Weaver's in the driver's seat

KCBS' Bill Weaver not only delivers more potential customers than any of his early morning competitors in San Francisco (source: Pulse), he drives home more sales as well (source: his absenteeism).

Witness this letter from an agency which places several automotive accounts on KCBS:

"Weaver has produced such excellent results that this agency's faith in radio has reached a new high. With only 6 announcements, for example, Weaver sold $800 worth of auto seat covers. Similar results were reported on items ranging from $1 polish kits to $49.50 radios.

"Another account has used Weaver for over 2 years with gratifying results. Daily checks made at all locations show that Weaver is one of our top buys. He has an audience that's almost fanatical in its loyalty to him!"

No matter what you sell (other long-time Weaver sponsors: Hostess Cup Cakes, 3 years; Bayer Aspirin, 3 years; Durham-Enders Razors, 2 years), Bill Weaver can speed up your sales in Northern California.

For a winner every time, just contact KCBS or your nearest CBS Radio Spot Sales office.

San Francisco • CBS Owned • 50,000 watts KCBS
Kentucky's petroleum industry is an impressive wealth producer. Yet, roughly 2/3rds of Kentucky's oil fields have been unexplored and untapped. In 1948, the state's petroleum production was valued at $24,003,172. In 1951 petroleum production increased to $32,100,000!

Kentucky-grown potatoes, like most other crops, reflect Kentucky's farm growth. 1950 potato crop, for example, brought a cash income of $1,021,000. The 1951 crop topped that figure with $1,330,000.

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)
When you use WKHM in Michigan...

YOU GET RESULTS!

Here's the PROOF!

Results that... "surpassed all our expectations!"

This is another example of the sell you get from WKHM.
When YOU want to really cover Jackson, and South Central Michigan buy...

970 ON THE DIAL

WKHM 1000 WATTS, FULL TIME

JACKSON, MICHIGAN

Affiliated with WKMH
The Station that covers Metropolitan Detroit

See Your Headley-Reed Man

Walter Patterson
Managing Director
Radio Station WKHM
Jackson, Michigan

Dear Walter:

Having advertised on your radio station for almost a year now, we have come to expect a certain amount of regular results. However, one thing happened the other day which surpassed all our expectations and I thought you might like to know about it.

On our morning "Melody Farm Time" program from 6:45 to 7:00 am conducted by Art Burnham, we advertised a special on Youngstown Kitchens and Cabinet Sinks. The special was advertised in any other manner, but by noon of the same day seven different people had either come in or called us on the phone, and we had sold directly from this complete kitchen unit for $450.00. As a result of people knowing about this special, we sold other items including one refrigerator.

Just for our information, we figured up the amount of business we had done by noon and it came to $1000.00. As a result of people knowing about this, we sold other items including one refrigerator.

With this in mind, we thought you might like to know about it.

Best regards,

David Leeke

See Your Headley-Reed Man
A TOWER OF STRENGTH UNDIVIDED

$1,356,542,000 RETAIL SALES:

The SOUTHWEST'S greatest concentration of population, buying power and retail sales is

SERVED AND SOLD BY KRLD-TV
CHANNEL 4, DALLAS

The Dallas - Fort Worth TV Viewing Area depends exclusively on KRLD-TV for the top-rated Columbia Broadcasting System's television programs. The only station in Dallas or Fort Worth not splitting any part of any network schedule with any other station in North Texas.

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>EFFECTIVE BUYING POWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas County . . . . . . 648,000</td>
<td>$1,136,546,000</td>
</tr>
<tr>
<td>Tarrant County . . . . . . 383,200</td>
<td>615,413,000</td>
</tr>
<tr>
<td>TOTAL . . . . . . 1,031,200</td>
<td>$1,851,959,000</td>
</tr>
</tbody>
</table>

PER FAMILY INCOME:
Dallas County . . . . . . $5,674.00
Tarrant County . . . . . . 5,229.00
(Sales Management 1952)

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company, Exclusive Representative
NEW APPROACH to settlement of AM station "marriage" problem for purpose of getting prompt TV service, expected to go to FCC from major market. It will involve bringing in of third party who will hold minority interest but balance of power into entirely new corporation, thereby eliminating "diopoly" issue in AM. Prominent industry figure expected to become president-general manager of newly-formed company to seek vhf facility for which individual companies are now competing.


ACTIVITIES around both ABC and United Paramount in New York portend far-reaching and revolutionary changes in both radio and TV network operations, once approval of merger comes from FCC. Basic program plan is Rev. Alexander Turnbull, who becomes vice president of charge of programming and talent of AB-FT, coordinating through Rev. Franklin, ABC president, who despite fast-flying rumors will continue as an ABC show. The one thing certain is that UPT will immediately dump new money into ABC operations.

WILLSON M. TUTTLE, vice president in charge of radio and television and member of board of directors of Rathruff & Ryan, New York, for 13 years has resigned to assume important post in one of largest television film firms. Details soon. TOM G. SLATER, also vice president, Rathruff & Ryan, New York, will succeed Mr. Tuttle.

'S Still in discussion stage but signs are appearing that some victims of NCAA football cartel monopoly intend to abandon local criticism in favor of cooperative effort to combat entrenched college syndicate. Final NCAA TV policy to be decided at early January convention in Washington.

'Here's little sentiment among House Campaign Expenditures Committee members for subsidization or setting aside of program- mers for political candidates, on either free or paid time basis. Write off possibility of my such recommendation in committee's report, to be filed by Jan. 3.

IAYBE it's because of his stellar performances during Kefauver hearings of 1950 or maybe it's his recognition of spot marketing tech- niques, but it's learned authoritatively that H. Charles W. Tobeck, who takes over next session as chairman of Senate Interstate & Foreign Commerce Committee, will espouse

EARLY END SEEN TO SAG STRIKE

WITH "several" TV film producers and advertising agencies in New York, Chicago and Hollywood having signed interim contracts last week covering actors in video film commercials, early end of week-old Screen Actors Guild strike is in sight. Producers advocates would not reveal number of producers and agencies who have met Guild terms, they reported them as several and said agreement includes controversial added payment for reuse of filmed spots and other demands originally made to Film Producers Assn. of New York and American Assn. of Advertising Agencies.

Interim agreement gives actors and announcers minimum of $17,500 commercial, with different rates for network and local re-use. Talent gets added payment for each run on network spots. On local "wild" spots there is unlimited run for four weeks. Upon renewal after that period, actors must be paid his full original fee for another four-week run. Provision stipulates "wild" spots must be telecast not later than six months after being made. They cannot be telecast after one year beyond date of completion of production. If same filmed spot is used again on program, actor must be paid two separate full fees.

K. C. TO DALLAS RELAY

ADIO-RELAY route between Kansas City and Dallas, providing six broad band channels, two in each direction for telephone service and two southbound for TV, has been completed, AT&T announced yesterday (Sunday). One TV channel is being put into immediate operation, making second network TV pro- gram available to stations in Oklahoma and Texas, now receiving their network shows from Jackson, Miss. New channel will deliver programs to them out of Omaha.

BUSINESS BRIEFLY

35 MARKETS • Hood Chemical Co., Phila- delphia (Easy Starch), placing radio spot announcement campaign starting Jan. 2 in 35 markets for 13 weeks. Hilton & Riggio, New York, is agency.

AMMIDENT IN RADIO • Block Drug Co., New York, for Ammident, preparing spot announcement radio campaign to start Jan. 10 in number of widely scattered markets for 9 weeks. Client is Asking for package which includes one-minute spots, five-minute and quarter-hour program availabilities. Celli & Presbrey, New York, is agency.

SEABROOK DECISION SOON • Seabrook Farms Co, Bridgeport, N. J. (frozen foods), through Hilton & Riggio, New York, currently considering whether to renew its Matthew Bell show on MBS or place this money in spot campaign. Decision is expected by middle of this week.

NEW GARRETT PLANS • Garrett & Co., New York (Virginia Dare wine), planning to run extensive radio and TV spot announcement campaign starting early in February. David J. Mahoney Adv., New York, is agency. Firm's current spot campaign concludes at end of December.

VAPORDRIVE • Vick Chemical Co., New York, for its Vaporub, planning two-week radio spot announcement campaign—five times weekly—to start Dec. 29 on more than 100 stations. Morse International, New York, is agency.

BASEBALL IN CHICAGO • Chicago Cub home and away baseball games to be aired again next year on WIND Chicago, which will feed to its regular midwest baseball network. Bert Wilson handles coverage again. Twenty-

Combined Gross Network Time Sales Up

**Combined Gross time sales of major radio and TV networks for October totaled $32,249,967, according to Publishers Information Bureau. Figure represents increase of 9.7 percent over $29,406,724 of network gross billings for October 1951.**

Radio networks, with combined gross of $15,849,881 for month, exceeded October 1951 billings, total of $14,984,105 by 2.0 percent, while TV networks, billing $17,009,083 this October against $14,457,619 for that month of 1951, showed 17.6 percent increase.

For ten-month, January-October period, com- bined radio-TV network gross is up 12.0 percent from last year to this TV; alone being up 43.0 percent and radio alone down 9.3 percent. Detailed network-by-network breakdowns follow:

<table>
<thead>
<tr>
<th>Network Radio</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1951</td>
<td>149,680</td>
<td>141,360</td>
<td>127,530</td>
<td>418,570</td>
</tr>
<tr>
<td>Oct. 1950</td>
<td>132,420</td>
<td>127,140</td>
<td>109,280</td>
<td>368,840</td>
</tr>
<tr>
<td>Change</td>
<td>17,260</td>
<td>9,220</td>
<td>18,250</td>
<td>39,730</td>
</tr>
<tr>
<td>Percent</td>
<td>12.7</td>
<td>7.3</td>
<td>16.9</td>
<td>10.8</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION REPORTS**

<table>
<thead>
<tr>
<th>Network Television</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1951</td>
<td>1,453,811</td>
<td>1,487,427</td>
<td>1,485,052</td>
<td>4,426,380</td>
</tr>
<tr>
<td>Oct. 1950</td>
<td>1,384,363</td>
<td>1,477,031</td>
<td>1,400,666</td>
<td>4,262,059</td>
</tr>
<tr>
<td>Change</td>
<td>69,448</td>
<td>100,396</td>
<td>84,386</td>
<td>214,230</td>
</tr>
<tr>
<td>Percent</td>
<td>4.3</td>
<td>6.7</td>
<td>5.9</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Note: Radio and television cumulative totals do not include network national spot program cost and amounts. Total does not include network national spot program cost and amount.

(Continued on page 4)

ADCASTING • Telecasting

December 8, 1952 • Page 5
FIRST ELECTION FORMS ARE MAILED BY NARTB

FORMS for certification of persons who are eligible to become candidates representing radio stations on NARTB Radio Board were mailed Friday by Secretary-Treasurer C. E. Arny Jr.

Board vacancies will occur in 1953 in odd-numbered districts. One of each of four director-at-large directorships will also become vacant, total of 13 board places to be filled by radio representatives.

All odd-numbered districts directors now in office are eligible to run for re-election except Glenn Shaw, KLX Oakland (see story, page 29). Mr. Shaw is completing his second term, maximum, under by-laws. Directors-at-large whose terms end in 1953 are John H. DeWitt Jr., WSM Nashville, large stations; Hugh B. Terry, KLZ Denver, medium stations; Edgar Kobay, WTWA, Thomas, Ga., small stations; Ben Strouse, WWD-CFM Washington, FM stations. All these directors-at-large are eligible to run for re-election.

NRC 'BEAT' ON IKE

NRC CLAIMED clear beat over other radio-TV networks on Friday morning broadcast of pool announcement that Gen. Eisenhower had been to Korea and was headed home. Acting on "hunch" that news might break before radio network lines opened at usual hour of 8 a.m. EST, spokesmen said, NRC had ordered standby facilities from AT&T for 7-8 a.m. period, and was able to get report of pool correspondent, of Mutual, on net work at 7:02:30 a.m. EST. It also was carried on NBC-TV, whose Today show opens at 7 a.m., and both NBC networks followed with Gen. Eisenhower's statement that "there is no easy solution for the war in Korea." Other networks had to wait for normal opening hour of networking facilities, but affiliates broke news locally from wire service reports—though NBC claimed broadcast also beat wire service by "several minutes."

Wells Church, director of news and public affairs for CBS radio, protested late Friday that NRC had violated agreement among network leaders if it failed to alert its pool to Korea should break while networking facilities were closed, use of pool correspondent Everett Holles' report on Korean trip would be delayed till all networks were opened. NBC authorities could not be reached late Friday for comment.

KONI FILES REPLY

FIGHT of KONI Portland, Ore., to get FCC to overrule hearing examiner's decision that it had not amended its application to show new stockholders continued late Friday when it filed reply to oppositions filed earlier in week by Broadcast Bureau and KGW Portland, Ore. (see story page 69). KONI is seeking permission to amend its application for TV, new engaged in Portland, Ore., hearings, to show withdrawal of Ralph Stolkin, Edward Burke Jr., and Sherrill C. Corwin, 48.5% stockholders. In its reply, KONI said Broadcast Bureau's opposition is in conflict with FCC's policy regarding newspaper applicants. It also called KGW's arguments "irrelevant,"

In this Issue—

Foote, Cone & Belding quits the Tonic account, which has been spending $3.5 million a year in radio and television. The reason was that the agency to give up the big American Tobacco business several years ago—inaibility of the advertiser and agency to see eye-to-eye on campaign strategy. Page 38.

Who will get the FCC Chairmanship and Commissionership that are available for the GOP to fill? Best bet for chair man seems to be Comr. Hyde, but not even that is settled, and a big field is in the running for both jobs. Page 38.

