nov. 9 upon his return from Springfield, Ill.

JACKSONVILLE

W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.

R. C. Ubry, Baltimore 1644

LITTLE ROCK

W. E. Kunkel, Little Rock 5-1246

LOS ANGELES

R. S. Thompson, Anguiss 3-2832

MINNEAPOLIS

C. W. Greer, Geneva 1621

NEW YORK

W. Griffiths, Exeter 2-2000

OMAHA

L. J. O'Connell, Atlantic 5740

PHILADELPHIA

J. W. Crockett, Walnut 2-5405

PITTSBURGH

R. F. Gotzsche, Allegheny 1-4100

RICHMOND

E. C. Toms, Richmond 7-2941

SAN FRANCISCO

K. G. Morrison, Market 1-5123

SEATTLE

D. L. Craig, Mukilte 0123

ST. LOUIS

J. L. Lenker, Newsted 4700


For Late Sleepers

KECA-TV Los Angeles on Jan. 1 will telecast twice the complete two-hour Pasadena Rose Parade, each time for a different sponsor and from a different vantage point. Big Four Apartment Dealers, Los Angeles, through Irwin Co., Beverly Hills, will sponsor the first telecast at 9 a.m. (PST), and Challenge Cream & Butter Assn., through Davis & Co., both that city, will sponsor the second, at 11 a.m.

PRODUCTION FIRM

Reactivation Plans Set

PLANS to reactivate Harvey Marlowe Television Assoc., film production firm, were announced last week by Mr. Marlowe, who has re-signed as production manager of WOR-TV New York.

Mr. Marlowe said his firm, which he founded in 1948, will concentrate on the production of low-budget films for television. He is negotiating for New York quarters.

TRUTH IN ADS

TV Points Up—James

TELEVISION's penetrating force, "more powerful than anything in advertising history," offers a "comparative challenge for every advertiser in all advertising," Alden James, P. Lorillard Co. advertising director, told the Washington Ad Club last Tuesday.

Appearing as a last-minute substitute for Robert M. Ganger, Lorillard president, Mr. James warned that criticism of advertising is realistic, especially among the people who really believe in advertising and private enterprise. In the case of cigarette advertising, he said, skepticism is at a peak. He recalled the Gov. Goldwater campaign of 1964 in which "good-naturedly killed other cigarette advertising" for a score of years.

Mr. James criticized cigarette companies that make "a football of the medical profession." He added that these medical claims are "absurd," throwing in a slap at claims that a specific cigarette is less irritating because of the flavoring or moistening ingredients. "All methods and ingredients are available to all manufacturers," he exclaimed.

Pseudo-scientific claims should be discontinued, he said, since extravagant statements hurt the whole industry. He scoffed at advertisers appealing to the one-third of Americans who are bothered by the nicotine and tar in tobacco.

16MM SUIT

New Time Delay Granted

DEFENDANTS in Dept. of Justice suit to force release of 16mm feature film, filed a motion to delay the suit until Jan. 27. The suit was granted a third extension time to Dec. 31 for filing answers.

Previous filing date was set for Nov. 15 after defense attorneys had asked for an extension from Oct. 15. The suit was filed in Los Angeles July 22. Counsel for film companies are undecided as to file answers to the suit or ask for a motion to dismiss, it was reported.
WWJ-TV STUDIOS
$2 Million Facility Opened

WWJ-TV in Detroit dedicated its new $2 million studios last Monday with a special telecast saluting Detroit, telling about the city and its people and those of southeastern Michigan, with vignettes presenting the station as the “busiest in television.”

Sixth TV station in the U.S. to go on the air, March 4, 1947, WWJ-TV was the second postwar station and the first in Michigan. The dedication ceremonies were attended by Detroit Mayor Albert E. Cobo and Gov. Mennen Williams.

Others included Warren S. Booth, president of the Detroit News, station licensee; Edwin K. Wheeler, general manager, WWJ-AM-FM-TV; Joseph H. McConnell, NBC president; Willard E. Walbridge, station manager, WWJ-TV, and members of the News board of directors.

On Nov. 14 a special closed circuit program was viewed by 300 Detroit advertising executives. Last Thursday 300 New York advertising men watched on 10 large-screen TV receivers in the Waidorf-Astoria Hotel a program including a camera tour of the new studios, parade of local WWJ-TV stars and talent and a review of the station’s commercial techniques, plus a documentary on Detroit. NBC wires were leased for the show.

Other Programs
A similar program will be shown tomorrow (Tuesday) to Midwest advertisers and agency people at Chicago’s Hotel Blackstone. WWJ-TV believes it is the originator of this novel promotion of TV “with TV.”

The new two-story WWJ-TV building offers 20,000 sq. ft. of floorspace and joins the WWJ-AM-FM building. About 120 miles of television wiring are connected by cable runs to a central duct shaft which extends from the basement to the second floor. Some 150 tons of refrigerating equipment neutralize heat of the high lighting intensities used in the studios.

Stairways and passenger cars provide access to and from the various facilities.

Occupying much of the first floor are three studios, the largest of 4,600 sq. ft., including a 25-ft. turntable, 221 ft. of wall space and 18 motor-operated light battens. Each studio has central control boards for lighting, and adjoining control rooms are four feet above studio floor levels. Offices, conference room and a garage also are on this floor.

The second floor contains a master control room of 1,100 sq. ft., with 90 ft. of relay racks; film projection room of 600 sq. ft.; announcers booth, engineering workshop of 600 sq. ft. and engineers’ offices. There is an additional studio for audience shows and a roof area for outdoor shows.

The lower level area is occupied by a central storage area of 5,600 sq. ft., adjacent area for scenery design and carpentry and paint work, talent and production offices, film office, newsroom, rehearsal and dressing rooms, costume and wardrobe rooms and a talent lounge.

DR. DuMONT’S VIEW
Cites TV’s Practical Uses

TELEVISION is not merely an entertainment or news medium but also a strong force in education, industry and defense, Dr. Allen B. DuMont, president, Allen B. DuMont Labs., asserted in the current (November) Academy Magazine, published by the Academy of Radio and Television Arts and Sciences.

Dr. DuMont cited TV’s use in colleges and universities to supplement regular teaching methods and bring adult education programs to viewers’ homes. He said TV’s ability to see in “unseeable” places provides aid in industrial processes and noted TV is employed in atomic energy plants, research installations and in troop training.

DAMAGE SUIT
Filed by Film Producers

SEEKING to restrain further release of the theatrical motion picture, “Shed No Tears,” to television, two firms filed a $500,000 precedent-setting damage suit against Chesapeake Industries and others last Monday. Frost Films Inc., and Equity Pictures Inc. filed in Los Angeles Superior Court.

Also named as defendants are Motion Pictures for Television (MPT), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

The film producers charge that Chesapeake, formerly known as Pathe Industries Inc., had no right to assign the movie’s TV distribution rights to MPT without consulting them. They maintain current showing on TV will destroy further theatrical revenue by preventing re-issue. The film stars Wally Ford and was released theatrically four years ago.

Besides damages and a restraining order, the producers ask that the existing agreement between them and Chesapeake be ended.

SWG SUPPORT
Backs SAG on AAAA Issue

SCREEN Writers Guild (SWG) following settlement of its own long drawn-out labor contract dispute with Alliance of Television Film Producers (see story page 91) last week voted “complete support and cooperation” to Screen Actors Guild’s (SAG) pending strike against the American Assn. of Advertising Agencies and New York film producers. The issue involves additional payment to actors for re-use of filmed TV commercials.

Terming SAG’s proposal “just and reasonable,” SWG’s executive board said it would ask the Authors League of America to take similar support action.

unduplicated coverage in 235,000 homes with persistent selling to more than 705,000 people in prosperous southern new england

represented nationally by weed television in new england — bertha sanzen

all business needs show business

bROADCASTING • Telecasting

films for industry and television

bred arley productions
route 2 box 332 Kennedy, san antonio, texas
INDEPENDENT TV
Urged by Canadian Advertisers

Canadian advertisers are in favor of a change in government policy banning independent television stations and are ready to sponsor programs should independent TV stations be permitted, according to Mr. T. Venning, president of the Assn. of Canadian Advertisers.

The ACA directors, meeting at Kingston, Ont., have concurred with the Canadian Liberal Party advisory council's recommendation that the present ban on independent TV stations be lifted and that a separate regulatory body for radio and television be established. The ACA directors have notified the Canadian government to that effect and declared that private development of TV will benefit the public and business in general.

"Private capital," Mr. Venning said, "is now ready to venture into and further develop the TV industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience."

TV COMMERCIALS
Selling Factors Discussd

"A COMMERCIAL is more effective if delivered by an authority on the product instead of a regular announcer," according to John Boyle, chief, TV program section, Daniel Starch & Staff, media research organization.

In a talk before the Television Assn. of Philadelphia at the Poor Richard Club, Mr. Boyle said it is not necessary to entertain in a commercial in order to sell the product. He said a certain amount of the audience will be lost if they are not entertained but that viewers who remain have product interest and will do the buying. Daniel Starch & Staff has just completed a report on TV commercials in Philadelphia, New York, Boston and Chicago.
WBTV (TV) MEET

AGENDA for WBTV (TV) Charlotte's Southeastern Television Conference Dec. 3-4 was announced last week.

Film operation, programming, production and engineering will be a theme of the sessions. Taking part in the discussions will be Gaines Kelley, general manager, WMFY-TV Greensboro; Ken Tredwell, operations director, Sam Zurich, production director, M. J. Minor, chief engineer, Tom Callahan, audio-video supervisor, Lacy Sellars, film manager, all of WBTV, and Andrew D. Ring, of A. D. Ring & Co.

Joseph M. Bryan, president, and Charles H. Crichtchfield, executive vice president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV, explained that the conference was being held as a service to prospective TV operators in the Carolinas and nearby states.

Also slated for the opening day is a talk by Reed T. Rollo entitled, "What's Happening to Your Application?" Mr. Rollo is associated with the Washington firm of Kirkland, Fleming, Greene, Martin & Ellis, counsel for the Jefferson Standard Broadcasting Co. "The TV Cable" will be discussed by H. Y. Alexander of the Southern Bell Telephone & Telegraph Co.'s Charlotte division.

First day's activities will be rounded out by a barbecue at WBTV's transmitter atop nearby Spencer Mts.