Seven leading radio stations join to write qualitative measurement of radio. Though details of the survey are not revealed, it apparently will provide new and basic information about the medium. Page 35.

Last of trouble bugs radio and television. Screen Actors Guild strikes commercial film producers. APTRA negoti ations for new radio-TV contracts proceed on day-to-day basis, with strike threat in background. Page 36. Congress gets an earful of the problems created for broadcasters by political campaigns. Chances are that the special House committee that started out to investigate the high cost of campaigning may wind up recommending legislative relief in political broadcasting. Page 37.

Pressure mounts at FCC against merger of ABC and United Paramount The atres. Two senators throw their weight against the merger, and DuMont files exceptions to the initial decision that approved it. Page 36.

NARTB decides to join the fight against exclusion of radio and television from public events and sports to which the press has access. Page 39.

How to sell the farm market—the nation's "greatest single group consumer"—is theme of annual convention of National Assn. of Radio Farm Directors. Page 38.

The 1952 controlled football television plan of the National Collegiate Athletic Assn. "worked satisfactorily."

Who says so? The TV committee of the NCAA. Page 67.

Upcoming

Dec. 9-10: NARTB TV Board, Cat Cay, Florida.
Dec. 9-10: MBS Affiliate meeting, Dallas.
Dec. 12: AAAA, Southern Chapter, Capital Hotel, Austin.
Jan. 3: 834 Congress convenes, Washington, D.C.

(Other Upcomings, page 38)

Closed Circuit (Continued from page 5)

Congressional radio and television broadcasts. He so confided to folks in Paris where he is delegate to UNESCO. He favors them on special events basis, is the same that subject to be set for debate. Filibusters would be avoided through precise scheduling, he feels.

FCC soon will have before it illegal transfer of control case involving local station in important southwestern market. Transfer of 75% interest reported locally but without required notice and approval of FCC under Section 310 (b) of Communications Act.

SAM JONES, former Washington newspaper and for past several years commentator on KOY Phoenix and other Arizona stations, reportedly in negotiation with national network interested in his uncanny election predictions, both in 1950 and in recent Presidential campaign. In 1950 he predicted defeat of Tydings, Ingburn and Thomas, and big victory for Taft. This year, minimum of 27 states with 317 electoral votes for Gen. Ike, plus probability that he would carry others in North and at least two in solid South.

FCC STAFF late last week was close to completion of processing on several priority Group D television applications—those of existing stations for improvement of present facilities—and grants may be forthcoming this week. Processing officially began Dec. 1. Actions will be handled by Broadcast Bureau to save time of Commission.

WALKER BROADCASTS

CALL for more educational activities on commercial broadcast stations was sounded by FCC Chairman Paul A. Walker in speech to fifth anniversary banquet of Empire State FM School of Air in Syracuse, N.Y., Friday night. With Washington flights cancelled due to inclement weather, Mr. Walker made his talk via broadcast over Continental FM network which was picked up off air at ball room meeting.

Empire State FM School comprises 21 commercial FM stations in New York state which devote half-hour daily for in-school programs, heard by 500,000 elementary school pupils Budget is $11,500 per year.

Among other addresses scheduled for Chairman Walker in next few weeks is talk to Fed eration of Women's Clubs in Washington to day; to Southern Regional Conference on Educational TV in Atlanta Dec. 11, and to Gover nor's Conference on Educational TV in Sacramento, Calif., Dec. 15.

N. C. EDUCATIONAL SESSION

MEMBERS of North Carolina Assn. of Broadcasters have been invited to meet at Chape Hill Dec. 15 by President Gordon Gray, Con solidated U. of North Carolina, to discuss state wide television and educational radio, nature. President Gray has assured NCAB, i reply to resolution adopted by association that university will not go into commercial television.

TRAVELERS SPONSORS

TRAVELERS Insurance Co., Hartford, for third successive year will sponsor NBC Radio's annual "Voices and Events of 1962," (Sun. 7-8 p.m. EST), featuring six network commentators. Bear Miller will narrate Agency: Young & Rubicam, N. Y.
All It Took was a "Folly"...

(Or so friends called Johann Sutter's decision to build a saw mill) to start the California gold rush. During the mill's construction, one of the laborers digging the mill race found a handful of glittering pebbles. When the word leaked out the pebbles were gold, the rush was on!

There may be a shortage of gold at the grass roots in the Omaha, Council Bluffs area, but there's plenty of legal tender in the hands of KOWH's big audience. Just "dig" the Hooper averaged below for the thirteen-month period from October, 1951, to October, 1952. With an audience "lode" that's loaded, KOWH always pans out!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Oct., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1952.)

Kowh OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.

December 8, 1952 * Page 7
AKRON'S TOP STATION

5000 WATTS ABC
Represented by Weed & Co.

AKRON'S TOP STATION

5000 WATTS ABC
Represented by Weed & Co.

AKRON'S TOP STATION

5000 WATTS ABC
Represented by Weed & Co.
1921
Franklin M. Doolittle, president of WDRC and WDRC-FM, broadcasts voice transmission using carbon-arc. Broadcast heard and reported from ship in Long Island Sound.

1921
Football broadcast of Yale-Princeton game from Yale Bowl over Mr. Doolittle's amateur station 1 AGI. Probably first football broadcast.

1922
Broadcast license granted to WDRC, Connecticut's Pioneer Broadcaster.

1924
Patent for binaural broadcasting and recording granted to Mr. Doolittle. Second channel license granted WDRC for testing and broadcasting binaurally.

1930
WDRC becomes basic CBS affiliate.

1939
WDRC becomes first commercial broadcaster to build and operate FM. First broadcast May 13, 1939. Major Armstrong sets up first FM network broadcast without wires. WDRC-FM takes part.

1947
WDRC applies for TV Station.

1952
WDRC-FM offers separate programming rebroadcasting programs of WQXR and news of The New York Times. WDRC and WDRC-FM broadcast first multi-station binaural programs with WQXR.

WDRC HELPS MAKE BROADCASTING HISTORY...

30 years in broadcasting dates back to its very beginnings in 1922. WDRC is proud of the part it has played in the development of one of the country's important industries, proud too that it is still going strong with two more notable contributions in 1952 (see list). 30 years young, WDRC looks forward to an even more exciting era of service in the field of communications.
some spots are better
It takes the right approach to reach a lot of women. And the radio stations represented by NBC Spot Sales are experts in approach.

24 million women buy your type of product in the radio markets covered by NBC Spot Sales. And the way to sell them your brand is through such local favorites as Faye Emerson (WNBC New York), Johnny Andrews (WTAM Cleveland), Gene Archer (WRC Washington), Norman Ross (WMAQ Chicago) and Judy Deane (KNBC San Francisco). These popular personalities influence the buying habits of hundreds of thousands of housewives and working girls daily... for less than a dollar per thousand female listeners.

To sell a product that appeals to women, use the local daytime Radio programs women like to hear. For Radio spots with sparkling feminine appeal, call NBC Spot Sales.
FREDERICK C. BRUNS, vice president and director, Ruthrauff & Ryan, N. Y., to Donahue & Coe, N. Y., as member of executive staff.

J. R. WARWICK, vice president, Kenyon & Eckhardt, N. Y., to Morey, Humm & Johnstone, same city, as vice president and chairman of plans board.

CARTER CORDNER to copy staff of Sherman & Marquette Inc., N. Y.


MARTIN M. STONE to copy staff, Dorrance & Co., N. Y.

LIVEWIRE in the circuit of advertising agencies which lean toward the electronic media for results, is Lester Kamin, who at 33 is president of the expanding Kamin Advertising Agency which he founded in Houston six years ago.

Started by Mr. Kamin in 1946, the agency has grown from a one-man operation to its present staff of 20, with television making up about a third of its annual billing of more than $900,000.

Video unquestionably is responsible for his organization's greatest growth, according to Mr. Kamin, who says the agency foresaw the tremendous impact of the medium long ago. It was the Kamin agency, he says, which channeled much-needed advertising revenue into television when Houston had only 3,000 sets in 1948 and other agencies were shying away from the medium.

Today Houston's lone television station (KPRC-TV) fans out to more than 180,000 sets, he says, with an aggregate audience of more than 600,000. TV's rapid growth has made the Kamin agency's name a byword in Houston's video advertising, maintains Mr. Kamin, who feels his organization's advance with television's progress supports the agency's claim as Houston's pioneer in the TV field.

"Not a day goes by without a Kamin-produced television show or sponsor," he adds.

Last October the Kamin agency opened its first branch in Austin, where the first TV station in that area (KTBC-TV) has begun operation. Mr. Kamin plans a full staff there and has named one of his top account executives to head the agency's activities there.

Les Kamin attended Baylor U. Law School. He began his career as a radio announcer in Waco and Corpus Christi, both in Texas.

Mr. Kamin's desire to start an advertising agency came from his term in the Army, where he served in the public relations field, performing radio and newspaper work. Leaving the Army, he went to Houston and started his own agency, and for several months vainly sought for accounts until a friend, today a radio executive, helped him gain his first account, an automobile agency.

Approximately 90% of his agency's billings during its early days was radio, until the advent of TV. Video, however, did not diminish the Kamin agency's radio billings.
Marguerite Frankel named associate director of public relations, N. W. Ayer & Son, N. Y. Jo Parrish Bacon added to agency’s PR staff, William Croasdale and Lawrence Sweet to Ayer radio-TV department as timebuyer and traffic assistant, respectively. Duane B. Roach to agency’s Philadelphia office on production staff.

Noel Corbett, head of his own public relations office, S. F., to Young & Rubicam Inc., Hollywood, to handle special campaign for daily NBC radio Bob Hope Show.

Basil Matthews, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhart, that city, as vice president and account executive.

Philip R. Crane, Futterman-Gerber, Chicago, to Lester Earle, same city, as account executive.


Mr. Matthews

McCarty Co. has opened Chicago offices at 20 E. Huron St. Telephone is Superior 7-1847. Harry L. Bauer, manager, Barber-Coleman Co., Rockford, Ili., joins agency in same capacity.


Erwin A. Levine, William H. Weintraub Agency, to copy staff, Cecil & Presbrey Inc., N. Y.

Terre Van Cott, KHJ-TV Hollywood, to Aar Adv. Agency, that city, as production assistant.

Charles A. Winchester, research department, Doherty, Clifford, Steers & Shenfield, N. Y., named account executive in agency’s Bristol-Myers unit.

A. L. Paul Adv., L. A., has changed name to Paul & Baum Adv. with new offices at 7958 Beverly Blvd. Telephone is Webster 7281. A. L. Paul is owner and Macy Baum account executive.


Donahue & Coe, N. Y., has changed telephone number to Columbus 5-2772.

which have shown an increase during the past year.

But television still holds a special fascination to Mr. Kamin: “I like the medium principally for what it has done for my clients,” he says. “Every TV account we have had, with almost exception, profited. And, moreover, we have never had a cancellation on TV because it didn’t pay off.”

The Kamin agency had one client, however, who cancelled his TV advertising because he was unprepared to handle the increased business brought by television. It was a cleaning establishment, which, from a small beginning, today has 32 sub-stations and is still growing. “Needless to add, it is back on television sponsoring a weekly 15-minute sports show,” Mr. Kamin says.

Mr. Kamin’s pride is a half-hour show titled Fashions in Motion, wholly produced, directed and written by the agency. Since its beginning two years ago it has been among Houston’s top five TV shows. Its mc, Joy Marden, has consistently won the title as Houston’s TV queen, Mr. Kamin says.

Mr. Kamin is married and the father of two children. His hobby is what he calls a “mediocre game” of golf.

His TV philosophy: “Don’t be afraid of television. Utilize it properly, acknowledge its potential and you will reap the harvest.”

Why is Jim Gibbons’ personal-ity touch... first choice of local advertisers?

That S. R. O. sign frequently hung on Jim Gibbons’ program, “The Town Clock”, indicates that his sponsors are happy and are not prone to move. As the first choice of local listeners, Jim also rates as the first choice of local advertisers who supply him with 70% of his business. Hard-hitting salesmanship combined with his universal appeal find their mark on WMAL radio’s “Town Clock” 6 to 9 a.m. daily and “Sport’s Round-up” 6:15 to 6:25 p.m. daily; WMAL-TV’s “Jim Gibbons’ Show” 7 to 7:15 p.m. daily. He also does play-by-play and color on the Univ. of Maryland and Redskin football followed by “Country Store” charity drive at Christmas. Small wonder his is the PERSONAL-ITY TOUCH that is the “Midas Touch” for sales! Of course, that S. R. O. sign isn’t always up so why not check today?

Call or Wire:
The Katz Agency Inc., N. Y. PLaza 9-4460
or WMAL Sales Department
Kellogg 7-1100

December 8, 1952 • Page 13
POWER of radio in general and of KXOK St. Louis in particular was aptly expressed in a mail response of 114,092 cards, letters and ballots during one week of the station's popularity contest for high school football players.

Cause of the excitement in the St. Louis area and nearby southern Illinois is the station's "Prep Player of the Week" contest on its 9-11:15 p.m. Sports Gallery, conducted Monday through Saturday by Fran Laux, sports director. Total mail count for the high school football season is 314,600.

The 114,092 mail-pieces payoff came during the 10th week of the 11-week contest, now in its second year. The promotion contest is repeated during the basketball season.

Details of the contest and daily progress reports are aired on Sports Gallery by Mr. Laux. Listeners send in votes for their favorite players via signed cards, letters and ballots, with each contest running from Sunday through Saturday. KXOK reports some ardent schools which organize their entire student bodies to vote for one candidate.