Opening the second day, J. Robert Covington, Jefferson Standard Broadcasting Co.'s vice president in charge of sales and promotion, will speak on TV promotion.

Wally Jorgensen, WBTV's sales manager, and Carl P. Rhinehart, general manager, will speak on their respective departments. Afternoon session will include a talk by Dick Doherty, NARTB employe-employers' relations director, and Managing the TV Station. Closing out the calendar will be a banquet at Charlotte's Hotel Barringer, conference headquarters.

Four states will be represented at the Charlotte sessions.

Those who indicated that they will attend from North Carolina are:


From South Carolina:

J. Drayton Hattie, Walter Nelson, Henry Hoppe, WUSN Charleston; E. H. Kwon, William Birchfield, WHAN Charleston; Miss A. L. Quiterman, Mrs. Alma Davis, Charles Hall, Wilbur Albee, WCFI Columbia; Roger Shaffer, Harold Beckford, Guy Vaughn, John Allard, WCDN Charleston; Don UShaw, Charles Bixton, Broadcasting Co. of the Carolinas; Don Williams, Frank Harris, John Sholar, W.C. Bruchwick, WCSC Columbia, Columbia; W. E. Garrison, Norvin Duncan, WCSC Charleston.

From Virginia:

Robert Walker, WWTW Charlottesville; Elmo Brier, Lyle Motley, WTBM Danville; Walter Turner, Grayson S. Brown, WPTV Danville; Forrest Pinkerton, Richard Gooch, WDBU Lynchburg; Robert G. Smith, Mrs. Robert Wolfenden, WMME Melton, Thomas Tinsley, Irving Abbot, WHEL Richmond; Charles Ballou, John Kure, WDFR Roanoke; and Walter V.itterof from WGBA Columbus, Georgia.

A prospective educational TV applicants will be represented as well as members of the Consolidated U. of North Carolina Trustee Committee.

General chairman for the conference is Chase Idol, employe service supervisor for Jefferson Standard Broadcasting.

ACADEMY of Television Arts & Sciences, Hollywood, has opened its membership to tax-exempt, educational and production personnel (except clerical) of advertising agencies active in TV. New membership classification also includes executive production personnel (except clerical) of talent agencies active in TV.

Zoomar Interest Sold

FILM PRODUCER Jerry Fairbanks has sold his interest in the Television Zoomar Corp., New York, which he has served as president, to Jack Pegler, general manager, and Dr. Frank G. Back, investor of the lens. Mr. Pegler becomes president and Dr. Back, vice president, secretary and treasurer of the corporation.

KSL-TV TOWER

Signal Serves Four States

KSL-TV Salt Lake City, which claims to operate America's highest video transmitter, passed another milestone Nov. 15.

Ivor Sharp, executive vice president of Radio Service Corp. of Utah, said that KSL-TV, says on that date KSL-TV became the first TV station in the Intermountain West to serve residents of four states.

According to Mr. Sharp, the mountain-top transmitter will reach 87% of the population of Utah, plus thousands in Idaho, Nevada and Wyoming.

D. Lennox Murdock, KSL-TV manager, added that the station's growing market is expected to reach a retail sales volume of more than $700 million this year.

Culmination of nearly 15 years of research, exploration and mountain-peak development, the KSL-TV transmitter is located atop 9,426-foot Crum Peak. The transmitter is located some 17 miles west of Salt Lake City and cost more than $500,000 to put into operation.

KSL-TV's former transmitter was located atop the Union Pacific Blgd. in Salt Lake City.

Microwave relay has been installed on the roof of the KSL-TV studios in downtown Salt Lake City.

ROCKFORD TEST

CTISA Sees Raytheon Show

MEMBERS of the Rockford (Ill.) Certified Television Installation & Service Assn. Inc. witnessed a ferry flight of their conversion and installation techniques by Raytheon at the Lafayette Hotel there Nov. 13 as part of the group's preparations program for the advent of local television around March 1.

The Raytheon demonstration was a field test of the firm's planned national uhf educational program and "agreed that Mr. Mort Fass, president of National Appliance & Radio-TV Dealers Assn.

KSL-TV tower site affords panoramic view.

DAYTIME SPOT

WCBS-TV Reports Increase

BETWEEN April and October, WCBS-TV New York's daytime national spot business increased "to almost twice as many accounts, "Mr. Lawrence said. During the same period, added WCBS-TV's daytime network business increased from 56 to 77 sponsored quarter-hours a week, while evening time remained "virtually sold out."

NLRB HEARING

Deferred on TWA Petition

NATIONAL Labor Relations Board hearing on the petition of Tele- vision Writers of America (TWA) to be the bargaining agent for Hollywood writers with live and film television network shows, scheduled to start tomorrow (Tues- day), has been postponed to Dec. 10. Hearing will be held before Los Angeles field examiner Norman Greer.

TWA is contesting the claim of the Screen Writers Guild that it is the TV writers' proper representative. SWG and Authors League of America have already negotiated agreements with the networks in New York. They cannot be put into effect, however, until the NLRB settles the controversy.

NOW UNDERTAKING CONSTRUCTION!

SERVICE THE EL PASO SOUTHWEST SOON ...
CBS-TV ‘CITY’
Production in Full Swing

PRODUCTION is in full swing at the Los Angeles CBS Television City, currently capable of turning out about 28 hours of live programming weekly.

Output capacity of the TV center, which opened officially Nov. 15, constitutes almost half the combined production of CBS-TV's 18 New York studios and 22 times that produced yearly on any large Hollywood movie lot, according to CBS officials.

Following by six weeks the dedication of the NBC TV Center's initial two-studio plant in Burbank, the new CBS operation, a corporate entity in itself, comprises four large studios, two equipped to handle audiences of 350 persons each.

Besides studios and a six-story engineering building, the unit includes make-up, costume and prop rooms, an assembly line arrangement for set design facilities, carpenter and paint shops, set storage, a 35,000 sq. ft. office area and three large rehearsal halls.

All CBS-TV Hollywood-originated live shows soon will emanate from the new plant, moving from current quarters at Columbia Square and the Don Lee Bldg. The administration and production departments eventually will make the move.

KNXT (TV), CBS-TV o & o Hollywood station, will continue to headquarter in the Don Lee Bldg., 1313 Vine St.

RELIGIOUS TV
Baker Sees a ‘New Pulpit’

"TELEVISION gives religion a new pulpit, a clearer voice, a wider audience," declared Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Div.

Dr. Baker spoke Nov. 14 during a Religion Television Workshop session sponsored by the National Council of the Churches of Christ at the Syracuse Hotel in Syracuse, N. Y.

The GE engineer-executive urged churchman "not to expend the valuable and expensive gift of television time carelessly," and said brevity can be an advantage. He outlined a three-point program: (1) the pulpit should be replaced by the TV studio for religious programs; (2) the telecast should be short and uncomplicated; and (3) the religious message should be presented in an easily-understood manner.

JIMMY DURANTE, who stars in NBC-TV's All Star Revue, awarded Star of Italian Solidarity, Italian government's only civilian honor to foreigners or Italians living abroad who have contributed to moral and material rehabilitation of Italy.

AMONG NOTABLES at CBS Los Angeles ceremonies are (l to r) Harry Burke, general manager, KFAB Omaha, CBS affiliate; Mrs. Harry C. Wilder, Phoenix, Ariz., and CBS-TV President J. L. Van Volkenburg.

CBS/NETWORK star Jean Hersholt is flanked by CBS President Frank Stanton (l) and Board Chairman William S. Paley at banquet celebrating TV City opening.

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE
A MEREDITH STATION
November 24, 1952 • Page 93
programs promotion premiums

REPORT ON KANSAS
REPORT on the radio-TV audience in 1952 in Kansas, compiled by Dr. F. L. Whan, U. of Wichita, is being distributed to the industry by WIBW Topeka. The 100-page report is the 16th consecutive study of listening habits in that state.

MINK FOR WINNER
FIRST prize of $1,000 mink stole and other awards totaling over two thousand dollars will be awarded winners of KNX Hollywood "Mystery Voice Contest," which started last week. Listeners will identify voice of well-known feminine personality, which will be heard daily and nightly on KNX programs, and include a slogan in 15 words or less telling why they listen to the station.

NBC-TV KIDS' SHOW
AIMED at children from three to five years old, Ding Dong School, which has been presented over WNBQ (TV) Chicago for the past six weeks, will be carried over NBC-TV Mondays through Fridays (10-10:30). Airing daily, it starts next Monday. The program features "Miss Frances," who tells stories and nursery rhymes and shows toys, games, puzzles and cut-outs.

MORNING SPORTS SHOW
NEW show called Sports in the Morning is being aired daily at 8 a.m. on KKLX St. Louis featuring Del Wilber, catcher for the Boston Red Sox. Mr. Wilber slants his sports at overnight results, the day's events and personal stories of his many years in baseball. Interviews with his friends in the sports world are also featured on the program.

SUBWAY CLEANUP
NEW editorial policy was begun Monday by George Hamilton Combs, WJZ New York commentator, on his 6-6:15 p.m. EST Monday-Friday program. He told his listeners he planned to devote the last portion of his program each night to crusading against "glaringly unwholesome and dangerous conditions" in New York. Inadequate policing of the city's subways has been a subject to come under Mr. Combs' scrutiny.

COLLEGE GIRLS' BROADCAST
IN CONJUNCTION with a radio course offered at Centenary Junior College, Hackettstown, N. J., young women from the college are presenting a weekly one-hour show produced in their campus studio and broadcast over WGPX Bethlehem, Pa. The various segments of the show include children's programs, special music and interviews.

BROCHURE and promotion kit on Favorite Story, new Ziv Television Programs Inc. series have been released by that production firm. Star of the series is Adolphe Menjou. Kit contains ad mats, ad proofs, publicity stories and publicity pictures to be used in connection with presentation of the program. Brochure tells a pictorial story of the series, as Mr. Menjou sees it.

HOUSEWIFE vs. ACTRESS
TO give housewives a chance to prove they can do TV commercials better than some model or actress, a contest has been started on KTV (TV) Hollywood Glamour Session, twice weekly quarter-hour program. Inaugurated by Dr. Spirling's RX-Thirty, L. A. (vitamins), sponsor of half the program, contest closes Jan. 31, 1953. Contestants, selected on basis of letters and physical appearance, will compete for chance to do a series of filmed TV commercials. Agency is Frank J. Miller Adv., Hollywood.