Winners all receive certificates at a special banquet in their honor at the close of the season which is attended by players, their fathers, coaches and school principals. At the KXOK banquet a committee of local high school officials name from weekly winners a "Prep Player of the Year" who receives a citation, while his school receives a trophy.

KXOK reports leading educators in the area have endorsed the contest and praised the station for its part in promoting sportsmanship and school spirit.

It's Coverage that Counts!

In the days of the great Kublai Khan whose Mongol Empire stretched from the Arctic Sea to the Indian Ocean and from the shores of the Pacific to central Europe, there lived Marco Polo . . . one of the world's most fabulous travelers . . . a man who knew the value of coverage.

From every part of the Mongol Empire, he brought home treasures and knowledge that even today are yet untapped sources of human and commercial progress.

And so it is like buying time on WBRE . . . we have the coverage that counts in this Industrial and Mining area, and every day untapped sales sources are discovered by those whom we serve.

Headley-Reed, Representatives

strictly business

KXOK Sports Director Laux looks over part of the deluge of mailed votes representing listener-response to station's football contest.

Mr. BEHRENDE . . . two main ingredients

MORRIS D. BEHRENDE, vice president and general manager of Sarra Inc., New York and Chicago, pins his faith on two main ingredients in a TV film commercial—they being high quality and visual selling.

Though he confesses it is not an easy task to attain these goals, he referred to the following pithy observation by his boss, Valentino Sarra, the famed photographer, to pinpoint his attitude:

"Those art pictures for art's sake are the easiest thing in the world to do. But to take a television set, and father and mother smiling at little girl and dog coming out of television set, and little girl trying to give television dog a dog biscuit for slogan, 'G. E. Makes You Feel It's Real,' and have it come out like anything anybody wants to look at—that is really a tough job."

How well Mr. Behrend and Sarra have succeeded is clearly pictured in the firm's business graph which plots a 100% upswing since 1945 when Sarra took the plunge into TV film commercial-making. Mr. Behrend estimated this phase of the business accounted for 35% of gross income.

Some of the accounts that Sarra handles include Pabst Beer, Gerber (Continued on page 44)
SHOOTING FROM THE LIP...

WBOX USES THESE 6 SHOOTERS

"OKEY DOKEY"
The South's No. 1 rhythm and blues disc jockey. His frantic lingo and jive talk captures the 250,000 New Orleans Negro audience and sells "em.

"HONEYBOY" HARDY
South's premiere Gospel and Spiritual DJ. His program has high appeal to the Negro women. Biggest mail pull on station.

"GRAN'PAPPY" DAVIS
A two voiced country character that has a large following in the nearby rural areas.

ED "CORNPOLE" BISHOP
This hillbilly character specializes in a modern approach to folk music which has built him a tremendous following.

ED PRENDERGAST
His "Man From Mars" and "Man About Town" shows have the biggest "pops" music audience in town.

BOB HASSELMAN
The man with the soft spoken voice that catches the moneyed audience with special events, news and religious programs.

GETS RESULTS IN NEW ORLEANS
It's not just mouth music but actual hard hitting, well planned audience holding ... and audience selling that WBOX does. Time after time the advertisers have been in ecstasy about our results. Time after time they have renewed ... such actions speak more than all the talk.

WBOX SELLS AND SELLS AGAIN!
Retailers, food sellers, appliance dealers, automobile dealers all have a record of success on WBOX. It is a record proven by the fact that until Christmas WBOX has no more time available.

BUY NOW FOR SPRING CAMPAIGNS
You can get the select time and availabilities now in the high rated periods that will do the job for you. Now is the time to select your hard punching, audience interested spots and program times ... soon it will be too late if you delay. Buy Now!

WBOX DIAL 800 IN NEW ORLEANS

Operation Combo in the Minneapolis
Log of the Northwest's Election Night over

RADIO WCCO TV

Over 70 of the technical and broadcasting staff of WCCO-RADIO and TV—combined to make their OPERATION COMBO an election night scoop in the Northwest. Headquarters were set up in the ballroom of Minneapolis Hotel Nicollet. Candidates of both parties were present. Follows the log which summarizes election coverage by the station's TWO staffs:

SEPT. 2
Operation Combo conceived to give Northwest its biggest, best and fastest election coverage.

SEPT. 15
Preliminary work begun: arrangements initiated for sets, engineering, lighting, teletypes, etc.

NOV. 4
5 PM
70 people from the 2 staffs of WCCO stage dry run of proceedings.

6 PM
WCCO dinner served for 600 Business and Professional leaders. First early returns telecast and broadcast.

7:15 PM
Election Preview—statements from state chairmen, candidates of both parties.

9 PM
Dinner over. Doors opened to general public.

*Every half hour Northwest returns dramatized by team of top-flight newscasters including Adams, McCuen, Johnson, DeHaven, Ziebarth and McPherson.

10:30 PM
Roger Kennedy—Democratic candidate for congress—first to "concede" at WCCO microphone.

NOV. 5
1-2 AM
List of notables who faced WCCO cameras and microphones to concede or thank voters:
Senator Hubert Humphrey; Karl Rolvaag—DFL chairman; Congressman Eugene McCarthy; Governor C. Elmer Anderson; Senator Edward Thye; Congressman Walter Judd; Lieutenant Governor Ancher Nelson; P. Kenneth Peterson—state Republican chairman, and Bradshaw Mintener, chairman of Minnesotaans for Eisenhower. (Mintener was one of the group who "sold" Ike the Big Idea in Paris over a year ago.)

NOV. 5
3 AM
Cedric Adams, dean of WCCO newscasters, climaxed the night with his traditional election sign-off.
NEW BUSINESS

Spot


Network


SWANK Inc. (men's jewelry and leather accessories), N. Y., sponsoring Steve Randall on DuMont TV Network, Fri., 8-9:30 p.m. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., N. Y.

DURKEE FAMOUS FOODS, Chicago (margarine and coconut), sponsoring When a Girl Marries and Don Gardner News on ABC from Dec. 1, Mon., Wed. and Fri. for 52 weeks. Agency: Leo Burnett, same city.

CREAM OF WHEAT Corp. to sponsor Grand Central Station on CBS Radio, Sat., 11:00-11:30 a.m., effective Dec. 28. Agency: BBDO, N. Y.

REMINGTON RAND Inc., N. Y. (Electric Shavers Div.), participating in sponsorship of Omnibus, CBS-TV, Sun., 4:30-6 p.m. EST for a four-week period. Agency: Leofof Agency, N. Y.

AMERICAN SAFETY RAZOR Corp., Brooklyn, sponsoring Frank Goss and the News on 15 CPRN stations, Tues., Thurs., Sat., 7:30-7:45 a.m. PST, for 52 weeks from Dec. 2. Agency: McCann-Erickson, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron, renewing The Greatest Story Ever Told on ABC radio, Sun., 5:30-6 p.m. EST, for 52 weeks, effective Jan. 4. Agency: Kudner Inc., N. Y.

SYLVANIA ELECTRIC PRODUCTS Inc.'s Radio and Television Div. to start sponsorship of 15-minute segment of The Shadow on Mutual, Sun., 5:50-6 p.m. EST on Jan. 4. Other quarter-hour period is sponsored by Wildroot Products. Agency for Sylvania: Roy S. Durstine Inc., N. Y.

Agency Appointments


IRVING Berman, L. A. (men's clothier), and RABUZZI MOTORS, Culver City (M.G. dealers), appoint J. E. Coyle Adv., L. A. Radio-TV will be used.

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich., appoints N. W. Ayer & Son, Chicago, effective June 1, 1953. Account executive will be F. M. TUTON.


SALLY SHOPS OF CALIFORNIA, L. A. (fashion chain), appoints Holzer Co., Hollywood. FRED EGGERS and JOHN BAINBRIDGE are account executives. Radio-TV will be used.


Ad people

JOHN A. BURNS, radio-TV advertising manager, Swift & Co., appointed advertising manager of Pan-American Coffee Bureau, N. Y.


J. E. POTTS, advertising manager of Lever Bros. Ltd., Toronto, named advertising manager of Pepsodent Co. of Canada Ltd., same city, succeeded by R. G. SPENCE.
DEAR MOUSE,
THIS IS A BIG CHEESE GUARANTEED TO LAST YOU ALL THE REST OF YOUR LIFE.
DON’T SETTLE FOR LESS!

"I ought to be able
to figure this out!"

Kentucky isn’t like a lot of the other 47 States. Here, a tremendous part of our total buying power is crowded into a relatively small market. 55.3% of Kentucky’s retail sales are made in WAVE’s daytime area — and you need several other stations to get the remaining 44.7%.

WAVE’s low “regional-station” rates permit you to buy the golden part of Kentucky (plus an important hunk of Southern Indiana, with another quarter billion dollars in effective buying income) at lowest cost per potential good customer.

Well, those are the facts. We bet you’ve already figured your conclusions!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
This is Miss Wilson

This is what she says

"The Sheffield Federal Savings and Loan Association (of which Miss Sarah Wilson is executive vice-president) has long sponsored Fulton Lewis, Jr. on WLAY (Sheffield, Ala.). He reaches people who sooner or later are in the market for our type of service. We believe that the clear cut explanations which Mr. Lewis has for his views (which we do not always agree with) let the average person make his own decisions. He reaches the audience we need to reach—consistently. He deserves the vast following he has in the Muscle Shoals area. He is doing a good job for us."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (among them 60 savings institutions and banks), the program offers a tested means of reaching customers and prospects. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

Distance Record?

EDITOR:
While reading Broadcasting • Telecasting of Nov. 24 I chanced upon the letter from Mr. Frank Riordan, commercial manager of WGBS Miami, Fla., regarding their record reception report from Baffo Bay, Liberia, West Africa. That was over 5,000 miles from the WGBS transmitter, but here is another distant reception record. On Jan. 27, 1951, from 2 a.m. until 3:06 a.m. the writer ran a test program during the experimental period. Several days later WBKV received an airmail letter from Arthur T. Cushing, 212 Earl St., Invercargill, New Zealand, with a perfect logging of station identification and musical selections from 2:55 a.m. until the sign-off at 3:06 a.m. I quote from Mr. Cushing’s letter: “The above covers the conclusion of your test broadcast on 1470 kc as received here in Invercargill, at the southernmost tip of New Zealand and some 8,000 miles from your transmitter.”

WBKV is a 500 w daytime station.

Paul J. Rippe
Secretary
WBKV West Bend, Wis.

Homework

EDITOR:
I am enclosing a letter we received, and I think that you will chuckle as you read it. . . . Every one of us across the country who is in the process of putting a TV station together would have to laugh as he read what this girl casually requests in her letter. If she knew the years of work and the daily effort of management and its staff that goes into the development of a TV property, she would be appalled with the assignment her professor has given and which she frankly admits is “an individual project of some magnitude.”

We are working so hard on WEEK-TV for our Jan. 1 starting date that the reading of this letter led to sort of hysterical laughter which comes when you are near the breaking point . . .

Fred C. Mueller
General Manager
WEEK Peoria

[EDITOR’S NOTE: The letter was from a student at a midwestern university who had been assigned, in a graduate course, “to set up a television station in any area which has recently received a franchise, design the physical plant in its entirety, establish personnel and budgets, then program this station for an entire week using local merchants as sponsors.” She asked WEEK for information that would help her in the project.]

Cheer the Cheerleader

EDITOR:
. . . Since this is All American football selection time across the nation, I would like to make a nomination for an All American Cheerleader to go along with the All American team.

Miss America [Neva Jane Langley] appeared as official sponsor for three of U. of Georgia’s biggest games this fall, Pennsylvania, Auburn and Florida. As a Georgia cheerleader, she got more out of the crowds than a legion of other cheerleaders.

The picture was made at the Georgia-Auburn game during inter-

WANTED: CRITICISM

EDITOR:
. . . . It is extremely difficult for anyone to suggest any improvement in Broadcasting • Telecasting in view of the fine magazine that it is. . . . There are some of us in government service who are always anxious to learn of any constructive criticisms by members of the general public or by others as to the propriety of the actions we do or do not take, so that our actions can be improved.

Eugene H. Merrill
FCC Commissioner
Washington, D. C.
and here's why...

Diversified local programming is the main reason more people in Milwaukee and Wisconsin listen to WTMJ than any other radio station.

Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

Thirty years of radio service to the people of Milwaukee and Wisconsin has won a steady, loyal listenership for WTMJ, listenership that pays off in sales results. That's why America's leading advertisers continue to renew radio schedules on WTMJ.

Get complete, up-to-the-minute sales facts. Contact your Henry I. Christal representative. He has facts and figures to show you how and why WTMJ dominates in Milwaukee . . . in Wisconsin.

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

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
Like little girls go for dolls

Baltimore merchants go for WITH like little girls go for dolls. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Page 22 • December 8, 1952
AFTER 20 years of political famine, Republican king-makers are on a rampage, with the field of communications no exception.

Who will be the next chairman of the FCC? Who will get the nod on the two definite opening vacancies, to swing the balance from Democratic to Republican? Those are the key questions.

The answers aren't yet in clear focus. But there appears to be little disagreement, at this writing, that the popular and logical choice for chairman is Rosel H. Hyde, Idaho Republican, and career lawyer who rose from the ranks of the old FCC. Mr. Hyde is making no statements and doing no campaigning. He is vice chairman now. As chairman, he would succeed Paul A. Walker, Oklahoma Democrat, who is slated to leave either after the Eisenhower inauguration Jan. 20 or when his present term expires June 30.

The other upcoming vacancy is that of Eugene H. Merrill, Utah Democrat, who assumed office under an interim appointment last Oct. 14. His acceptance of this appointment was regarded as a strict gamble on a Democratic victory. Even if President Truman should nominate him for the unexpired portion of the term of former Conn. Robert J. Jones, who resigned April 24, the Senate hardly would consider it, awaiting the incoming GOP organization.