WNAX 'CONCERT TICKETS'
PAIR of "season tickets," patterned after those which any box office has for sale, were distributed to 1,000 music organizations in the WNAX Yankton, S. D., listening area, to promote the first program of the New York Philharmonic Symphony broadcast on station Nov. 7. Letter accompanying the tickets listed guest who would be featured on the program.

RADIO BOOK REVIEW
QUARTER-HOUR book reviews for teen-agers are now being aired weekly by 33 member stations of the Canadian Assn. of Broadcasters. The program is prepared by CAB for its member station on a co-operative cost basis, with reviews by a leading Canadian author, Charles Clay of Ottawa. Books reviewed include current best sellers as well as classics. Three books are discussed each week.

Another BMI "Pin Up" Hit

IT'S IN THE BOOK

On Records:
Johnny Stanley............................... Mercury
Al Bernie................................. Capitol
BROADCAST MUSIC, INC.

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REPORT ON KANSAS
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APRA WORKSHOP
News Release Timing Hit

NEWS releases would receive more careful consideration by radio and television stations if their time of release were geared to the media's normal news peaks instead of newspaper hours, the National Capital Forge, American Public Relations Assn., was told last Monday at the concluding session of its Television Workshop.

Ruth Crane, women's director of WVAL-TV, Bermuda, outlined the techniques used by TV stations in processing publicity material. The workshop discussion was held in the WMAL-TV studios. Howard P. Hudson was general chairman of the workshop committee.

Others taking part in the final workshop session were these WMAL-TV station executives: Bryan Rash, special events director; Harry Robinson, television operations director; John Ghilain, director of promotion; George Griesebauer, director of TV sales; Van de Vries, director of publicity; Charles Watt, agency account manager; S. Tchbich Chichere Jr., assistant promotion director.

At luncheon meeting Walter Compton, general manager of WTG TV (TV) Washington, discussed low-cost programming techniques. He said major costs center around personnel, with time a major factor.

AWRT Counsel Service
AMERICAN Women in Radio & Television has organized a job counselling service for members who are seeking employment. Requests for information should be made in writing to Lillian Okun, committee chairman, WMCA, 1567 Broadway, New York City. Miss Okun stressed that the service is not an employment agency. She said it will function as a source of information on job contacts, preparation of presentations and, whenever possible, on jobs waiting to be filled.

PUBLIC SERVICE

HIGH ranking government and national organization officials have contributed to a 16-inch transcription Counseling Zone stations, networks and public service program.

Copies of the transcriptions, produced by the council on the occasion of its 10th anniversary, already have been requested by 150 stations from the four major networks. Stations may receive copies of "Thanks for Radio" for local broadcasting by writing to the Advertising Council, 25 West 45th Street, New York 36.

Here are some typical comments, included among the 16 messages:

DR. JOHN R. STEELMAN, assistant to President Truman — "Radio stations have broadcast special programs and public service messages to millions of Americans every year. And through the Advertising Council, radio broadcasters give time to help these campaigns—salvage drives, recruiting of volunteers, the defense bond—campaigns and national blood program. I wish to take this opportunity to congratulate the Advertising Council for their generous service to the government and the nation."

Defense Secretary ROBERT A. LOVEY—"Radio stations have given valuable assistance to many information projects of the armed forces. And on this, the 10th anniversary of the Advertising Council, I wish to congratulate broadcasters and their advertisers on their generous support of Dept. of Defense programs—all extending broad voluntary public action."

Treasury Secretary JOHN W. SNEYDER—"The American people now own worth of $2 billion. We could not have sold so many bonds without enthusiastic advertising help. And radio stations, networks and advertisers have helped enormously by broadcasting special programs, even in thousands upon thousands of forceful defense bond messages."

Commerce Secretary CHARLES STRINGFELLOW—"In connection with the 1950 census, the bond and salvage campaign and various activities of defense mobilization, the contribution radio has made has been outstanding. On its 10th anniversary, I congratulate and thank the broadcasters and advertisers for what they have done to assist in the solution of our social and economic problems."

U.S. Comr. of Education EARL J. MCGRATH—"I sincerely congratulate the Advertising Council on its 10th anniversary for its contribution to American education through the Better Schools campaign. I wish to commend the radio stations of America for the part they have played in the nation-wide effort to help give our children better education."

E. ROLAND HABRIMAN, president of the American Red Cross—"Through the Advertising Council, radio advertisers give millions of dollars in time and talent in support of the Red Cross. We can be proud of the generous manner in which the radio industry helps the Red Cross to do its job for the country."

CHARLES E. WILSON, chairman of the National Committee of Laymen, sponsors of the Religion in American

MEDIA POLICIES
To Affect Canada Elections
RADIO and TV policies apparently will play important roles in Canada's national election which probably will be held next summer. Advance notice was seen in speeches of George Drew, leader of the Progressive-Conservative Party (the opposition).

In Vancouver, Mr. Drew said it was unfair for all taxpayers in the country to pay for limited TV programming in the Montreal and Toronto areas. He attacked the government-owned Canadian Broadcasting Corp. for excluding private interests from TV broadcasting, saying that if his party assumes power at Ottawa, it would eliminate supervisory authority of the CBC over independent stations. In its place, Mr. Drew said his party would substitute an impartial board over both CBC and independents. This board would resemble those which govern railway and air transport operators in Canada, he said.

AUSMUS ELECTED
Is New NAEB President
GRAYDON AUSMUS, director of broadcasting and manager of WUOA, U. of Alabama station, has been elected president of the National Assn. of Educational Broadcasters. He succeeds Seymour S. Stroh, of the Municipal Broadcasting System, and WNYC New York City.

Mr. Ausmus was NAEB vice president for the past two years, and a member of the board of directors for four years. He is also a consultant to the Joint Committee on Educational Television.

Other officers, elected Nov. 8 in Minneapolis at the annual NAEB convention, are:


Under its new officers, NAEB plans to increase the exchange of cultural and informational programs with Europe. NAEB will utilize its 91-station non-commercial educational tape network to distribute European programs in the U.S.

The NAEB holds a $250,000 grant from the W. K. Kellogg Foundation and a 300,000 grant from the Ford Foundation's Fund for Adult Education.

ODESSA BUILDING
KECK Owner Announces Start
BEN NEDOW, owner-manager, KECK Odessa, Tex., has announced construction is underway of a 10-story office building in Odessa, for which ground-breaking ceremonies were held recently.

The structure is to be known as the Phillips 66 Building, in honor of the Phillips Petroleum Co., which has taken a long-term lease on the top seven floors of the building. Construction of the building was haled by civic leaders and the local press as a long step forward in community life.

the NBC station serving greater YOUNGSTOWN, O. 30th population 1,978,322 in U.S. 5,000 WATTS WFMJ Duplicating on 50,000 Watts FM

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ELECTRONICS
Floberg Gives Talk in L. A.

FUTURE of the electronics industry on the West Coast will be bright if manufacturers economize and simplify their equipment in line with military needs, the West Coast Electronics Manufacturers Assn. was advised Nov. 13.

Assistant Secretary of Navy John F. Floberg told the association, meeting at the Statler Hotel in Los Angeles, that the Navy will continue to make available to industry and the public all products of its research which do not jeopardize national security.

Secretary Floberg attributed some decreases in electronic production to "engineering difficulties," including a shortage of certain component parts. As evidence of progress, he cited efforts to improve vacuum tube designs and develop devices to replace them. He urged manufacturers to make "the simplest equipment which can be built and which will still meet specific operational requirements."

Secretary Floberg also gave some statistics: (1) some 64 West Coast concerns hold military orders amounting to 7% of the total $6 billion program; (2) about 24% of $1 million measured for each Naval aircraft pays for electronics, compared to 4% in 1926; (3) Navy electronics appropriations for fiscal 1953 is about $850 million less than in fiscal 1952 (ended last June 30) when, moneywise, the program reached its peak.

TWIN CITY AFTRA
Honors Media Programs

FIRST annual awards luncheon sponsored by Twin City Local, AFTRA, Minneapolis-St. Paul, held Nov. 13, saw 12 awards go to local radio and television shows. Judges were Arthur Lund, Campbell-Mithun Agency; C. T. Hagman, WDGY; general manager; Sherman Headley, assistant WCCO-TV manager, Lester Rees, Variety; and Mrs. C. A. Russ, civic leader. "Bests" were as follows:

KSTP, farm show, Land-O-Lakes, radio commercials, Bee Baster Show; WLOL, disc show, Swing Club; WCCO, Showboat, radio news, Noontime News; WCCO-TV, TV variety, Arthur Murray Show, TV sports, Sports Review, TV public service, Video School, TV commercials, Master Bread Films; WDGY, radio sports, Sports Beat, radio public service, Let's Talk Turkey, KSTP-TV news, Today's Headlines.

FCC, OWI WARTIME ROLES

Brought Into Katyn Forest Probe

WARTIME operations of the FCC and the Office of War Information came into the news during the Washington sessions of a Congressional committee investigating the responsibility for the Katyn Forest massacre of 15,000 Polish officers during World War II.

The hearings were held a fort night ago by a House committee, headed by Rep. Ray J. Madden (R-Ind.), to determine whether the Administration suppressed documents establishing that the Russians slaughtered the Poles.

During the war, the Russians claimed the Nazis massacred the Poles and the Germans blamed the Russians.

After a year of hearings, the House committee concluded that the Russians were responsible for the crime.

Last week's hearings seemed to point to indirect government censorship over anti-Soviet broadcasters during the war. Witnesses related how Allen Cranston, head of the foreign language division of OWI, and Mrs. Hilda Shea, FCC attorney, succeeding in getting Polish language commentators to tone down anti-Soviet approach in the interests of the U.S.-Russia alliance during World War II.

FCC's Licensing Power

FCC's control over broadcasters' licenses was given as the main reason broadcasters check-veined their commentators, it was pointed out. Among the witnesses corroborating this were Joseph Lang, vice president of WIBG Philadelphia, then general manager of WHOM New York; Arthur Simon, Radio & TV Daily; Jan Marion Kreutz, commentator for WJLB Detroit, then Polish commentator for WJKB Detroit; Rear Adm. E. L. Madden, director of WXRA Buffalo, then commentator for WBMY Buffalo.

Also appearing was Robert K. Richards, assistant to the NARTB president, wartime censorship officer, who told the committee that it appeared OWI and the FCC had exercised censorship during the war.