Others in Running

There are others in the running for the chairmanship, however. Cropping up repeatedly is the name of Fred Palmer, vice president of Bobbi Jones, and it is known that he has been contacted. But it is felt that he would not allow himself to be endorsed by his Ohio delegation, or otherwise stand in the way of Fred Palmer, radio consultant, and former station manager (KOY Phoenix) who is an active candidate for one of the vacancies. Mr. Jones resigned to join the law firm of Margaret Jones & Baron, and is reportedly very happy in his association.

Lewis Allen Weiss, former Mutual Board chairman and veteran West Coast broadcaster, is understood to have the active support of both Vice President-elect Richard Nixon and Sen. William F. Knowland (R-Calif.) for an FCC appointment. He is avowedly a candidate for the chairmanship. His candidacy is premised upon the need of having a "practical broadcaster" and business man on the FCC. He directed the destinies of Don Lee for many years, and he served for 14 months as assistant administrator of National Production Authority and director of the DPA Office of Civilian Requirements. He resigned last March. He is well rooted in California Republican politics, as is his wife, who headed the women's unit in Los Angeles.

Likely Prospects

Here are some of the names being talked about for the FCC vacancies:

- Theodore C. Streibert, former president and directing head of WOR-AM-TV, who recently announced his plan to retire from the presidency of General Telecasting System, subsidiary of General Tire's General Teleradio, but has not disclosed his new activities. He is not an active candidate, but is being espoused for the FCC by friends who have a high regard for his administrative prowess and his background in business and economics.
- Roland C. Davies, editor of Telecommunications Reports, Washington newsletter service specializing in communications. Mr. Davies has a wide experience in following the news of domestic and international communications and, since the war, of mobile radio as well. In his early fifties, he established the news service in 1934, after a successful career as a newspaper correspondent and as Washington manager of Lord, Thomas & Logan, predecessor of Foote, Cone & Belding. He is being actively supported by those primarily interested in common carriers, on the theory that the FCC should have an expert in that field, notably in view of the imminent departure of Chairman Richard Tatham as a chairman.

(Continued on page 88)

---

**TONI ACCOUNT**

In a surprise move, Foote, Cone & Belding last week resigned its $5.5 million Toni Co. account, effective at a date not yet set.

It was the second time in less than five years that Foote, Cone & Belding resigned a multi-million dollar account because of "differences of opinion." In April 1948 the $12 million advertising budget of American Tobacco Co. was dropped by the agency.

It was understood that negotiations were underway for the lucrative Toni account to be split between two agencies which already handle a portion of the company's estimated $7 million overall advertising budget: Weiss & Geller, Chicago and New York, and Talham-Laird, Cincinnati.

Weiss & Geller handle 35% of Toni's advertising appropriation into radio and television, it was estimated.

In an inter-office memo, FairFax Cone, president of the agency, explained that the move took place after months of consideration. He noted that differences of opinion consistently ended in compromise which he said was bad for both the client and the agency.

Mr. Cone told Broadcasting that the effective date of resignation has not yet been decided but since the firm was currently in the middle of spring plans the agency would probably continue to service the account for several more months. Products handled for Toni by Foote, Cone & Belding are Toni home permanent, Creme shampoo, Tonette (children's set), and test products. The account is serviced by the agency's office in Chicago, where Toni is located. Account supervisors are Leo Rosenberg, a vice president of the agency, and J. S. Stoloff.

From Agency

Weiss & Geller handles from home permanent, which co-sponsors Fun for All on CBS Radio (Sat., 1-1:30 p.m.) with White Rain shampoo, Toni product which is serviced by Talham-Laird. Later agency also placed I've Got a Secret on NBC-TV (Thurs., 10:30-11 p.m.) for White Rain.

Foote, Cone & Belding placed Toni the sponorship of alternate-night half-hours of Godfrey and Friends on CBS-TV and alternate-day segments of CBS Radio's Godfrey show; This Is Nora Drake on CBS Radio (Mon-Fri., 2:30-3:45 p.m.); quarter-hours of the Kate Smith show on NBC-TV, portions of two quarter-hours per week on ABC's Break the Bank, and product promotions in special events broadcasts of The Gillette Co., which owns Toni.

A fourth Toni agency is Leo Burnett & Co., Chicago, which handles the advertising of Bobbi permanent.

Foote, Cone & Belding has the major portion of the Toni advertising business almost from the time of Toni's formation in Minneapolis early in 1944. Original agency was J. Walter Thompson Co.; Foote, Cone & Belding took over in 1945.

Toni's first use of radio came in 1948 with sponsorship of Meet the Mrs. on the CBS Pacific Network. The company's volume in that area tripled its sales in any other section. Its first national network show, Creme and Toni on CBS Radio, started in January.

(Continued on page 89)
**OCT. SET OUTPUT RTMA Gives Figures**

UPWARD trend in the weekly rate of home radio set production continued in October, according to monthly figures released by Radio-Television Mfrs. Assn., covering the entire manufacturing industry.

Total home radio output for the four-week month of 314,459 sets compared to 294,786 in September, a five-week work month.

Total radio production ran 772,346 sets in October compared to 855,554 in September, also representing an increase in the weekly production rate but a decline from the 1951 rate.

Output of TV sets in October rose 75% above the same month a year ago.

- Home radio sets with FM facilities totaled 21,524 in October plus 3,982 TV sets with tuners for the FM band.
- Sales of receiving tubes and cathode ray picture tubes increased substantially in October, according to RTMA. Receiving tube sales totaled 41,880,818 units in October compared to 34,196,286 tubes in September. In October 858,451 cathode ray picture tubes were supplied to TV equipment manufacturers compared to 640,783 in September. RTMA found that 71% of tubes sold to set makers were 18 inches and larger. Ten month totals are shown at right.

---

**SHAW QITS KLX**

GLENN C. SHAW resigned last week as general manager of KLX-AM-FM Oakland, Calif., after a nine-year tenure, and will be replaced by Milton Levy, station advertising and sales manager. Resignation of Colonel R. Vause, assistant 'general manager of KLX, took place at the same time.

Mr. Shaw submitted his resignation while meeting in Washington with the NARTB Radio Board, of which he is completing his second term as a member. Official announcement of the resignation was to come today (Monday) from J. R. Knowland Jr., KLX president. His successor, Mr. Levy, was advertising manager of KBKR Baker, Ore., before joining KLX. Mr. Shaw did not disclose future plans, but it was expected he would remain in the broadcast industry.

**MBS GRID SALES**

MUTUAL announced last week it had lined up exclusive coverage of four season-end football games, with three to be sponsored on a network basis and the fourth being made available for sale locally by affiliates.

Miller Brewing Co., Milwaukee, will sponsor MBS coverage of the Dec. 21 game between the winners of the American and National Conferences of the National Football League. Gillette has signed for the Blue-Gray Charity Game at Montgomery, Ala., on Dec. 27 as part of its "Cavalcade Of Sports" series, and Chrysler's Plymouth Div. will sponsor coverage of the East-West All-Star Game at San Francisco following the Blue-Gray contest.

Coverage of the 'Gator Bowl game between the U. of Florida and Texas U. at Jacksonville, Fla., on New Year's Day will be made available to affiliates, for the third straight year, for sale to local and regional advertisers.

**CBS-TV Talent Merger**

INTEGRATION of the talent scouting and casting departments of the CBS Television Network under the direction of Milo Frank was announced Thursday by Rubbell Robinson Jr., CBS-TV vice president in charge of network programs. Mr. Robinson said the move means that Mr. Frank will supervise one of the largest talent development and placement organizations in show business.
Seven-Station Group Names Politz

In an earlier meeting with CBS Radio officials during the series of crisis sessions on rates, the affiliates passed a resolution calling upon CBS to "initiate immediately a program of sound qualitative research that will establish the real value and impact of radio broadcasting as an advertising medium, make the results thereof available to all advertisers and associated advertising groups, and abandon as a principal selling tool any and all present purely quantitative rating systems and other research data of limited, temporary and questionable value." [BT, July 7.

NABC affiliates went on record as favoring basic research a year ago, when NBC was trying—in vain, then—to effect a new rate formula. By a vote of 72 to 22 at their recent conventions, the stations urged the network to hold off until "present day radio values" could be researched afresh in a study which the affiliates offered to help support [BT, Dec. 3, 1951].

The all-radio Affiliates Committee also has come out strongly in favor of basic research in radio. The Politz firm chosen by the seven-station group to conduct the forthcoming study is widely known in the research field. Mr. Politz, whose firm includes among its clients the CBS stations, was urged by the stations to come up with "creative, practical and realistic research" on qualitative and quantitative bases.

The Politz firm is expected to enter into the study by July 1. The research is expected to take about four months.
SAG, AFTRA DEADLOCKS

Broadcating industry was steeped in labor problems last week with Screen Actors Guild declaring a strike against by-line producer-owned television film commercials [B*T, Dec. 1] and American Federation of Television & Radio Artists and the networks still occupied in negotiations over radio and television contracts.

Though the AFTRA deadline originally had been set for midnight Nov. 30, and conferences over the weekend failed to effect a settlement, union and management representatives continued to meet by agreement on a day-to-day basis last week. By Thursday afternoon no definite course of action was announced by AFTRA, which said that negotiations were "still in progress.

Paramount differences are the union's demand that the discharge of any staff announcer automatically be submitted to arbitration; that staff announcers be paid extra fees for labor commitments during station breaks, and that commentators and news analysts be brought under union jurisdiction.

Though no firm agreement is reported on the wage issue, this consideration was described by a union spokesman as secondary for the moment to other demands. AFTRA was said to be demanding a 15% wage increase for TV performers and 10% for radio artists.

The networks are reported to have offered 10% and 7½% increases for TV and radio, respectively. With respect to radio and TV staff announcers, the union is reportedly seeking $135 a week after one year's service with the networks counting with a $185 figure.

ABC-UPT MERGER

Pressures on the FCC against approving the merger of ABC and United Paramount Theatres began to mount last week. Allen B. DuMont Labs. filed exceptions to the Hearing Examiner's initial decision which proposed approving the merger [B*T, Nov. 17]. Although DuMont found the decision proper regarding the finding that Paramount Pictures does not control DuMont by virtue of 25.5% stock ownership, it challenged the inclusion of KTLA (TV) in line with its opposition during the 90-day hearing [B*T, Jan. 21 et seq.].

Commission also was in receipt of a cablegram from Sen. Charles W. Tobey (R-N.H.), slated to head the radio-TV powerful Senate Interstate and Foreign Commerce Committee, expressing "shock" at the examiner's proposal that the Commission approve the merger.

"Same word, 'shock,'" was used by Sen. William Langer (R-D. N.) in a three-page letter sent to Commission. Sen. Langer expressed energetic objections to the Commission's August order that the hearing examiner disregard recent upswings of anti-trust violations occurring more than three years prior to 1951 [B*T, Aug. 4].

The Senator is due to become chairman of the important Senate Judiciary Committee. He also has said he desires to head that committee's monopoly subcommittee.

Late last week, ABC filed a petition with the FCC to expedite the final decision. "It asked that a final decision be issued as soon as possible or that, if the Commission felt oral argument was necessary, oral argument be heard quickly. It also stated that only reply to Broadcaster BUF-

No Break Yet

The situation was announced by the collaborative agreement, which has been followed by producers throughout the country.

Both union and management spokesmen in New York last Saturday were "sitting tight" and planned no immediate move to resolve the deadlock.

Mrs. Florence Marston, SAG's eastern representative, declared the union had made its position "perfectly clear" during the protracted negotiation sessions and contemplated no immediate effort at mediation.

John Wheeler, attorney for the New York Film Producers, said his clients are vigorously opposed to the repayment principle and for the time being will produce no TV commercial films but will rely on a backlog that has been built up over the past few months.

In Hollywood, the 20 companies involved are signatories of a recently-negotiated Guild contract covering TV entertainment film. A clause in that contract gives either the Guild or the producer the right to open negotiations on film commercials. SAG is asking the same terms as are demanded of the Film Producers Assn. of New York and the AAA.

Should the Alliance and the Roach group work out a compromise deal with SAG, as is generally predicted in Hollywood, it could set a pattern to be followed by the New York TV Film Commercial Producers and thus end the strike.

Although major Hollywood advertising agencies believe that the strike will be long and drawnout, most producers feel that the walkout will have a reservoir of filmed commercials on hand, thus a strike. Their concern, however, is on future activity.

Proposal Is Attacked

It also declared that the examiner should have disregarded the Commission's order, and that since the Commission did not grant DuMont the same cut-off date, it was discriminatory.

Proposals to two exceptions will presumably be filed by the other parties in the case—ABC, CBS, UPT and Paramount Pictures. FCC rules require replies to exceptions to be filed within 10 days of the date the exceptions were filed.

Sen. Tobey's cable to FCC Chair-

man Paul A. Walker was from Paris, where he is attending a UNESCO conference as a member of the U.S. delegation. It was dated Nov. 17 and read as follows:

"Disturbed and shocked by trial examination of the SAG-AFTRA-DuMont-ABC merger case, particularly in view of re-"levant oral arguments of which your examiner seems to have completely ignored. In your letter of Nov. 14, you said all members of Commission will give it his matter long and thorough considera-

FIGHTCASTS

Bayuk to Sponsor on ABC

BAYUK Cigars last week was ready to start sponsoring a Saturday night TV series on ABC-TV, with boutings originating at various arenas around the country. The series is slated to start Jan. 24. Bouts will be scheduled at 9 p.m.