This was denied by Elmer Davis, OWI chief. Mr. Davis also testified that in a 1943 broadcast he had accepted the Russian version of the massacre, but that "for once Goebbels [Nazi propaganda minister] was right."

Supreme Court Justice Robert H. Jackson, chief U. S. prosecutor of Nazi war criminals, testified that although the Russians tried to bring charges against the Germans for the Katyn Forest massacre, the Nuremberg war crimes tribunal never took the charges up.

Mrs. Madden said that it would have been helpful to have had American Army reports blaming the Russians for the killings.

SET SHIPMENTS

RTMA Lists 4.6 Million

MANUFACTURERS shipped 4,499,083 radio receivers to dealers in the first three quarters of 1952, according to an estimate by Radio-Television Mfrs. Assoc. Third quarter shipments totaled 1,719,377 radios compared to 1,385,781 in the second quarter and 1,456,353 in the first quarter. Radio set shipments by sellers in states in first nine months of 1952 follow:

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<th>State</th>
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<td>Alabama</td>
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U. S. Total | 4,499,083

Philco Sales Record

PHILCO Corp. has announced that sales for third quarter 1952 had set a new record for that period with total sales of $82,227,000. This compares with $75,408,000 for the same period last year. Net income for the third quarter of 1952 after federal income taxes was $1,784,000 or 48¢ per share of common stock as compared with $2,222,000 or 60¢ a common share in 1951.

EDUCATION AID

VLWT (TV) Sets Programs

VLWT (TV) Cincinnati has gone a step further in its program to aid adult education on television by making its facilities available to 10 universities and colleges for the academic year under its program Dec. 8, James D. Shouse, board chairman of Crosley Broadcasting Corp., announced last week.

Crosley is cooperating with the Allied University Council to help promote audience building and evaluate the program's effective ness on the viewing audience. The company has been experimenting the past year with various phases of television and education by issuing grants to individual colleges for special studies.

The new dramatic feature will be produced by WLWT's Charles Vaughan, based on a script, "Money for Mars," written by Fred Smith, head of the Cincinnati College of Music.

Schools participating through the Allied University Council are: U. of Cincinnati, Indiana U., Ohio U., Miami U., U. of Kentucky, U. of Louisville, U. of Dayton, Ohio State U. and the Cincinnati College of Music. Among recipients of grants are Cincinnati, Xavier and Miami universities.

ELECTRONIC FIELD

Sarnoff Optimistic

FUTURE growth of the electronics industry will provide young men and women of America with tremendous opportunities for personal success and to explore new frontiers, Brig. Gen. David Sarnoff, RCA board chairman, wrote in the Nov. 16 issue of American Weekly, in an article called, "Hitch Your Wagon to an Electron."

Gen. Sarnoff said more opportunities exist today than ever before. In fact, in his view the electronics as the unit that would provide "one glowing path to success." He added that the electron can "create anything from well-paying technical jobs to great careers in science, art and industry."

Dale Newbold Retires

DALE NEWBOLD, after handling KOA Denver's financial and personnel affairs for 27 years, has retired, it was announced last week. From 1927 to the present, Mr. Newbold served under six managers and three ownerships. Reminiscing, Mr. Newbold commented that the station's monthly income now more than equals that which it took in during its first year of broadcasting. Mr. Newbold said he and his wife will move back to the family home at Evergreen, Colo., where Mrs. Newbold operates an antique shop.
Raytheon Antenna

RAYTHEON MFG. Co., Waltham, Mass. announced last week that a commercial radar antenna system described as the "world's largest" will soon be turned over to the Navy for transfer from Fort Wadsworth, Staten Island, to an undisclosed location. The antenna, which has a span of 41 feet, is part of an installation which Raytheon has lent to the Port of New York Authority since April 1961 for study of its feasibility as a navigational aid for the port.

When Mr. Porter said there was danger that viewers would tune in a program in the middle and not get the complete story, Mr. Brown replied that newspaper reporters hear portions of testimony and base their reports on these segments. Both sides of the debate agreed newspaper as well as radio

GPL Remote TV

WHUM-TV First to Use

FIRST use of the General Precision Laboratory new remote control camera system will be made by WHUM-TV Reading, Pa., scheduled to take the air in December, according to GPL officials. All four of WHUM-TV's image orthicon chains will have the remote feature [B*T, Aug. 11].

Each camera will be a standard GPL type fitted to a pan-and-tilt pedestal housing the servo-drive motors for control of camera movements from a distant point. All camera actions of pan and tilt plus lens change as well as focus and iris adjustments may be controlled from a point as much as 1,000 feet away. The servo-drive puts the camera through a pan action of 280 degrees, with 30 degrees tilt above the horizontal and 60 degrees below, it was explained.

Pre-set positions include an electronic "memory" of camera shots previously set up in exact adjustment. Six pre-set camera shots may be set up in advance. With all four chains in use, a choice of 24 pre-set camera shots will be available merely by pushing buttons. The shift to conventional tripods is quickly effected, according to GPL.

Major reduction in operating costs along with greater camera efficiency is predicted for the set up by Humboldt Greig, WHUM-TV president. He said the system "makes us feel that these will be self-liquidating cameras." The remote camera system is understood to have military applications.

Oakite Plans

To Use More Radio, TV

OOKITE PRODUCTS Inc., New York, maker of Oakite (detergent), plans increased use of radio and TV this fall and winter, according Frank J. Conolly, manager, Oakite Package Div.

Oakite advertising messages go out over 71 radio and TV shows. Mr. Conolly was not specific about additional use of the "broadcast media, but said Oakite is preparing for a landslide of Oakite voters in grocery stores, through their increased activities to millions of additional televisioners and radio listeners."

Rayburn's Ban

Martin Expresses Opposition

CHANCE for relaxation of Speaker Sam Rayburn's ban on radio and TV pickups of proceedings in the House of Representatives [B*T, March 3, 10] appeared likely last week as Rep. Joseph W. Martin Jr. (R-Mass.), slated to be Speaker in the new Congress, expressed his opposition.

Speaking on the GBS Committee "Man of the Week" program Nov. 16, Rep. Martin said he could not go along with the flat ban imposed by Speaker Rayburn (D-Tex.). Rep. Martin contended the decision as to radio and TV pickups of hearings and related proceedings should be left to individual committees [B*T, Nov. 3, 10].

The TV Issue has been alive since the Keefauver hearings when prominent figures in the wrestling world were portrayed on the TV screen.

A panel of Washington attorneys discussed the subject Sunday night (Nov. 23) on WWDC Washington. Panel members seemed in agreement that sponsorship of radio and television coverage of Congressional hearings and other government proceedings was not objectionable if properly handled. They could not agree, however, on the rights of radio and TV to pick up hearings, floor debates and court trials.

Cites January Sponsorship

On the subject of sponsorship Paul A. Porter, former FCC chairman, said the participation of advertisers was proper, citing the fact that most of the Presidential inaugral ceremonies will be broadcast and telecast under commercial auspices.

Thad Brown, NARTB television director and counsel, contended television had just as much right to carry advertising in connection with coverage as however, but added that the advertising should be handled with decorum and taste.

Mr. Porter said radio and TV sponsorship of hearings is treated as covering hearings and trials, but limited the parity to presence of reporters operating in the same way as newspaper reporters.

Presence of "the public" through radio and TV coverage prevents star chamber proceedings, Mr. Brown argued. Francis Flanagan, chief of the Senate Permanent Subcommittee on Investigations, contended the presence of microphones and cameras makes witnesses nervous. "It's unfair to make a witness testify before 20 or 30 million people," he said. Vincent Wailewski, NARTB attorney, said television merely opens the door of the hearing room to the public.

When Mr. Porter said there was danger that viewers would tune in a program in the middle and not get the complete story, Mr. Brown replied that newspaper reporters hear portions of testimony and base their reports on these segments. Both sides of the debate agreed newspaper as well as radio
November 14 Decisions...

BY COMMISSION EN BANC

Renewal of License

Grants new station licenses for following stations for regular period:


November 17 Applications

ACCEPTED FOR FILING

Modification of CP

WREX-TV-Mod. CP, which authorized new AM, for site change.

Authorization of New AM

ACKR-FM-Mod. CP, which authorized new AM, for site change.

License for CP

KICA Clevis, N. M.-License for CP, which authorized new AM, for location change.

Extension of Completion Date

KAKK-Kansas City, Mo.-Mod. CP, which authorized new AM, for completion extension.

License Renewals

Following stations request renewal of license:


Application Dismissed

WKMT Kings Mountain, N. C.-Mod. CP, which authorized new AM, for completion extension.

Change Antenna Height

WHYM-FM Holyoke, Mass.—Changes in antenna height, which area

by com-

changed to

AUR.

November 18 Decisions

BY BROADCAST BUREAU

Change Antenna Height

WHYM-FM Holyoke, Mass.—Granted change in antenna height from 360 to 970 feet to

Change ERP

WICC-TV Bridgeport, Conn.—Granted change in ERP from 33 kW to 10 kW to change station location.

Granted License

WIBE Newport, Va.—Granted license

in

Change Transmitter Location

WLSM Salem, Ind.—Granted change in location of WLSM transmitter from 1030 to 1270 to

Granted STA

KONA Honolulu, T. H.—Granted STA to serve as temporary facility during construction of permanent facility.

Actions on Motions

By Comr. Frieda B. Henkoff

Fort Wayne Television Corp., Fort Wayne, Ind.—Granted motion to dismiss suit for declaratory judgment of validity of application for new TV station.

KPRC Houston, Tex.—Granted motion to dismiss suit for declaratory judgment of validity of application for TV station.

KFI Los Angeles—Granted motion to dismiss suit for declaratory judgment of validity of application for new TV station.

Red River Broadcast Co., Hendrix, N. C.—Granted motion to amend application for TV station.

KFI Los Angeles—Granted motion to amend application for TV station.

By Examiner Herbert Shaffman

Head of the Lakes Broadcast Co., Duluth, Minn.—Granted motion to amend application for TV station.

Commercial Radio Monitoring Company

Engineering and Telecasting Services

BROADCASTING • Telecasting

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C., Lincoln 3-7055

TOWERS • AM • FM • TV

Tower Sales & Erecting Co.

4180 N. E. Columbia Blvd.
Portland 17, Oregon

COMMERCIAL RADIO MONITORING COMPANY

Precision Frequency Measuring Instruments

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

* VACANCY

Your firm's name in this "vacancy" will be seen by many potential reservation owners and managers of (chief) who are experienced in the field. Applications for AM, FM, Television and facsimile facilities.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Office and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratoris Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL
P. O. BOX 7037
WASHINGTON, D. C.
Member AFCCE

CONSULTING CONSULTING RADIO ENGINEERS
E. C. PAGE
CONSULTING RADIO
BOND BLDG., EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCCE

ILLIARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Repub 3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington, D. C.
1052 Warner Bldg.
Washington 4, D. C.
National 7757

MUNSEY & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2113
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 140 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W.
Decatur 1231
Washington 5, D. C.
Member AFCCE

CRVEN, LOHNE & CULVER
MUNSEY BUILDING DISTRICT 6315
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLMAN
John A. Moff—Associate
1011 New Hampshire Ave., N. W.
Republic 6644
Washington 7, D. C.

LYNN C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kenawa St., N.W., Wash., D. C.
Arlington 8071
Box 2468 Birmingham, Ala.
Phone 6-7924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7345

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 140 APTOS—3352
Member AFCCE

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, N.Y.
33 Elm Ave.
San Francisco, Calif.
Mil Valley, Calif.
Douglas 5-5556 Duslag 1-4571
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
301 Sunset Blvd.
Hollywood, Calif.
NOmonds 2-6715

VANDIVERE, COHEN & WEARM
Consulting Electronic Engineers
612 Evans Bldg.
NA 2698
1240 New York Ave., N. W.
Washington 5, D. C.

BROADCASTING • Telecasting

IV, and (4) correcting certain errors in Sec. V-C.

November 18 Applications . . .

ACCEPTED FOR FILING
License for CP
WAPI Birmingham, Ala.—License for CP, which authorized increase in D-Power.
KJNO Juneau, Alaska—License for CP, which authorized increase in D-Power.

KGMO Cevinton, Ga.—License for CP, which authorized change in frequency, increase in power and change in hours of operation, to change type of signal.
WALM Albion, Mich.—License for CP, which authorized new AM.
KPBS Kansas City—License for CP, which authorized changes in antenna system and change in studio and transmitter location.

KGDA Redmond, Ore.—License for CP, which authorized new AM.
KJFV Huron, S. D.—License for CP.

BROADCASTING • Telecasting
Help Wanted (Cont'd)

Classified Advertisements

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to Broadcasting, 870 National Press Bldg., Washington 4, D.C.

HELP WANTED

Manager

Upper Midwest daytimer needs manager. Must have UMC experience, and the ability to handle personnel. Located in Des Moines. Send a detailed resume and picture. Box 1765, Broadcasting.

Salesmen

Immediate opening for manager of aggressive Southeast network affiliate. Will earn good income with promise for growth. Send resume and picture to Box 1784, Broadcasting.

WANTED

Assistant manager for Florida network affiliate. Excellent opening for trained manager with sales background. Box 185, Broadcasting.


If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability. Contact Box 721 at once. Chicago, Illinois.

Phone salesman sell GBA campaigns for stations. Top commissions. Bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

Combination announcer-engineer with first class license wanted by network. Send audition, picture etc. Box 1905, Broadcasting.

Agressive salesman-anouncer to manage branch offices Ohio town of 14,000. Must be experienced with salaries. Box 1915, Broadcasting.


Combination announcer-engineer for small Virginia network station. Strong on announcing, news, sports, weather etc. $2000. Box 1965, Broadcasting.

Florida, Announcer with first class ticket. Must have better than average voice. Air mail tape or disc. Ninety dollars by return. Box 1985, Broadcasting.

Successful Iowa independent will pay well for experienced announcer-engineer who can do top air work. Excellent facility. Box 1995, Broadcasting.

Help Wanted (Cont'd)


Comes on, accent on accounting, must have first phone. $75.00 per week. Opportunity to sell on commission. Opening January first. KBDX, Coalinga, California.

A station with a sense of humor in wonderful Hawaii is looking for a combination announcer-engineer. Prefer Rochester, Ohio man who has had some experience working in southeast. KIKI, Honolulu, tape and photograph.

Wanted: Announcer-engineer. Accent on Chippewa. Must have some experience with ability. Write General Manager, KXDN, Kenosha, Wisconsin.

Wanted: combination announcer-engineer. Salary $50 to $70 per week. Write for job. WFTC, Fort Smith, Arkansas.

Night man to spark midnight to 6 a.m. First phone, $80.00 for 40 hours. KREM, Spokane, Washington.

Immediate opening—Announcer-operating engineer, emphasis announcing, $250.00 per week. KXAO, Alexandria, Texas.

Announcer-engineer: Excellent working conditions, good salary. 40 hours per week. WLS, Chicago, Illinois.

 Experienced announcer—pioneer Michigan radio station has opening for capable staff announcer. Excellent working conditions. Graduated wage scale. Send audition, photo, and letter of qualifications to Station WDFD, Flint, Michigan.

Combination announcer-engineer $5000. Near Cincinnati. Send picture to WFPM, Fort Valley, Georgia.

1 kilowatt central Florida Mutual station wants permanent combo man. 45 hours per week. First phone. Write or call WLIB, Leesburg, Florida.

WMTB, Manistique, Michigan needs one good announcer-engineer with license. $44 per week: 900 watts. Box 2115, Broadcasting.


Announcer—combination man. First class license. Permanent. WCVB, Boston, Massachusetts.

WANTED—Experienced announcer for new 1 kw station opening in Griffin, Ga. Must have ability to do all master of ceremonies. If you are worth, send disc or tape and experience to R. H. Thompson, WWNS, Statesboro, Georgia.

Technical


First phone man, experienced or inexperienced. Downtown studio-transmit- ter operation Midwest small market. Box 685, Broadcasting.

Help Wanted (Cont'd)

Manager

Competition announcer-engineer wanted for indie, must be strong on announcing. Send resume on paper and photos. Box 2225, Broadcasting.

Try George C. Scherden, General Manager, WAVE, Birmingham, Alabama. Send audition. All auditions will be returned. If close, call 520-11. Wanting two good announcer/engineers. Box 2235, Broadcasting.

Engineer with first phone, some announcing, needed immediately. Also, one salesman. Call Mr. Handy, WNAV, Annapolis, Md.

First phone. No announcing. $60.32 for 45 hours, $10.06 for first call. Station^ located in Alabama. Send resume and references. To Harold H. Peters, Chief Engineer, WANN, Birmingham, Alabama.

WANTED: First class engineer, no experience required. Write WREL, Lexington, Kentucky.

First phone: transmitter operator. WSL, Somerville, New Jersey.

Chief engineer: some announcing. Excellent working conditions. Two fifty dollar per day. Phone 27-266, Tampa, Florida.

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size 105 Pennsylvania independent. Send resume and pictures for Mr. Shurden's new Pennsylvania am's program. Send sample copy and resume to Broadcasting.

Program director with ability and experience for independent station in large market. Box 2305, Broadcasting.

Excellent Texas small market Needs news director. Must have experience in- cluding farm, ranch angle. Box 2325, Broadcasting.

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midwest market. Send complete details in first letter. Apply con- fidential, Box 2345, Broadcasting.

Technical

AM engineer with first phone. Em- phasis on strong background. Promotions can take you into well- established firm. AM and TV in- vestigating and training. Box 2455, Broadcasting.

TV applicant in fine Midwest City is now accepting applications for qual- ified person to work with our present TV engineering. Please state experience, qualifications, marital status and salary ex- pected. Box 2465, Broadcasting.

Situations Wanted

Manager

Program manager: Station Manager: 105 WWGS. Good stations. Manager, manager, announcer, contiu- nuous TV experience. Good experience over NBC and ABC. Will furnish strong references from past and present affiliations. Presently pro- gram manager for leading station and regional. Box 2505, Broadcasting.

Technical

Engineer, Chicago suburban. First phone. No experience necessary. Good pay, good hours. Contributing to AM, TV, and FM operations. Box 2525, Broadcasting.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFXL, Fayetteville, North Carolina.

Manager for small station. Strong on sales. Must. Experienced in all phases of station operation. Box 2565, Broadcasting.
Situations Wanted—(Cont’d)
Salesmen

Salesman with snowball, excellent sales ability. Send complete details. Box 795, BROADCASTING TELECASTING.

Announcers


Announcer—Four years experience; college graduate. Formerly with MidSouth Station. Box 825, BROADCASTING TELECASTING.

Sportscaster, four years experience. Outstanding football. Veteran. 28, single. Box 217, BROADCASTING TELECASTING.


Announcer, narrator, actor, radio. TV, film experience. Versatile utility man. Formerly high school unmeth- od position with aggressive station where maintained. Box 825, BROADCASTING TELECASTING.

Announcer, control board operator. Graduate-radio broadcasting school. Experienced with technical and programming aspects and will. Single, 29 available immediately. Box 217, BROADCASTING TELECASTING.

If DJ, newscaster, MC, etc. wants as- sistant to work as team. With expe- rience, little experience. Want to learn with top men. Box 825, BROADCASTING TELECASTING.

Announcer, few months experience. Married, 29. August 25th. Box 1085, BROADCASTING TELECASTING.

Capable announcer, thoroughly experienced. Desire permanent position in conglomerate with aggressive, cost conscious, veteran. References. disc. Box 975, BROADCASTING TELECASTING.

Young man, 21, college graduate, de- sires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available im- mediately. Box 1085, BROADCASTING TELECASTING.

Announcer-disc Jockey, beginner, sin- gle, very flexible. Ready to work anywhere. Available immediately. Box 1085, BROADCASTING TELECASTING.

Radio announcer; currently employed; veteran. Good speaking voice. Very flexible. Specialty is personality DJ work. Au- dience building. Enjoy music. Operate board. Write or wire Box 1125, BROADCASTING TELECASTING for tape. Available anytime; immediate experience. Want to work with top men. Box 825, BROADCASTING TELECASTING.

Personality announcer: Friend of the housewife. 6 years wide experience. Have own shows. Just released from Navy. Married college gradu- ate, prefer Indiana, Illinois, Michigan, or Ohio. $300.00 per month. Box 1085, BROADCASTING TELECASTING.