Arrangements for the fights were made through Famous Sports Enterprises Inc., a new organization headed by Ray Arcel, well known trainer and manager. Cities in which the bouts originate will be blacked out in the TV plan.

Meanwhile, the sponsor of another fight series—Pad—officially confirmed earlier reports that it will drop its Wednesday night fightcasts on CBS-TV Dec. 17, but will expand its lineup of stations for coverage of the matches on CBS-TV.

NEW BROADCASTING • TELE-

casting telephone number in Washington, D.C., as of Dec. 6 (Saturday), is Metropolitan 8-1022. Most Washing-

ton TV telephone numbers changed to five digits that date.
LICENSSEES’ ordeal in the political broadcast arena was placed forcefully before Congress last week, with FCC and industry forces uniting in a plea for remedial legislation.

Ironically, members of a special House committee had called hearings to determine what could be done to curb the “high cost of campaigning” and to study the role of broadcast media in soaring political expenditures.

But they came away, after four days of testimony, with a potent appreciation of the problems that have confronted licensees during the 1962 Presidential sweeps and in other years. There appeared to be strong sentiment for removing broadcasters from the “damned if you do and damned if you don’t” political dilemma.

With the Commission and NARTB joining forces and amidst scattered complaints from political authorities, there seemed to be some consensus among the special House Campaign Expenditures Committee, headed by Rep. Hale Boggs (D-La.), would strongly recommend relief for the industry in its final report, to be submitted by Jan. 3.

Other Committees

Presumably, the more immediate and perplexing problems will fall in the laps of the Senate and House Interstate & Foreign Commerce Committees in the 88d Congress. Broadcasters may be only incidentally involved in the fight for the Federal Corrupt Practices and Hatch Acts regarding candidates. Specific limitations on radio-TV campaign expenditures appeared realized.

The campaign money picture was overshadowed during last week’s hearings by considerations of censorship, libel, equal time opportunities, candidates’ qualifications, political time sponsorship and other aspects—none of which is the precise concern of the Boggs group.

Appeals for revision of Sec. 315 of the Communications Act to protect broadcasters came from FCC Chairman Paul A. Walker and Ralph Hardy, NARTB government relations director.

Appearing Thursday morning before the committee, Chairman Walker asked Congress:

- To extend Sec. 315 “to at least cover authorized stations for legally qualified candidates,” and to exempt broadcasters from libelous statements aired by legally qualified candidates and their authorized representatives.
- Both these proposals, Mr. Walker noted, were offered as amendments to the Communications Act by Rep. Walt Horan (R-Wash.) within the McParland Bill. The Horan rider was passed by the House but rejected in conference.
- To clarify the Corrupt Practices Act regarding commercial sponsorship by corporations or labor unions of political broadcasts or “the proceedings on the part of the potential sponsors . . . may know their rights.”
- To spell out whether “time made available to some candidates on a sponsored program is to be classified as free time” by the Commission where no expenditure is involved on the part of the candidate or his party.
- Commercial Sponsorship
  
  Chairman Walker’s comments on commercial sponsorship by corporations and free time carried undertones of certain complaints raised during the recent campaign and echoed during last week’s sessions. Mr. Hardy drove home these points:

- Radio-TV licensees are “expressly forbidden” by FCC decisions and pronouncements to edit a candidate’s speech for libel: They are exposed to Commission license revocation and court action on the other if they permit libelous statements to be uttered.
- Equal time opportunities subject broadcasters to many predicates, what with a potential large number of legal parties, and Sec. 315 as now interpreted exerts a restrictive force upon them.

- Other Witnesses during the four-day sessions included Stephen A. Beville, president of the National Citizens for Eisenhower, and Edward T. Hoffman (R-Mich.), chairman of the National Voluntary for Stevenson; Reps. Clarence J. Brown (R-Ohio) and Clare McFarland (D-Mich.).

- Served on the committee, besides Rep. Boggs, are Reps. John J. Rooney (D-N.Y.), Frank M. Karsten (D-Mo.), Kenneth B. Keating (R-N.Y.) and William M. McMath (D-Tenn.).

- The FCC Chairman also urged legislation to ban the advertising of hard liquor over the air, but said he did not mean to include beer.

- Both were personal suggestions, he said.

- The NARTB TV Code is not the whole answer, Mr. Walker said. It should not be accepted as a panacea for programming ills, he said, nor should it be considered the proper approach to the problem.
FARM SAFETY awards were given by the National Safety Council to 15 AM and 3 TV stations and NBC at the National Assn. of Radio Farm Directors convention in Chicago [B&T, Dec. 1]. Present at the annual NSC luncheon in the Conrad Hilton Hotel was this group: Seated (l to r) Sam Schneider, KYQO Tulsa, retiring NARFD president; George Menard, WBKB (TV) Chicago; Ned H. Dearborn, president, National Safety Council; Judith Walker, NBC Chicago; Everett Mitchell, NBC Chicago, representing WNBK (TV) Cleveland; Frank Atwood, WTIC Hartford. Standing (l to r) Gene Waters and Colonel Scott True, WFTM Maysville, Ky.; John Chase, WHFB


**FARM MARKET**

THE FARM MARKET, the nation's "greatest single group consumer," offers a vast potential to advertisers because of its $40 billion-plus annual income and its 93.2% saturation by radio. The fertile field, which some advertisers have overlooked, comprises 27 million persons on six million farms. More than 30% (31.1%) of all U.S. radio homes are located in rural and farm areas.

How to sell the farm market, and why it can be sold successfully as an economic entity, is the subject of the ninth annual convention of the National Assn. of Radio Farm Dir- ectors (NARFD), which took place at Chicago's Conrad Hilton Hotel Nov. 29-30. The "know- how pow wow," complete with hand-made Indian rugs, handcraft and tom-toms, was key in an opening luncheon address by Gail Blocki Jr., director of midwest sales for the Broadcast Advertising Bureau.

Mr. Blocki explained how radio, when aimed for the farm market, can result in success for the manufacturer, producer and processor.

The farmer, "top man on the economic totem pole" because of his land values, high crop prices, mechanization replacing manpower, high savings and low debts, probably represents the greatest and most powerful single economic group in the country, Mr. Blocki said.

The farmer and his family live radio. More than 86% of farm families own two or more sets. They buy in the same quantity or better than city-dwellers. Mr. Blocki said, with 9 in 10 owning electric washing machines, 7 in 8 owning refrigerators and 2 in 3 owning vacuum cleaners. While car ownership is high (8½ million for 6 million farms), firms in this advertising category never take advantage of the potentially profitable market, Mr. Blocki said.

The character of the market is two-sided, he said, with individuals buying consumer goods and the farm being equipped with industrial goods.

Discussing problems of distribution and costs, he noted the advertising consideration is where buyers live and for sales it is where they buy. According to one survey cited, although 71% of market buying is done within the market center, only 43% of buyers actually live there. Some 57% of the buyers live outside the market center, and population in these surrounding areas represents 62% of the U.S. families. Every third supermarket, is located in a town of 20,000 population or less, the speaker noted.

Farmer Buying Practices

Buying habits of the farmer and city resident are similar, and in many instances the farmer is a better customer. The farmer spends every third retailing dollar in the U.S., and families in towns of less than 10,000 population buy 42% of the 18 most heavily advertized classifications, Mr. Blocki said.

He recommended use of radio to reach this market, pointing out a lack of newspaper, magazine and television circulation in these areas and the high cost to an advertiser who wants to reach a large number of persons with any medium other than radio.

Farmer radio directors from about 180 stations met for the "know-how pow wow," conducted by Sam Schneider, KYQO Tulsa, retiring president who was given the American Farm Bureau award for the best interpretation of agriculture during the year.

Mr. Schneider, who also received a National Safety Council award for his promotion of farm safety [B&T, Dec. 1] turned over the gavel on closing day to Mal Hansen, WOW Omaha, elected presi- dent for a one-year term. Serving with Mr. Hansen are Jack Jackson, KCMA Kansas City, vice presi- dent, and Frank Atwood, WTIC Hartford, Conn., secretary-treasurer.


16 Resolutions Passed

Membership, which passed the 300 mark during the meetings, voted approval of 10 resolutions submitted by Merrill Langiff, KMA Shenandoah, and his com- mittee.

Expressing "great alarm" be- cause of attempts to ban the free working press, radio and television from Congressional hearings and other discussions of "vital interest to the American public," NARFD went on record as opposed to "un- warranted limitations of freedom" and authorized its officers to pro- test violations in the association's name. The group recommended individual members discuss such actions with their congressmen. The NARFD president was au- thorized to select a committee to study and revise the code of ethics, adopted in 1946, and report back at the next annual meeting. Mem- bers of the committee reported the association members "dis- turbed by the problem of a continuing flow of commercial matter from companies desiring free publicity for their products or services," and the corollary proposals arising from offers of gratuities, such as free transportation to the radio farm director.

One suggested ruling forwarded was "whether such gratuities in lieu of paid advertising."

NARFD's theme for 1953 is "Public Relations in Agriculture." This was in line with recommendations of the public relations com- mittee, headed by Dix Harper, WIBC Indianapolis, who petitioned members to present the story of radio "as the key to the world's time, careful editing of 'handout' material, and strengthened local and regional cooperation with RFDs.

A television report, submitted by a committee chairmaned by Sandy Treece, KYQO Tulsa, was blueprinted for new TV stations methods of successfully telecasting farm events.

Specifications of combining general farm service information with home economics for women in the broadcast audience was outlined at a panel session by Agnes Krugh of WJZ, Miami, and Margareta Keegan of WHO-7, Ames, Iowa. They also discussed video methods. Session was moderated by Phil Alampi, WJZ New York, who with others, was introduced by George Shannon, WNL New Or- leans.

At the same session, methods and techniques of tape recording were discussed by Harold J. Schmitz, KFEQ St. Joseph, Mo.; Bob Crom, U.S. Dept. of Agriculture; George German, WNAW Yankton and Burns Arnold, WHAS Louisville. Interviewing techniques were described by Maxwell Spence of WCCO Minneapolis; Frank At- wood, WTIC Hartford; John Mc- Donald, WSM Nashville; Murray (Continued on page 32)
NARTB Leads All-Industry Fight

NARTB decided last week to take definite action in the all-industry fight against alleged advertising violations on radio and TV out of public events and sports contests.

The combined Radio and Television Broadcasters Board took its first step Wednesday by calling for an investigation into the whole problem of obtaining equal access to hearings, trials, meetings and sports with the broadcasters of the need for action, received instructions from the board to appoint a committee representing the broadcast media.

To Probe All Angles

This committee will probe all problems, including congressional and legislative proceedings, National Collegiate Athletic Assn. football monopoly (NCAA story, page 97), local trials and even civil court actions. It will be charged with the job of finding out why radio and TV aren't treated on an equality with other news media.

President Fellows, observing he planned to name the committee in a fortnight, with all industry facets represented, said the growing tendency in several areas "to deny radio and television equal standing with other public media is, we believe, contrary to the interest of the American people. The great broadcasting media of this nation cannot live up to their obvious responsibility to serve the American people in an atmosphere of denial and prejudice. This thing has been going on too long and is growing to dangerous proportions. We intend to do something about it."

Judge Justin Miller, NARTB board chairman, will work with the committee in examining legal avenues. The board has denials of access to public events and sports contests "are very possible in violation of our anti-trust laws."

In hour-long discussion by the combined boards preceded adoption of the resolution authorizing President Fellows to name an investigating committee. Several NARTB districts had protested radio-TV coverage restrictions during the summer-fall series of meetings around the nation.

One of the district actions had called for an investigation of the Marciano-Walcott fight held last fall in Philadelphia. Radio and TV were denied access to the fight, which was covered by theatre TV. The fight ban even precluded round-by-round recreation after the match was over.

Other district resolutions had proposed that NCAA's football monopoly be studied; that rules governing coverage of legislative hearings by public media be passed; that the limit be placed in coverage of baseball and other sports events be probed.

Network Support

Paul W. Morency, WTIC Hartford, and Robert D. Swezy, WDSU-TV New Orleans and NARTB Television Board chairman, drafted the joint board resolution. It was seconded by Michael R. Hanna, WHCU Ithaca, N. Y.

National networks, through representatives sitting at the board meeting, pledged to support the investigation, however, it was noted, by the services of their sports specialists.

The committee is to examine all arbitrary actions which may be carefully into legal implications involved in cases where radio or TV cannot gain coverage rights on a basis of equality with other media.

Even high school athletic associations are getting a professional gleam in their eyes as they contemplate the revenue possibilities of controlled radio and TV. Mr. Fellows said. He added that the outcome might be a "miniature NCAA" monopoly in the secondary school field.

Board decisions involving the rights of witnesses at hearings and trials have aggravated the coverage problem of the broadcast media. Last spring Speaker Sam Rayburn, D Tex, slapped an outright ban on radio and TV pickups of hearings and related House proceedings.

Offsetting Speaker Rayburn's arbitrary action was the promise by Rep. Joseph W. Martin Jr. (R Mass.), slated to be House Speaker in the new Congress, that he could not go along with the Rayburn policy. Martin contended in the CBS-TV Man of the Week show Nov. 16 [B+T, Nov. 24] that the decision as to radio and TV picks of House proceedings should be left to individual committees.

The Trip Incident

A breach in the radio-TV recognition situation is the leading by President-elect Eisenho-ower's staff of a radio-TV protest against the original exclusion of radio representatives from an inspection trip [B+T, Nov. 24, Dec. 1].

After protests had been made by NARTB, National Assn. of Radio News Directors, Radio Correspondents Assn., network executives and others, the decision was amended by James C. Hagerty, the President-elect's news secretary, to carry a radio man on the trip and pick up a TV cameraman in Korea.

NARTB directors were indigent at their last meeting in June over efforts to keep radio and TV out of joint events [B+T, June 18]. One of the first steps was to wage a strong fight against an effort by FCC to throw stations and networks into regulatory iron if they failed to allow program re-broadcasts by other stations. FCC later softened the rule [B+T, Nov 3], by dropping a clause requiring licensees to file reports with 10 days of the broadcast. The FCC gave consent for program rebroadcasts.

Text of the resolution unanimously adopted Wednesday by the

...
Newsmen Include Television

WMGM Reception

RECEPTION of WMGM New York programs while aboard the U.S.S. Dubuzy Bay in the Mediterranean Sea waters near Port Said, Egypt (6,748 miles from New York), was initiated in a letter to the station last week by four sailors. They wrote they had "the very high and very morale-building effect" of being "listener-emitters to your station" and added they planned to "send periodic reports on reception quality ..." WMGM Station Manager Paul Lorey. Station also won the award in 1961.

Prof. Baskett Mosse of Northwestern U., chairman of the NARND Awards Committee, presented winners with gold trophies at the banquet which concluded the three-day convention. It is radio and TV chairman of the college's School of Journalism. Distinguished achievement awards were made to stations in these groups: Radio, WMAQ (NBC) Chicago, KNX Hollywood; WBBM (CBS) Chicago, WKBW Youngstown, WFN Findlay, O., and KITE San Antonio. Television, WNBQ (NBC) Chicago, WBAP-TV Fort Worth—outstanding special event or news feature; KFRC San Francisco, WGBG Cleveland, WOW-TV Omaha. James Van Sickle, news editor, WKH Revereport, La., and the station were cited for the second straight year "for courage in radio reporting in connection with the brutality investigation. Anderson and KOIL Omaha received special notice for their community service broadcasts during the Missouri River flood last year, and KTXC Tacoma, Wash., was commended for "enterprise in community service through radio news."

BROADCASTING • Telecasting

Baseball Heat

Generated on Media Coverage

NAME CHANGED

New Name for the broadcast news professional association was adopted last week as National Association of Radio News Directors (NARD). Washington conference schedule you had to take advantage of his editors. Offererati Monday luncheon. Baker, public events. The association voted to co-sponsor with Northwestern U. a radio-television news institute. Next convention will be held in Washington. White is Keynoter. Mr. White, who is executive editor of KFMB-AM-TV stations, was the keynote speaker at the Monday luncheon. For many years he was head of the CBS news operation. In his keynote speech he offered this five-point program:

- First, more and more local news. The fastest growing large city in the west (CHICAGO) is a pretty small town—but so's New York, for that matter.
- Second, not on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour show of five minutes in Dick Oberlin's WHAS Louisville; White, WKMB San Diego; Harold Baker, WSM Nashville; Charles Harrison, WPIL Philadelphia; Charles R. Day, WGAR Cleveland. The association voted to co-sponsor with Northwestern U. a radio-television news institute. Next convention will be held in Washington.
- Thirdly, don't take your press association or your network for granted. With a story on the phone or the wire is bad, take the time to tell them so. Always remember that no matter where the news originates you are responsible for it when it goes out on your station.
- Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy? Shaffer, sorry, and this week with exactly the same schedule you had last week. Make peace with him, anyway.
- Theodore K. Kope, CBS Washington, presided at a panel on press conferences at the Tuesday evening session. Walter Ridder, RN. Times, was a co-sponsor, contended the press conference is disappearing as a Washington news source now that radio and TV are present. There is little off-the-record material, he said.
- Paulus Keller, WRC Washington, said use of the off-record designation was hardly proper. He pointed out that Taas has accredited correspondents and that the American people are deprived of news they legitimately should have.
- N. R. Howard, editor of the Cleveland News, said newspapers and radio-TV are interdependent. He suggested he thought a full, free report. He suggested newspaper write on an adult level whereas radio and television are designed for the 12-year-old mind.
- In addressing the convention Louis B. Seltzer, editor of the Cleveland Press, said radio-TV and newspaper interests should get together for a common front on behalf of freedom of information. Eventually, he said, news presses and distribution methods might meet some technique such as facsimile could be used by all news media, placing newspapers under the same licensing situation marking radio and TV operation. Awards Winners. Three stations won NARND gold trophy awards for news excellence and 18 others received distinguished achievement citations.
- Top winners in the annual competition were WTVJ (TV) Miami, WBAP-TV Fort Worth and WHO Des Moines.
- WTVJ and News Editor Ralph Renick were commended for the outstanding radio-TV operation," which is managed by Lee Ruwitch; "outstanding coverage of a special event" was the commendation for WBAP-TV and News Director James Byron. WBAP-TV's prize-winning telecast was Operation Longhorn, a military maneuver.
- WHO Des Moines was cited for its outstanding radio news operation under supervision of News Director Jack Shelley and General Manager Paul Loyet. Station also won the award in 1961.
- Prof. Baskett Mosse of Northwestern U., chairman of the NARND Awards Committee, presented winners with gold trophies at the banquet which concluded the three-day convention. It is radio and TV chairman of the college's School of Journalism.
- Distinguished achievement awards were made to stations in these groups: Radio, WMAQ (NBC) Chicago, KNX Hollywood; WBBM (CBS) Chicago, WKBW Youngstown, WFN Findlay, O., and KITE San Antonio. Television, WNBQ (NBC) Chicago, WBAP-TV Fort Worth—outstanding special event or news feature; KFRC San Francisco, WGBG Cleveland, WOW-TV Omaha. James Van Sickle, news editor, WKH Shreveport, La., and the station were cited for the second straight year "for courage in radio reporting in connection with the brutality investigation. Anderson and KOIL Omaha received special notice for their community service broadcasts during the Missouri River flood last year, and KTXC Tacoma, Wash., was commended for "enterprise in community service through radio news."

BROADCASTING • Telecasting

Baseball Heat

Generated on Media Coverage

Radio-Television coverage of professional baseball games touched off a heated controversy as annual winter baseball meetings got late last week in Phoenix, Ariz.
- Bill Veek, St. Louis Browns, and Frank Lake, Chicago White Sox, broke up the American League radio-TV pact by withdrawing permission to the six other clubs to broadcast and telecast road games of their teams. Mr. Veek said he was fighting to get some of the radio-TV revenues paid to the other clubs.
- He said if want each of those six clubs to set aside half of its television-radio money for the benefit of the teams playing in their parks. They cannot force me to check my bag.
- The six other clubs drew up a new agreement among themselves. Minor league officials devoted considerable time to radio-TV, with Sen. Edson C. Johnson (D., Ill.), Whitefish, stopped. KIRF money derived from rebroadcasts or to radio league teams that came from minor league territory go into a trust fund.
- Floyd Saigh, president of the St. Louis Cardinals, enlivened the major league meeting by suggesting that all National League clubsban telecasting of all games in 1965 "to determine once and for all whether it hurts or helps baseball."
- The Cardinals executive made the statement after an earlier threat to prohibit telecasts of home games of other teams in which his club participated, unless the Cardinals receive an "equitable" share of the home club's TV receipts. Cardinal home games are not televised, but the club owns the largest radio network in baseball, encompassing 92 stations.
- Saigh's Threat. President Saigh was directing his threat chiefly to clubs in New York and other places where baseball enjoys lucrative TV receipts. Previously three National League clubs were backing the Cardinals' Ross—the Cincinnati Reds, Pittsburgh Pirates and Boston Braves. Braves Presidentated early as two months ago to prohibit his club from playing in the New York Yankees' home games, unless the Browns get a share of TV receipts. Yankee General Manager George Weiss countered Nov. 27 with a hint the Yankees might schedule such uncooperative teams for the Yankee Stadium's sparsely-attended afternoon games, instead of the customary Yankee night home gate bonanza of two games apiece for each visiting team.
- Sen. Johnson in a 40-minute speech to minor league executives discussed the radio-TV problem. Previously George Trautman, president of the minors, appealed to major leagues to "give us a little help before you destroy us." Mr. Trautman described two proposals to be submitted to the majors. The country will soon become saturated with television accounts of major league games. The broadcast of the World Series and telecasts should receive some measure of compensation to restore their respective losses at least in part.
- "I have great hope that the major leagues will discover some day that there is in this country a minor league system that can be restored. Mr. Trautman said, "On both of these resolutions we can only request. We can't demand. But we do hope they will give us a little consideration."
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.
FCC Chairman under the GOP
(Continued from page 28)

with GOP activities, both in Ohio and Washington, and has served as national committee woman. Thad Jr. is 36 and prior to his association with NARTB nearly two years ago, he served in a Washington law firm of Roberts & McInnis.

Rep. Harris Ellsworth (R-Ore.), newspaper publisher and part owner of KRNR Rosburg, Ore. One of the best-liked members of Congress, Mr. Ellsworth isn’t a candidate, but it is known that some of his friends and admirers are trying to convince him that he should accept an FCC appointment. He reportedly enjoyed an interest several years ago. He has been a member of the House Interstate & Foreign Commerce Committee, and is one of the few practical broadcasters in Congress.

Harry C. Butcher, owner of KIST Santa Barbara, and former naval aide to Gen. Ike. He is no candidate, but his name continues to bounce into the speculation, largely because of the efforts of friends. He has been a Republican, but this would not bar his appointment as a Democrat, Republican, or even an independent. It is thought Mr. Butcher would accept only if the command came from “the boss.” He is now in the throes of building a new vhf station on Ch. 3, and it’s believed he would be loth to leave the West Coast, unless the orders came from the top.

Edward T. Ingle, radio-TV director of the Republican National Committee and former NBC promotion executive in Chicago, Mr. Ingle’s name has been mentioned frequently because of the party victory and the part he played in lining up the vital radio-TV phases of the “Get Ike” drive and the Speaker’s Bureau activities. Within the party organization, he’s understood to have formidable backing, although he isn’t beating the bushes himself.

Broadcaster Mentioned

R. Morris Pierce, president of WDKO Cleveland, and former vice president in charge of engineering of the G. A. Richards stations (WJF Detroit, WAG Cleveland, KMPC Los Angeles). Mr. Pierce served in the Mediterranean as a radio-engineering expert during World War II, and was instrumental in designing and improving installations used effectively against the enemy. In the African theater, he served in communications under Gen. Eisenhower’s command and won commendations for his ingenuity in coping with difficult and delicate communications projects. Although now back at WDKO, Mr. Pierce during the past several years has been a number of special assignments on a global basis for the State Department, notably in connection with Voice of America operations.

Former Gov. Harry F. Kelly of Michigan. During his tenure from 1943 to 1947 as Republican governor, he evinced more than casual interest in broadcasting matters. An attorney, his candidacy is being endorsed by some broadcasters in the Empire State. It was thought that the incoming Postmaster General, Arthur Summerfield, who chairmaed the Republican National Committee during the campaign, might get behind Kelly.

Still More Aspirants

There are probably a dozen other aspirants working both sides of the political street. Because of the 20-year wait, many of the Washington observers admit it is too early, and that there isn’t a top-level screening organization for all jobs. But very little work has been done in the open.

Interest Centers upon Mr. Walker’s immediate successor. He said that he did not intend to resign either as Chair or as a member of the FCC, but had in mind serving his term to expiration on July 30. The FCC, however, selects the chairman from among the qualified FCC members. It is a foregone conclusion that Gen. Ike will name a Republican. There were indications last week that, in order to obtain Republican control, Gen. Eisenhower might find it expedient automatically to terminate Mr. Walker’s term, if he does not tender his resignation. This could be accomplished, according to legislative experts, under the statute itself. The “Chief Executive” (Mr. Truman) issued the Executive Order on Dec. 21, 1950 which extended Mr. Walker’s term beyond the statutory retirement age of 70. (He is now 71.) It is argued that the “Chief Executive” (Gen. Ike) on Jan. 20 or thereafter can countermand the Executive Order, thereby creating the vacancy. It is expected that the new man will serve “at the pleasure” of the Chief Executive.

TRUMAN CALL

‘Just Personal,’ Says Walker

FCC Chairman Paul A. Walker, serving a one-year extension of term beyond his retirement period, called at the Executive Offices Monday afternoon.

After leaving President Truman’s office Chairman Walker gave news­ men a stock reply about the purpose of his visit. “Just a personal call,” he said when asked if he had submitted his resignation, or intended to resign. He said he had not discussed the Conelrad plan, which was supplied to newsmen in release form by the White House while he was in the President’s office.

LARRY HAE (l), general manager, WCCO Minneapolis, applauds as Arthur Page (r), WLS Chicago, presents a handsome gavel to Sam Schneider, director of KVDO Twin Cities, at the presentation dinner of the National Assn. of Radio Farm Directors. Gift was presented during annual banquet at two-day NARFD convention in Chicago.

FARM MARKET

(Continued from page 28)

Cox, WFBA Dallas, and John Brad­ shaw, Toronto.

Also appearing at the Saturday session was R. L. Webster, direc­ tor of information, and Kenneth M. Gapen, assistant director of in­ formation, U. S. Dept. of Agricul­ ture, and Wallace Kadderly, former president of NARFD, now agricultural information specialist for UCS-OSR in Paris.

Mr. Schneider gave the presi­ dent’s report and prospects for the future of the NARFD at the annual dinner, at which Mr. Har­ per of WIBC was toastmaster.

Sunday morning closed sessions were followed by afternoon meet­ ings at which Alvin Bauer, KPOJ Portland, Ore., headed a panel discussing “Television and AM Ra­ dio.” The group was made up of Bruce Eagon, KOPV Tulsa; Nor­ man Kraeft, WGN-AM-TV Chi­ cago; “Doc” Ruhmann, WBAP-TV Fort Worth, and Bill Zipf, WBNS Columbus.