Situations Wanted—(Cont’d)
Salesmen

Television

Five years chief engineer, fifteen years experience. Employer tied up in hear- ing. Looking for position with a change. Complete details upon request. Box 217, BROADCASTING TELECASTING.

Chief engineer—College graduate. Five years experience, young engineer leading television manufacturer. Quali- fied to handle Mid-West, New York, or Gulf Coast stations. Box 458, BROADCASTING TELECASTING.

Twenty years of broadcasting, manufac- turing, and installation experience. Interested in building TV station. Box 825, BROADCASTING TELECASTING.

Television

Announcer—copy writer—salesman. Salesman, copy writer, sales manager. Agency background. West preferred. Box 825, BROADCASTING TELECASTING.

Engineer, 4 years experience, mainte- nant. Construction, MarVac, $6000. Box 825, BROADCASTING TELECASTING.

First phone, no commercial experience. Single, veteran. Technical school gradu- ate. Box 825, BROADCASTING TELECASTING.

First phone, no commercial experience. Single, veteran. Technical school gradu- ate. Box 825, BROADCASTING TELECASTING.

Engineer—First phone, experienced transmitter and console. Desire position in the field. Box 1175, BROADCASTING TELECASTING.

First class operator desires engineer- ing position. Seven years electronics experience. Will go anywhere. $5,000. Auto. Box 1085, BROADCASTING TELECASTING.


Production-Programming, Others

News director, currently situated with leading station. Former DJ and assist- ant production director. Single, young, college background. Desires opportunity for news training. Seek minimum 5 kw or better. Box 1085, BROADCASTING TELECASTING.

Research analyst, young, M.A. social science training. Experience with ex- perimental radio and TV effort studies. Currently engaged in lab research techniques. Desires association with established firm. Box 217, BROADCASTING TELECASTING.

Topflight news-coppy writer: Korea tour, 1947; 1945; experience writing on radio. College graduate and radio school background. Details upon re- quest. Box 1085, BROADCASTING TELECASTING.

Concentrated four years experience among news, promotion. Grade A. Industrous $80.00 Box 1085, BROADCASTING TELECASTING.

Twenty years experience in program development, production, personnel supervision. Formerly Chase theater and film director; present day research fund manager. Have training in TV. Desire AM-TV experience. Prefer TV. Include immediate employer, Interested in problems with stations anywhere with future. Box 1085, BROADCASTING TELECASTING.

For Sale

For Sale—Stations

Well-established daytime Midwest AM independent single and non- TV station-Cash. Excellent opportunity with no prompting zids. Desire permanent post, station, costing management. Have experience. Box 217, BROADCASTING TELECASTING.

Southwest. 250 Watt independent, Cross one to $150,000. Good proposition available for good active owner. Box 1085, BROADCASTING TELECASTING.

Equipment, etc.

Television channel 2 or 3 RCA TP3A 3 bay bat wing antenna. Available for cash, trade or combination. Box 1085, BROADCASTING TELECASTING.

New installation releases for immedi- ate sale: 1 kw transmitter and auxil- iary equipment, complete. Includes modulation monitor, new and used parts, etc. Write or wire Box 925, BROADCASTING TELECASTING.

250 feet Anderson type 832½ coax cable. Raytheon 250 watt model R. A. 250 transmitters and 7 foot antenna. Box 1145, BROADCASTING TELECASTING.

RCA model 300-C phase monitor, well maintained. Original cost $550.00. Re- cently bought, never used. Sale quick $200.00. Box 1235, BROADCASTING TELECASTING.

For sale—Used RCA six bay TV ant- enna, type TP6A/B for channel 11; rafters, complete, good condition. WKRC-TV, Cincinnati, Ohio.

For sale—One Federal Telephone & Ra- dio Corp. 15A, 10 kw FM transmit- ter, for sale or trade.蘸 Trade for back-pack FM monitor used one and one-half years. Trade for FM, CB, or similar equipment. Supporting isolated triangular tower. Equipment can be used with A-3 lighting equipment and insu- lation or any FM station. Box 1085, BROADCASTING TELECASTING.

Like new, Magnecorder tape recorder. Includes: P78-AH with case, P77-P amplifier, P47A light-converter (will feed phone line) with case, complete speakers, microphone, mechancal parts, etc. Will consider a trade or price. Box 1085, BROADCASTING TELECASTING.

What do you offer? Bill de Dufour, 102 Franklin Seat, State University, New York 6, N. Y.

Priced in line with Gross & Earnings

Buyer must be ready to take over soon. Seller wishes to sell now, offers to return $1500.00 new. Box 925, BROADCASTING TELECASTING. Prompt replies.

(Continued on next page)
FEDERAL
TYPE 101-A
FIELD INTENSITY METER
Good Condition
1949 NBS calibration. Contact Frank B. Holes, Chief Engineer, WBRY, Waterbury, Conn.

Are you trying to get on the air quickly with your new television construction permit? Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specification of RTMA. Can be shipped as field erected and shipped within thirty days. Write or wire box 663R, BROADCASTING • TELCASTING.

ADLAI FROWNS

EFFORTS to set up a national organization which would raise radio-TV funds on his behalf—perhaps for regularly-scheduled appearances—have evoked disfavor from Gov. Adlai Stevenson, it was learned last week. The move has been gathering more momentum than most since the Democratic Presidential nominee went down in defeat.

There had been some reports that the Illinois Governor had personally frowned on the proposal that money be raised through such an organization for either periodic or regular radio and television speaking dates.

A close associate of the Governor also has doused the proposal. The Illinois Governor is a special assistant to Gov. Stevenson and a practicing attorney, told BROADCASTING • TELCASTING last week that the movement was not authorized and indicated strongly that the Democratic nominee was not in favor of the proposed plan.

Since the plan was revealed, the subject has evoked widespread approval from other political groups and segments of the listening-viewing public.

Plans for a new organization along this line were reported initially by Jerome L. Doff, attorney and head of the Los Angeles Stevenson Speaks Committee. The National Volunteers for Stevenson also has shown interest. George W. Ball, Washington attorney, has reported he plans to confer with Gov. Stevenson on it in the near future [§T, Nov. 17]. The Governor has announced plans, meanwhile, to return to law practice soon.

It has been suggested that Mr. Stevenson appear regularly—either weekly or monthly—on a major radio and TV network to "lend sense" to the American people and speak for the "loyal opposition." Sponsorship also has been mentioned. There have been recommendations, too, that arrangements be made for him to appear on public service panel programs.

There is strong sentiment in some regular Democratic quarters against the proposal. The reasons (all political) can be summarized this way:

1. The networks have a definite policy governing off-campus political programs and might be reluctant to cope with a regular series on the subject. Although the Governor would not be a candidate in the near future he would be one in several years.

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3. The Democratic Party will be able to obtain a reasonable amount of free time for his addresses (like a Jefferson-Jackson Day dinner) without having to buy it. One estimate is that such a series would cost as many as a dozen times during 1953.

There has been speculation similarly on whether President Truman would be inclined to accept a $100,000 a year radio-TV arrangement after the end of his White House tenure. The possibility has been discounted in at least one radio cycle. There have been no reports since last spring [CLOSED CIRCUIT, April 14] that offers may be forthcoming for his services as a radio-TV commentator. The close House vote on the Truman nomination bill indicate Mr. Truman has had a variety of employment offers. But no details were given.

Gov. Stevenson also is identified with radio and television from another aspect—his association with station interests. After his nomination last July, Gov. Stevenson indicated he would dispose of his interest in Sangamon Valley Television Corp.'s application for vhf Ch. 2 in Springfield, Ill. Sangamon is licensee of WTX-AM-FM there. He also maintains a quarter interest in WJBK-FM, III. Pantograph, which owns WJBC-AM-FM there.

His family still holds part interest in Sangamon's bid for the Springfield license, in any event. Whether Mr. Stevenson would seek to retain his TV interest was not known last week. At the time, however, the Governor relinquished his interest because he felt it would not be proper, as a Presidential nominee, to be associated with an applicant before the FCC.

FCC Actions

(Continued from page 99)

which authorized change in trans. and studio location.

WWOY-FM Logan, Va.—License for CP, which authorized new FM.

Change Type Transmitter

KART Ketchikan, Al.—Mod. CP, as mod., which authorized new AM, to change type from "A" to "B." Modification of CP

KREI Oakdale, La.—Mod. CP, which authorized change from ant. to changes in ant. and trans. elimination.

WGY Buffalo, N. Y.—CP to change trans. location from township of Hamilton, N. Y., to Elkland, N. Y., and make changes in DA-N.

License Renewals

Following stations request renewal of license:


WCOH-FM Newton, Ga.—License for CP, which replaced CP deleted 8-15-51.

Station Closed License Renewal Date

KMYC-FM Marysville, Calif.—Mod. CP, which authorized changes in ex-

includes renewal of competition date.

KREU Pontiac, Mich.—Mod. CP, as mod., which authorized new FM, for extension of competition date.

Change Antenna and ERP

WLS-FM Roseanne, Va.—CP to make changes in type, ERP and correct coordinates.

November 19 Applications

ACCEPTED FOR FILING

License for CP

WWBS Huntsville, Ala.—License for CP, which authorized change in frequency, power increase, installation of DAV, to connect to ground system.

WMC-Winder, Ga.—License for CP, which authorized new AM.

KFMA Davenport, Iowa.—License for CP, which authorized new AM.

KWSR-Pratt, Kan.—License for CP, which authorized new AM.

KCHCA Chickasha, Okla.—License for CP, which authorized increase in ERP in power.

License Renewals

Following stations request renewal of license:

WROD Dayton Beach, Fla.: WMMX Mt. Vernon, Ill.; KJUJ Webster City, Iowa; Wilmot, Mo.: KVER Al-

buque, N. M.

AM—1320 kc

WGBA Centralia, Ga.—CP to change from 1320 kc, 1 kw-un. to 1280 kc, 1 kw-d. and change type trans.

Extension of Completion Date

WJBK Detroit, Mich.—Mod.-CP, as mod., which authorized changes in existing AM, to extend completion date.

WGM Camden, N. J.—Mod.-CP, as mod., which authorized change in location date.

WBMN Marion, Ohio.—Mod.-CP, which authorized installation of vertical radiation tower, for extension of completion date.

AM—1800 kc

WJEL Springfield, Ohio.—Mod.-li-

Radio-TV Fund Plan

Evokes Displeasure

The broadcasting industry's Radio-TV Fund is reaping criticism for its failure to retain more than 50 per cent of its income, resulting in a $225,000 loss. The measure is not popular with radio stations and networks which do not have the right to refuse membership in the fund and contribute to it.

The plan for the fund was set up as a means of raising money for network-owned radio stations to help them pay for new equipment andedor to help defray their operating expenses. The fund was established by the National Association of Broadcasters, and its members are required to contribute 50 per cent of their net income to the fund.

The idea was that the fund would be used to provide a financial incentive for radio stations to invest in new equipment and services, which would in turn benefit the entire industry.

However, the fund's performance has been less than successful. It has failed to retain more than 50 per cent of its income, resulting in a $225,000 loss. This has led to criticism from radio stations and networks which do not have the right to refuse membership in the fund and contribute to it.

The measure is not popular with radio stations and networks which do not have the right to refuse membership in the fund and contribute to it.

The network-owned radio stations, which do have the right to refuse membership in the fund and contribute to it, have been more successful in retaining a higher percentage of their income. This has allowed them to invest in new equipment and services, which in turn benefits the entire industry.

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November 20 Decisions

BY COMMISSION EN BANC

Renewal of License

Following applications submitted renewal of licenses for regular period:

WWDC Washington, D. C.; WDBC Dillon, S. D.; KRLD Atlanta, Ga.; WCN
Knoxville, Tenn.; WTMW Hartford, Conn. (FCC Rotmor, Sept. 23. See
FCC 14-49, 1951). The applications were granted.

AM-1450 kc

KPPY Puyallup, Wash.—Granted mod. 0. In accordance with power on 1550 kc
from 100 to 250 w.

Change Transmitter Location

WKYM San Juan, P. R.—Granted mod. CP to change Transmitter location to
Guaynamo, and make changes in DA; engineering condition. The operation by
was advised to be in good standing and fully authorized.

Announced

November 20 Applications

ACCEPTED FOR FILING

Modifications of CP

WXOK Hattie, La.—Mod. CP with power increase of 200 w to 700 w; increase in number of
calls exchanged by 9. Amendments to be made as per request. AM-1730 kc

WMOD Moundsville, W. Va.—Granted CP to change frequency from 1470 to 1470 kc.

Decrease Tower Height

WMPL Memphis, Tenn.—Granted mod. CP to decrease effective height of 500 ft. to 300 ft. and seat DA; engineering condition.

Increase Antenna Height

WGBP Green Bay, Wis.—Granted mod. CP to increase FM antenna height from 1500 ft. to 2000 ft. and make changes in DB; engineering conditions.

AM-1580 kc

WPAC Paterson, N. J.—CP to change from 1560 to 1580 kc. AM-1830 kc

WHYI Carlisle, Pa.—CP to change frequency from 1570 to 1560 kc. AM-1620 kc

Extension of Completion Date

WKSR Pulaski, Tenn.—Mod. CP with necessary filing for extension of completion date. AM-1580 kc

Renewal of License

Following stations request renewal of license:

WTU Cedar Rapids, Iowa; WTXL Royal Oak, Mich.; WKOZ Kosciusko, Miss.; WRB St. Peter, Wis.; WENY Albany, N. Y.; WDSW Raleigh, N. C.; WBBM Chicago, Ill.; KYW Philadelphia, Pa.; WBBM Minneapolis, Minn.; WFMF FL

FCC roundup

SUMMARY THROUGH NOVEMBER 20

For Television Grants and Applications, see page 72.

Docket Actions

FINAL DECISION

KSOK Arkansas City, Kan.—The KSOK Bestco. Co., granted CP to operate on 1280 kc with 10 kw to become subject to condition that measurements shall be taken at the end of the 1sworth night period and at the end of the 13th night period; the measurement being made by the party in charge of the transmitter and to be transmitted to the FCC for certification. The condition was then authorized to continue for the period of time not to exceed 5 years, from the date of the decision.

NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

*Filed since April 14, of which 122 have been granted.

For TV

AM Stations 2,358
FM Stations 56

Licensed CPs 2,340

Applications filed 154

In Pending Hearing 848

Hearing Announced 177

Docket Actions

Non-Doct Action

AM GRANTS

Sedalia, Mo.—Yates Bestco. Co. Granted 1300 kc; 1 kw daytime; engineering conditions. Estimated cost of $25,458, first year operating cost $25,000. The request was granted.

New Carrollton, Md.—To allow new channel to be operated on 1390 kc; 1 kw; engineering conditions. The request was granted.

New Town, N. D.—To change CP from 1340 to 1330 kc; 1 kw; engineering conditions. The request was granted.

New Martinsville, W. Va.—Magna Bestco. Granted 1480 kc; 1 kw; engineering conditions. Estimated cost of $21,598, first year operating cost $22,000. The request was granted.

Yes, you go to the head of the class in any quiz on your radio with BROADCASTING Yearbook under your arm.

Cash in on the jack of information covering commercial radio, reserve your copy of the 1953 BROADCASTING Yearbook now. Send $11.00 for a subscription that includes BROADCASTING Yearbook, TELECASTING Yearbook and 52 weekly issues.

Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING TELECASTING

National Press Building Washington 4, D. C.

Here's your reservation for the 1953 Yearbooks and enter your subscription to BROADCASTING TELECASTING with the next issue:

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Mail to:

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City Zone State

1953 BROADCASTING Yearbook

November 24, 1952
include President Joseph J. Floyd (9) and Director of Sales John B. McMillan (3%) and Secretary - Treasurer Edmund R. Ruthe (3%). (Ft. 5.8 mi.) City priorities: Gr. A-2, No. 14.

GALVESTON, Tex. - Gulf Television Co. Granted wfr ch. 11 (198-204 mc); 59 kw visual, 32.4 mi. average terrain height above average terrain 547 ft.; first year operating cost $218,700, revenue $220,000; Post office address: Gulf Television Co., 522-526 Post Office Bldg., Galveston, Tex. Studio location determined. Transmission tower site consists of 4.2 acres above ground 400 ft. Estimated construction cost $350,000, revenue $350,000; operating cost $350,000, revenue $350,000; Post office address: Gulf Television Co., 522-526 Post Office Bldg., Galveston, Tex. Construction engineer Flore Macon of Beaumont, Texas. City priorities: Gr. B-2, No. 170.

NEW APPLICATIONS

Listed by States

IDENTIFY PRE-THAW APPLICATION AMENDED

LOUISVILLE, Ky. - Robert W. Rounsville (WLOU), uhf ch. 41 (432-438 mc) estimated cost $296,000, first year operating cost $230,000, revenue $250,000, Post office address: WLOU, 31 North Seventeenth St., Louisville, Ky. Transmission and antenna site located 3.5 mi. west of Kysorville; antenna height above average terrain 542 ft.; estimated construction cost $296,000, revenue $300,000, Post office address: WLOU, 31 North Seventeenth St., Louisville, Ky. Construction engineer: A. D. Ring & Co. Washington. City priorities: Gr. D-2, No. 57.

FCC Roundup

(Continued from page 108)

Minden, La. - Jacob A. Newburn Jr., uhf ch. 25 (432-438 mc), 25 kw visual; antenna height above average terrain 396 ft.; first year operating cost $250,000, revenue $250,000; Post office address: WILX, Minden, La. Construction engineer: A. D. Ring & Co. Washington, City priorities: Gr. B-2, No. 170.
In several business enterprises located in Rochester, New York, in addition to his television interests, see Minde, president of the company, also is president of Tudorwood Inst., Inc., Ch. 30 (589-572 mc): ERP 115 kw visual, 28 kw visual, 15 kw au- ral; antenna height 786 ft., above ground 293 ft.; estimated construction cost $305,000, revenue $152,500. Post Office address 616 Market St., Rochester, N.Y. 44° 40' 06" N.L., 76° 43' 06" W.L.

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short courses daily. Fully equipped studio stage. Eves. Easy terms. Write or call: Dept. "80." Also courses for Amateur Movie Makers.

STERLING 3-4444

Broadcasting • Telecasting

WIBG PETITION

Opposes Poller's Request

WIBG Philadelphia petitioned FCC last week to refuse acceptance of the TV application of Lou Poller, competitor for uhf Ch. 23 there, on the ground that it is incomplete with respect to financial and certain other qualifications. Mr. Poller is chief owner of WPWA Chester, Pa., and WARL Arlington, Va. He is also a part owner of WCN Milwaukee, Ch. 12 applicant in that city.

WIBG contended an oral agreement by Mr. Poller with Jules Yel- lin for loan of $400,000 at interest, plus 20% share in station raises basic legal questions concerning his application. WIBG also cited an "undisclosed" agreement Mr. Poller named in his application with WIP Philadelphia, whereby WIP, unopposed for uhf Ch. 29, would share a common antenna site with the proposed Poller outlet on Ch. 25.

While it had gone through competitive hearing in 1948 for Ch. 12, before the TV freeze, WIBG alleged that because of the competitive bid of Mr. Poller it "will be forced to go through another and hearing against an applicant who has failed to disclose full information as to his financial backing."

SPANISH TV BID

Gov. Smith Also Files

SPANISH-language TV outlet is proposed for Los Angeles on uhf Ch. 34 by Spanish International Television Inc., a new applicant, owned 20% by Emilio Azcarraga, a Mexican citizen and leading Mexican broadcaster and television executive. Another new TV bid, that of Capitol Television Corp., seeking vhf Ch. 13 at Jefferson City, Mo., is headed by Missoula, Mont., resident.

Mr. Azcarraga is not a officer or director in Spanish International Television because the Communications Act prohibits aliens from holding such office, an FCC spokesman explained last week.

NBC-TV RENEWALS

Two Sponsors Sign

RENEWALS of NBC-TV programs by two advertisers, who placed the business through the Chicago sales office of Rainbow Advertising Co., were announced recently:

Kraft Foods Co., Chicago, for Kraft Television Theatre (Wed., 9-10 p.m. EST) for 52 weeks effective Jan. 7, through J. Walter Thompson Co.

Hall Bros., Inc., Kansas City, for Hallmark Theatre (Sun., 4-5:15 p.m. EST) for 52 weeks beginning Jan. 4, through Foote, Cone & Belding.

MINERVA RADIO & TV STOPWATCH

5-star special features!

EXPIRING PERIODS

WNBQ (TV) CHICAGO, III. — National Bistg., Inc., vhf Ch. 5 (76-82 mc) change ERP to 190 kw visual, 50 kw au- ral. (Change from ERP 23.25 kw visual, 6.25 kw au- ral.)