Maury Main of Ralston Purina, St. Louis, detailed his company’s successful use of radio and station farm directors.

Larry Haeg, former farm direc­ tor at WCCO Minneapolis and now general manager, was toastmaster at the annual banquet Sunday evening. George German, WNAX Yank­ ton, gave the Invocation, and Art Page, WLS Chicago, made the an­ nual gavel presentation to Mr. Schneider.

The weekend meeting preceded the annual International Livestock Exposition at the city’s Amphitheatre, held in conjunction with the National 4-H Club Congress.

DeFue Elected

GEORGE DeFUE JR., account su­ pervisor for Jergens Lotion and Pan American Coffee Bureau at Robert W. Orr & Assoc., last week was elected executive vice president in charge of all agency operations.

SE AAAA MEET

Set Friday in Atlanta

FALL meeting of American Assn. of Advertising Agencies’ Southeast Chapter, Friday at Atlanta’s Civic Auditorium, will feature five talks by advertising executives, broadcasters, a publisher, trade organization representatives and an advertiser.

Client-Agency Talk

Them. The chapter meeting will be advertised as a role in the expanding South, with Stuart Broeman, president, American Bakers Co., Atlanta, discussing “The Relation of Advertising Agency to Client,” at the 12:15 p.m. luncheon session, and the 7:30 p.m. dinner gathering to be addressed by Earle Ludgin, president, Earle Ludgin & Co., Chicago, and AAAA director at large and member of the association’s member operations commit­ tee.

William W. Neal of Liller, Neal & Associates, and chairman of the Southeast Chapter board of governors, will preside at the 9:30 a.m. business session. At this ses­ sion James M. Henderson, Hender­ son, Inc. & Associates, Greenville, S. C., will discuss AAAA examinations as chairman of the chapter’s committee on that subject. August Nelson, AAAA senior staff executive, will talk on mem­ bership qualifications.

Later admission session will be headed by Carol Porter, Craw­ ford & Porter Advertising Inc., At­ lanta, and moderate by Aubrey Williams, radio director, Fitz­ gerald Advertising Agency, New­ orleans.

Tucker Wayne of Tucker Wayne & Co. will preside over the luncheon at the Wild West Days, Thursday, in Richmond, Atlantic Council mem­ ber of AAAA’s board of directors, will head afternoon discussions.

Mr. Lindsey will talk on AAAA’s benefit to a southern advertising agency, after which William B. Ryan, BAB president, will advise delegates on “How to Use Radio in ’53.”

Other afternoon features will in­ clude a slide presentation on the importance of the 2% discount to the advertising industry, an ad­ dress on newspapers by George C. Biggers, Atlanta Newspapers Inc. president, and a discussion of suc­ cessful TV commercials by Leyton Carter Jr., director of TV research, Gallup & Robinson, Princeton, N.J.
Congratulations

KROD-TV

EL PASO, TEXAS

Another Post-Freeze TV Station

—all RCA-equipped

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
U. S. SIGNAL CORPS has developed a copper transmission guide which has the potential of carrying 30 TV picture channels, it was reported last week.

System is an outgrowth of the 1950-61 "G-string" development work carried out by Dr. George Gordin, German scientist now working at Fort Monmouth Signal Labs. in New Jersey. Signal Corps labs have strung a single copper guide, each of which is an inch in diameter, for two miles on telegraph poles, Raymond Lacey, chief of the microwaves section at Coles Labs., told BROADCASTING-TELECASTING. It carries a 200-mc bandwidth in the vhf, he said, and is virtually in commercial development. The wire is covered with a polyethylene insulation. An antenna at one end of the line is oriented to pick up TV signals from Baltimore, Washington, and Philadelphia. These signals have been fed "through" the line and have shown up as images on TV monitors at the other end.

Possible applications that occur immediately, said Mr. Lacey, include master antenna lead-ins (in place of coaxial cable), community TV, a new type of telephone, and coaxial telephone lines for vhf broadcast stations. Possible future development may mean an entirely new and cheaper method of linking cities for communications and TV, he said.

Another development has a ¼-in. line to handle frequencies around 700 mc. This also carries a 60-cycle current, used to overcome icing conditions, Mr. Lacey said. This will be used in conjunction with radio relay systems, he said, and gives promise of eliminating coaxial cables or wave guides.

**Tube Queries**

Developments were disclosed in response to queries regarding the announcement in London of a low copper tube capable of carrying vhf, uhf and electrical energy simultaneously [B&T, Dec. 1].

Both Signal Corps and National Bureau of Standards scientists were of the opinion that British references to the possibility that the triple-threat line could be used for black and white and color TV meant that the British were concentrating on a broad-band color TV on uhf wavelengths. Present TV video channel in the U. S. is 4 mc for both monochrome and color. British also use 4 mc bandwidth for black and white video signal but have set no standards for color. Meanwhile, Bell Telephone Labs. has developed a new and improved coaxial cable which is temporary for its purposes but which can simultaneously carry 600 telephone conversations plus one TV program in each direction, or 1,800 phone calls over a single pair of coaxial pipes [B&T, Dec. 1]. According to Bell Labs, is a "first" in communications history. Coaxial systems now in use can handle only 800 telephone calls on a TV program at a time, not both at once over a single pair of coaxial pipes.

New systems, named "L-3," is now being tried by a series of field trials being conducted by Long Lines Department of AT&T (which operates the intercity circuits for telephone, radio and TV) and associates companies of the Bell System. AT&T engineers expect to introduce the new system into actual service on circuits between New York and Philadelphia early in the new year.

Development of the "L-3" called for the design of new types of transmission equipment, Bell Labs. reported. New amplifiers or "repeaters" were needed, for example. In the "L-3" as in earlier coaxial systems the repeaters get power from cables carried along the coaxial cable and the higher power requirements of the new repeaters, plus the new system's use of twice as many, presented a number of technical problems.

Bell Labs. scientists also had to develop means for putting TV signals on the line and distributing them at intermediate points without introducing distortion. New terminal equipment was necessary to pile up 1,800 telephone circuits and permit the addition and subtraction of smaller groups at intermediate points. Simultaneous transmission of both TV and telephone signals required the design of a way to prevent interference between the two kinds of signals.

**MULTI-CHANNEL LINE Signal Corps Develops**

COMMUNITY spirit showed forth last week in unusual cooperation to help build new transcontinental telephone route in 28 hours for KTV (TV) Colorado Springs, Co., the Ch. 11 outlet of TV Colorado Inc. which was strenuously fought against by the FCC who insisted on selectability for transmitter building and tower foundations prior to receiving a grant [B&T, Dec. 1].

As part of the all-out effort, KTVV was to begin interim operation last night (Sunday).

TV Colorado is equally owned by KVOR, Colorado Springs, and KGTS, Pueblo, both of whom were expected to receive better than minimum signal from the temporary-reflector-type antennas mounted on a platform beside the new transmitter house.

Since the ground is frozen at the site on Cheyenne Mt., 5 miles from and 3,000 ft. above Colorado Springs, the new building was gilled to rocks and cliffs pending spring-thaw installation of permanent foundation.

Promptly after FCC's condition grant, issued Nov. 28, DuMont flew engineers to the site while local carpenters, electricians and others dropped regular jobs to rush construction of the new structure in the snow.

The rush job began 8 a.m. Nov. 29 and by noon the following day the transmitter was in the building although not connected. A DuMont 5 kw unit is being used, giving effective radiated power of 45 kw. Eventual full ERP will be 255 kw. KTVV applied for its STA last Monday, Dec. 1, and the request was approved by the Commission Wednesday. The telephone company now have the студио transmitter link installed by 12:01 a.m. yesterday.

KTVV's national representative is George F. Hollingbery Co.

**KTVV'S RUSH JOB**

**All Aid in Denver Building**

**CONELRAD PLAN Effective Date About March 1**

**BROADCASTING**

**Broadcasting**

**Effective Date About March 1**

**HERBERT GORDON (I), vice president, World Broadcasting System, announced last week signing of Gisela MacKenzie (c), songstress, and Jerry Gray, orchestra leader.**

**IRON NAMED FCC's 13th Hearing Exam.**

ANNOUNCING the appointment of H. Gifford Iron, attorney in the Aural Facilities Div. of the Broadcast Bureau, as an FCC examiner [CLOSED CIRCUIT, Dec. 1], the Commission brought to 13 the number of hearing examiners. This completes the FCC authorized quota.

Mr. Iron entered government service in 1934 with the Federal Bureau of Investigation and then spent six years as an attorney with the Rural Electrification Administration. He first joined the FCC in April 1942, but left six months later for Navy duty. After convoy duty, he served with the Bureau of Ships and the Judge Advocate General's office leaving active duty with rank of commander.

Returning to the FCC in 1946, Mr. Iron has worked on broadcast legal matters, including aural facilities, television and transfer and assignment cases. He was a member of the survey teams which conducted reorganization studies of the Broadcast and Safety and Special Radio Services Bureau.

**CONELRAD PLAN Effective Date About March 1**

**Broadcasting**

**Effective Date About March 1**

**HERBERT GORDON (I), vice president, World Broadcasting System, announced last week signing of Gisela MacKenzie (c), songstress, and Jerry Gray, orchestra leader.**

**IRON NAMED FCC's 13th Hearing Exam.**

ANNOUNCING the appointment of H. Gifford Iron, attorney in the Aural Facilities Div. of the Broadcast Bureau, as an FCC examiner [CLOSED CIRCUIT, Dec. 1], the Commission brought to 13 the number of hearing examiners. This completes the FCC authorized quota.

Mr. Iron entered government service in 1934 with the Federal Bureau of Investigation and then spent six years as an attorney with the Rural Electrification Administration. He first joined the FCC in April 1942, but left six months later for Navy duty. After convoy duty, he served with the Bureau of Ships and the Judge Advocate General's office leaving active duty with rank of commander.

Returning to the FCC in 1946, Mr. Iron has worked on broadcast legal matters, including aural facilities, television and transfer and assignment cases. He was a member of the survey teams which conducted reorganization studies of the Broadcast and Safety and Special Radio Services Bureau.

**CONELRAD PLAN Effective Date About March 1**

**Broadcasting**

**Effective Date About March 1**

**HERBERT GORDON (I), vice president, World Broadcasting System, announced last week signing of Gisela MacKenzie (c), songstress, and Jerry Gray, orchestra leader.**

**IRON NAMED FCC's 13th Hearing Exam.**

ANNOUNCING the appointment of H. Gifford Iron, attorney in the Aural Facilities Div. of the Broadcast Bureau, as an FCC examiner [CLOSED CIRCUIT, Dec. 1], the Commission brought to 13 the number of hearing examiners. This completes the FCC authorized quota.

Mr. Iron entered government service in 1934 with the Federal Bureau of Investigation and then spent six years as an attorney with the Rural Electrification Administration. He first joined the FCC in April 1942, but left six months later for Navy duty. After convoy duty, he served with the Bureau of Ships and the Judge Advocate General's office leaving active duty with rank of commander.

Returning to the FCC in 1946, Mr. Iron has worked on broadcast legal matters, including aural facilities, television and transfer and assignment cases. He was a member of the survey teams which conducted reorganization studies of the Broadcast and Safety and Special Radio Services Bureau.

**CONELRAD PLAN Effective Date About March 1**

**Broadcasting**

**Effective Date About March 1**

**HERBERT GORDON (I), vice president, World Broadcasting System, announced last week signing of Gisela MacKenzie (c), songstress, and Jerry Gray, orchestra leader.**

**IRON NAMED FCC's 13th Hearing Exam.**

ANNOUNCING the appointment of H. Gifford Iron, attorney in the Aural Facilities Div. of the Broadcast Bureau, as an FCC examiner [CLOSED CIRCUIT, Dec. 1], the Commission brought to 13 the number of hearing examiners. This completes the FCC authorized quota.

Mr. Iron entered government service in 1934 with the Federal Bureau of Investigation and then spent six years as an attorney with the Rural Electrification Administration. He first joined the FCC in April 1942, but left six months later for Navy duty. After convoy duty, he served with the Bureau of Ships and the Judge Advocate General's office leaving active duty with rank of commander.

Returning to the FCC in 1946, Mr. Iron has worked on broadcast legal matters, including aural facilities, television and transfer and assignment cases. He was a member of the survey teams which conducted reorganization studies of the Broadcast and Safety and Special Radio Services Bureau.
**A TV FILM CASE HISTORY**

Bristol-Myers had a tough TV problem: to reach a lot of men, in a lot of markets—at a low cost.

To the agency, Doherty, Clifford, Steers & Shenfield, male audiences spelled sport shows and evening periods. So they developed “Sports Parade,” a low-budget 15-minute film program. They realized that back-to-back adjacencies with other sport shows would increase their audience. So they looked into availabilities—and ended up with a Spot campaign.

With Spot, they cleared good evening time in 39 markets. On 31 stations they follow either the Pabst fights on CBS or the Gillette fights on NBC. (With Spot, you can cross network lines to get the best buys.) Market-by-market Spot clearances are shown in the table, which proves once again . . .