MODIFIED APPLICATIONS

WEST PALM BEACH, FLA.—WIRK TV Inc. (WIRK TV, Inc., vhf Ch. 10, 512-518 mc) ERP 21.9 kw visual, 11.7 kw visual, 3.4 kw au- ral, change antenna height 377 ft., above ground 225 ft. Estimated cost $116,000, revenue $65,000. Post Office address 120 S. Dixie Hwy., West Palm Beach, Fla.

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short courses daily. Fully equipped studio stage. Eves. Easy terms. Write or call: Dept. "80." Also courses for Amateur Movie Makers.

Sterling 3-4444

29 Flaitsh A., Btv 17, N. Y.
CONTROL CHANGE FOR CALIFORNIA STUDIOS

TV FILM producers Jack Gross and Phil Krasne are to assume control of California Studios, Hollywood, today (Monday). Messrs. Gross and Krasne made $50,000 down payment to meet immediate claims and operational expenses. Pending completion of new studios are to repay balance of $136,000 owed by estate of Harry Sherman, California Studios owner, who died Sept. 26. Gross-Krasne Inc. produce CBS-TV programs. In first year operating as around for films, President Herbert R. O’Connor (D-Md.) at speech before Maryland-District of Columbia Railroad Commission Tuesday stated that license application was made by William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transmission service for conventions and organizations.

APPLICATIONS FILED

SHOWING belief in uhf TV (B&T, Nov. 17), Herbert Mayer, owner of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and permitted applicant for WEXE (TV) Denver, Colo., has filed for uhf Ch. 26 in Kansas City and uhf Ch. 30 in St. Louis. WXEL is only uhf in Mr. Mayer’s hands; it operates on Ch. 9.

Among other six applications filed Friday was one from Notre Dame U. for commercial uhf Ch. 46 in Notre Dame Ind., with ownership of Comelec. Agreements with NBC, Fox Broadcasting Co., Ch. 46 is assigned to South Bend, Ind. Another was filed for uhf Ch. 50 by WMEV Marion, Va. (pop. 5,852).

Synopsis of applications filed Friday follows:

Modesto, Calif.—Ralph M. Brown, uhf Ch. 14, ERP 20.4 kw visual, 10.2 kw audio; antenna height above average terrain 496 ft., above ground 497 ft. Estimated construction cost $169,341, first year operating cost $120,000, revenue $150,000. Mr. Brown is 45% owner of KBOX Modesto and Modesto attorney. City priority status: Gr. A-2, No. 307.

Notre Dame, Ind.—Michigan Telecasting Corp., uhf Ch. 46 in Notre Dame Ind., with agreement of NBC. ERP 13 kw visual, 4 kw audio; antenna height above average terrain 506 ft., above ground 508 ft. Estimated construction cost $320,000, first year operating cost $300,000, revenue $400,000. Applicant is owned by U. of Notre Dame and the Radio Broadcasters Ind. City priority status: Gr. A-4, No. 25. (Applicant seeks South Bend, Ind., channel.)

Kansas City, Mo.—Empire Co., uhf Ch. 25, President Joseph Martin and others. ERP 3 kw visual, 1 kw audio; antenna height above average terrain 497 ft., above ground 499 ft. Estimated construction cost $250,000, first year operating cost $250,000, revenue $300,000. Applicant is owned by Radio Broadcasters Ind. City priority status: Gr. A-4, No. 29.

Builton, Mont.—Skudran-May à-Tel Television Co., vhf Ch. 3, ERP 6.3 kw visual, 3.1 kw audio; antenna height above average terrain 396 ft., above ground 191 ft. Estimated construction cost $170,000, first year operating cost $135,240, revenue $144,000. Broadcast for day and night, 12 hours a day.

Chicago, Ill.—Robert J. Paton, a director of new TV station in Galveston, Tex. (see TV Gears, page 164), and Albert Haydun, independent oil producer, have filed a new license for uhf Ch. 26. ERP 25 kw visual, 8 kw audio; antenna height above average terrain 377 ft., above ground 396 ft. Estimated construction cost $400,000, first year operating cost $325,000, revenue $360,000. Applicant is company that owns KDENT (TV) Chicago. City priority status: Gr. A-3, No. 182.

Corpus Christi, Texas.—K-Six Television Inc., ch. 10, ERP 209.3 kw visual, 104.7 kw audio; antenna height above average terrain 501 ft., antenna height above ground 522 ft. Estimated construction cost $425,000, first year operating cost $375,000, revenue $425,000. Applicant is the company that owns KDENT (TV) Corpus Christi. City priority status: Gr. A-2, No. 25.

Marion, Va.—M. Empire Bestg. Corp., uhf Ch. 50, ERP 21 kw visual, 8 kw audio; antenna height above average terrain 1,616 ft., above ground 1,617 ft. Estimated construction cost $280,000, first year operating cost $220,000, revenue $250,000. Applicant is licensee of WMEV Marion, Va. City priority status: Gr. A-2, No. 708.

EQUAL RIGHTS

APPEAL that radio-TV be accorded equal rights with press in covering legislative hearings made Friday by Sen. Herbert R. O’Connor (D-Md.) at speech before Maryland-District of Columbia Railroad Commission Tuesday stated that license application was made by William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transmission service for conventions and organizations.

MRS. PUTNAM HEADS WCFM

MRS. JEAN PUTNAM, former program director, named acting manager of WCFM (FM) Washington, working under management committee. She succeeds Leon Loeb, of Sound Studios Inc. Mrs. Putnam will work under management committee comprising Mr. William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transmission service for conventions and organizations.

FELLOWS HITS CRITICS

SELF-APPOINTED critics of radio and television, described as "tomato throwers," sharply answered by Harold E. Fellows, NARTB president, in speech scheduled for delivery Monday at Tennessee Assn. of Broadcasters session, Nashville. He hit newspaper critics who belittled radio and TV coverage of Presidential campaign and called for equal right to cover public events (see story page 23). Mr. Fellows cited radio-TV programs promoting reg-ister-vote campaign, citing also radio and TV codes and public service broadcasts.

MOVE GARROWWAY SHOW

ARMOUR & Co.’s Dial Dave Garroway on NBC radio to move from 11:45-12 noon EST spot to 2:30-4:50 p.m. EST period effective Dec. 1. Program, heard Mon., Fri., is presented on behalf of Dial soap.

KROY SALE

SALE OF KROY Sacramento for $425,000 by Harmco Inc. to six Californians headed by C. L. McCarthy, general manager, KGO San Francisco, was completed late last week (CLOSSED CIRCUIT, Nov. 17). Sellers of 250 w CBS basic station are C. L. McCarthy, partner; ex-WAMM (Windsor, Calif.) announcer, G. L. Herbert; Harm, who also owns KARM Fresno, and Clyde F. Coombs, KARM general manager. New ownership is incorporated as KROY Inc. with Mr. McCarthy 32% stockholder and president. He becomes general manager on FCC sales sanction. Blackburn-Hamilton negotiated transaction.

PEOPLE...

AMBROSE J. ADDIS, director of Pepsodent Co. of Canada Ltd., to Pepsodent Div. of Lever Bros. Co., N.Y., as vice president in charge of advertising, succeeding DAVID KETNER, re- signed.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at organization’s annual meeting in New York Friday.

JACK DODMAN, 44, engineer at WBBM Chicago since 1942, died Thursday after brief illness. He is survived by wife and three children. In his short wave band operation, he sent college football scores to 104 men in Korea when they had been getting them week late.

FRED L. RYNER, manager of research department Dancer-Fitzgerald-Sample, N.Y., named director of research for Sherman & Marquette, same city.

WAYNE MASHBURN, WHPE High Point (N. C.) announcer, to WDOD-AM-FM Chattanoogas, Tenn., as announcer.

ADVERTISERS are getting more listeners for their radio dollars than they realize, Dr. Sydney Rosolow of Rosolow Broadcasting, Inc., told Florida Assn. of Broadcasters Friday. He spoke at luncheon session on second day of association’s meeting, held at Sheraton Beach Hotel, Daytona Beach.

William T. Stubblefield, NARTB station relations director, reported on association activities at Friday morning session. George W. Thorpe, WVOC Coral Gables, presided at two day meeting as FAB president. Hump Dunn, editor of Tampa Times (WDAE), addressed Thursday dinner on steps being taken to speed collection of election results. Sixty-five attended FAB meeting.

TABLE CHANGE ASKED

CANTON, Ohio, uhf TV Ch. 29 competitor, WHBC and WCMW jointly petitioned FCC Friday to amend allocation table so as to add one of three workable uhf channels there, thus eliminating need of hearing and enabling grant of one proposed station. They cite Chs. 77 or 85. Stations ask further delay of comparative hearing, now set Dec. 8, until Jan. 12 or 15 days after FCC rules on petition, whichever is later.

FRIDAY AM ACTIONS

IN FIRST of two AM actions Friday, FCC rescinded grant of Oct. 8 to KLCN Blitheville, Ark., for change from 1 kw on 900 kc to 5 kw on 910 kc, daytime, and designated case for hearing with WMOK Metropolis, III., and WGCQ Meridian, Miss., made parties. In other action, Commission refused petition of WMPS Memphis to reconsider grant of Oct. 24 for new station on 690 kc with 250 w daytime at Benton, Ark., to Benton Broadcasting Service.

FCC GRANTS STAGS

SPECIAL temporary authorization granted by FCC Friday to WMCT (TV) Memphis, Tenn., to operate on Ch. 5 (change from Ch. 4), and for WDTV (TV) Pittsburgh, Pa., to operate on Ch. 2 (change from Ch. 3). Channel changes required under Sixth Report & Order (B&T, April 14).

BROADCASTING • Telecasting

Page 106 • November 24, 1952
Packs a wallop!

The Al Morgan Show

with 2¾ million sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533 viewers a day in WLW Television's rich 3-city market.

Average weekly rating—Cincinnati 14.3*

Average weekly rating in all 3 cities 11.6*

3 peak week-days, Tues., Wed., Thur. 15.4*  

Nearest competition, well established kids' show 6.4*  

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use preceding ¼ hour show 17.3% *

Average sets in use during his show 25% *

Let Al Morgan sing a Song of Sales for you!

*ARB (American Research Bureau)
THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

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