**YOU CAN DO BETTER WITH SPOT—MUCH BETTER**

---

**BRISTOL-MYERS' “SPORTS PARADE”**

**SPOT CLEARANCES**

<table>
<thead>
<tr>
<th>MARKET</th>
<th>DAY &amp; TIME</th>
<th>PRECEDING PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Birmingham</td>
<td>Fri-9:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Bloomington</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Sat-10:30 pm</td>
<td>Premier Theatre</td>
</tr>
<tr>
<td>Columbus</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Dallas</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Denver</td>
<td>Fri-8:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Detroit</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Erie</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Greensboro</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Huntington</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>Wed-11:00 pm</td>
<td>Sports</td>
</tr>
<tr>
<td>Johnstown</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Lancaster</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Lansing</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Thur-10:45 pm</td>
<td>Wrestling</td>
</tr>
<tr>
<td>Miami</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>Thur-10:45 pm</td>
<td>Thurs. Nite Theatre</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>Fri-9:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>New Haven</td>
<td>Mon-11:00 pm</td>
<td>Studio One News</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Norfolk</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Omaha</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Phoenix</td>
<td>Wed-8:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>* Providence</td>
<td>Wed-10:45 pm</td>
<td>News</td>
</tr>
<tr>
<td>* Reading</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Richmond</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Rochester</td>
<td>Thur-6:45 pm</td>
<td>Sports</td>
</tr>
<tr>
<td>San Antonio</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Toledo</td>
<td>Sat-7:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Tulsa</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Wilmington</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
</tbody>
</table>

*alternate weeks

---

**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

**December 8, 1952 • Page 35**
NARTB TRAVEL

Dist. Meets Burden Eased

FIRST step toward cutting the travel burden imposed on broadcasters by NARTB, BMI, BAB, state association and related meetings was taken last week by the NARTB board.

Heeding widespread complaints from station and network executives who lose valuable office time because of the heavy travel load, the board adopted a condensed schedule of NARTB district meetings. It mainly benefits NARTB's own staff.

First leg of the schedule, based on a six-day, three-meeting week, starts Sept. 14 in District 17 (Ore., Wash., Alaska), gets across the Pacific Coast and then up the East coast to New England, closing Oct. 29.

While this schedule will keep the annual "flea circus" hopping madly around the country, it cuts down elapsed time of the annual 17-meeting series.

The board also heard a report from Clair R. McCollough, Steimann Stations, chairman of the NARTB bylaws committee, that he predicted the annual industry convention at Los Angeles April 28-May 1 will be the largest in the association's history.

Multiple Meetings

In discussing the district meetings program, bureau members had a lively discussion about the multiple-meeting problem created by two-score BMI clinics, state association sessions and the frequent weeklong visits by Broadcast Advertising Bureau.

The meeting lineup in 1952 was the most extensive in industry history, whereas in 1951 BAB clinics were tied into the district meeting schedule and BMI clinics frequently were held on adjacent district meeting days.

The combined boards, and the separate radio board, failed to agree on the program, or to the program, or to the directors meeting. Biloxi, Miss., was considered seriously as well as Northern Florida. Final decision awaits action by the TV board, which meets today (Monday) and tomorrow at Cat Cay, Fla.

Following is the schedule of NARTB district meetings for 1953 as adopted by the directors:

First Series


Smith Leaves FCC

E. STRATFORD SMITH, chief of telephone services and facilities branch, FCC Common Carrier Bureau, resigned from the FCC last week to join a law firm of Welch, Mott & Morgan. Mr. Smith was FCC counsel in several broadcast cases, notably one which led to the decision that AT&T must recontract with privately owned intercity TV systems. He also handled the complaint of ABC and DuMont against the allocation of intercity circuits. This led to the formulation of a plan for quarterly allocations.

DJ Offer to GST

JACK ENGLAND, manager, KFDR Grand Coulee, Wash., sent the following letter to President Truman:

"Would like your services as soon as possible as a disc jockey on KFDX. You would do a one hour radio program a week. You would be working for the station named after President Roosevelt, which is the finest station in the nation by a dam site. And you would be working among friends. In the past election, every Grand Coulee precinct, with one exception, voted overwhelmingly Democratic. One Democrat received over 92% of the votes. May I hear from you soon on this offer."

Writers Sue Grants

Claim Caused Program Demise

RADIO writers Morton Lochman and Charles Stewart filed last week for $15,250 against film star Cary Grant and his actress wife, Betsy Drake, charging in Los Angeles Superior Court that the couple prematurely caused the end of production on an NBC radio program in 1951 for which the plaintiffs were contracted to write scripts.

Messrs. Lochman and Stewart, who seek settlements of $8,125 and $7,125 respectively, claim they prepared scripts for the Winsor Productions Inc., described as wholly owned by the Grants. The program, sponsored by Trans-Missouri Airlines, was on the air from Jan. 21 to June 17, 1951.

Equal Access Probe

(Continued from page 29)

NARTB BYLAWS

COMPLETE rewriting of the NARTB bylaws to clear up duties of key officers and specify exact rights and radio TV membership was approved Wednesday by the Combined Broadcasting Boards, meeting in Washington (see main board story page 29).

The revised bylaws will be sent to all NARTB member stations for vote on Dec. 29. Ballots are to be returned to the NARTB via the bylaws committee no later than Jan. 29, and the new document becomes effective Feb. 1, if ratified.

The bylaws went through the board with three changes, one bringing order into the chaotic collection of paragraphs that accumulated during a decade of changes, the new version lays out specific duties of the officers. Under the new version the president is given extensive management powers. This puts into formal language the ideas adopted in 1951, he pointed to the television stations into the association and abandoned the old name, National Assn. of Broadcasters.

The Bylaws Committee, in reporting to the board, pointed to the need for a complete revision of the asserted paragraphs and amended, adding some closely knitted structure in which both radio and TV would work together for mutual benefit.

Judge Justin Miller, in his August draft of a new set of bylaws, had prepared to the television stations into the association and abandoned the old name, National Assn. of Broadcasters.

The Bylaws Committee considered revised language at an Aug. 7-8 meeting, with final action taken last Tuesday.

A. W. Leake, KBAG Augusta, Ga., is chairman. Other members are Robert D. Swezey, WBUS-

Equal Access Probe

(Continued from page 29)

Joint NARTB boards follows:

Whereas it is vitally important for the welfare of the public and the radio and television broadcasting in all places that both radio and television have access, on an equal basis, with all other media to all sources of news, sporting events and special events of all kinds, including Congressional and legislative and other public hearings, on both a national and local level.

Therefore be it resolved, the president is hereby authorized and instructed to appoint a Committee, representatives of both radio and the television broadcasters, for the purpose of studying the broad problem outlined above and to the primary purpose of obtaining for a radio and TV a just and appropriate recognition and fair access to all proper places for the broadcasting of all such news and events.

Major by laws revisions were

Proposed Revision

Okayed by Board


Major bylaws revisions were made in 1938 as well as in 1951. They have been amended 14 times since then.

The full board at its Wednesday meeting considered several resolutions referred to it by 1952 annual meetings of 17 NARTB districts. A resolution adopted by December 14 (Mountain States) asks NARTB to obtain protection for broadcasters from political libel suits was referred to President Fellows for action.

A resolution adopted by District 13 (Texas) asking for a detailed study of congressional probes of radio and TV, aimed at examining adequacy of reporting procedures, was referred to the main board by District 19 (Southern states) was a resolution adopted by five districts on tower insurance rates.

Resolution on Training

The board accepted a resolution from District 12 (Kan., Okla.) asking for substantial school training in radio-TV for young people. State associations were urged to join this movement.

Another resolution asking the broadcasting schools to make available a report that would give the public a true conception of radio's public service contributions was referred to the president. This proposal, containing long-range goals, would be a heavy cost and develop into a major project, originated in Districts 11 (Minn., N. D., S. D.) and 15 (Calif., Tex.).

At its Thursday meeting the Radio Board accepted a resolution from District 5 (Fla., Ala., Ga., F. R.) urging that the proposed New Orleans, Los Angeles, and DC Broadcast Agreement be favorably considered by the Senate and President of the United States.

In Washington for the sessions were:

Another new note in Washington

BOB REED
WRC's New "Timekeeper"

A new note in entertainment...a high note in selling...is WRC's Bob Reed, performer, personality and salesman extraordinaire...be in tune with the changing times in Washington by beaming your sales message to WRC listeners through Bob Reed's "Timekeeper" show.

WRC 980 on AM. 93.9 on FM. NBC's Community Station in the Capital of the Nation
OPPOSITION to the FCC's give- 
away rules—originally effective 
Oct. 1, 1946 but postponed pend- 
ing court ruling [B&T, Aug. 22, 
1946]—was filed by ABC, CBS and 
NBC in the U. S. District Court in 
New York.

Three-man court will hear oral 
argument on the three-year-old 
case Dec. 18. Scheduled to sit are 
Circuit Judges Charles E. Clark and 
District Judges Vincent L. Leibell 
and Edward Weinfeld.

Basis of the networks' briefs was 
that the FCC has no right to draw up 
regulations regarding the lot- 
tery laws. In addition, they ob- 
jected to the Commission's defini- 
tions of what constitutes a lottery 
as applied to broadcast programs.

FCC, in conjunction with the De- 
partment of Justice, also filed its 
brief last week upholding its right 
to provide regulations on lotteries. 
Commission premised its conclu- 
sions that giveaways embraced 
"consideration" in the sense that 
the audience was "bought" to lis- 
ten to giveaways shows by the pos- 
sibility of winning merchandise or 
cash.

Lotteries Defined 

Lotteries are usually defined as 
involving "consideration, chance 
and reward."

Giveaways were extremely popu- 
lar during the several years, 
from the air in recent 
years. Not involved in the 
FCC regulations, nor in the case, 
are audience participation giveaway 
shows.

Case began in 1948, when the 
Commission proposed amendments to 
its regulations spelling out what 
constituted a lottery. 

After oral argument in the same 
year the Commission issued its 
final decision incorporating the pro- 
posed changes in its rules. 

Networks appealed to the Dis- 
trict Court, which issued a tempo- 
rary restraining order. At this, 
the Commission postponed the 
effective date of its new regulations 
pending a court decision on their 
legality.

In revising its regulations on 
lotteries (Sections 3.192, 3.292 and 
3.66—AM, FM and TV, respec- 
tively), the Commission declared 
that a station's license would be 
forthright if it broadcast any 
"lottery, gift enterprise or similar 
scheme." . . .

In debating just what it would 
constitute a lottery, the Commission 
speckled out the following:

1. If winner had to furnish money or 
thing of value to obtain prize; 

2. Winner required to be listening 
to every broadcast in which 
there was a drawing. 

3. Winner required to answer ques- 
tions concerning the lottery 
given on a program; or if key phrase is given, he must 
answer the question correctly.

ABC in a brief filed by the law firm of Cravath, Swain & 
Moore, claimed that the Com- 
mision does not have the right to 
require or deny a license solely on 
the ground that the station may 
have broadcast a show that FCC 
might construe to be a lottery.

The Commission has power, in 
granting or withholding licenses for 
radio broadcast stations, to take 
into consideration all facts rele- 
vant to the applicant's public in- 
terest . . . and it is assumed 
that a violation or prospective 
violation of Sec. 1304 (the lottery 
section) of the Communications Act 
might be one of those factors. The 
Commission does not have the 
power, however, to isolate that 
one factor from all others and make 
its decision solely on the basis of 
this factor in the public interest. The 
Commission does not have the 
right to set itself—up, in place of the 
Department of Justice as the law 
enforcement agency, for Sec. 1304 of the Criminal Code. The proposed 
rules, therefore, are invalid as 
beyond the authority of the Com- 
mission, apart from any question as 
to the correctness of the Com- 
mision's interpretation of Sec. 1304.

ABC also claimed that the give- 
away rules are illegal because 
there is no support in court deci- 
sions for the Commission's inter- 
pretation of the lottery laws. "... in at least one important re- 
sect," ABC brief said, the Com- 
mision "actually rewrites the 
statute as worded by Congress.

CBS, in a brief filed by the law 
firm of Rosenman, Goldmark, Colin 
& Kaye, claimed it invested "hun- 
dreds of thousands of dollars" in 
allowing giveaways, although 
they were highly profit- 
able and yielded "a substantial 
weekly profit," they have been 
dropped by their sponsors because, 
"among other reasons, FCC issued 
it ban.

"For the same reason CBS has 
been unable to attract new, spon- 
sors" for such shows, the brief 
continued, "the few that once pro- 
gressed were not lotteries, and that 
FCC's rules incorrectly interpret 
the lottery law and exceed the 
Commission's jurisdiction. Further, 
CBS, in a brief filed by the 
firm of Rosenman, Goldmark, 
Colin & Kaye, claimed that 
"all broadcast companies have been 
forced to stop broadcasting with 
FCC's knowl- 
edge for about 10 years, 
During which time "literally thousands of 
stations" carrying these shows 
have been granted license renewals.

CBS' Stand 

CBS took issue with FCC's def- 
inition of "lottery," arguing that 
the law's ban on "offering prizes 
awarded on a chance basis, 
contingent upon some skill, or 
by chance" was not the same. 
While its brief admitted that 
"nearly all of the cases in which 
the FCC interpreted "lottery." 
"(The order is void because 
the Commission is forbidden 
to censor program content and has no 
power to enforce criminal statutes," 
and (2) "the order is void because 
it improperly interprets Sec. 1304 
of the Criminal Code."

The brief, noting that FCC's 
rules apparently are directed 
to the telephone type of give- 
away program, called attention to the 1929 and 1943 lotteries 
Chairman James Lawrence Flynn in 
(Continued on page 101)
More Advertisers Are Using

KRNT

DES MOINES RADIO

Than Ever Before . . Initially and Additionally

Here's A Whole Batch of Testimonials:

● ACTUALLY . . .

33 1/3% more local advertising has been placed on KRNT in the last 5 years. Over 36% of these advertisers have DOUBLED their investments with KRNT since starting.

● WHAT'S MORE . . .

47% more national advertising has been placed on KRNT in the past 5 years. Over 11% of these advertisers have DOUBLED their investments with KRNT since starting.

● PROOF POSITIVE . . .

That KRNT Rings More Cash Registers!

KATZ represents the station with the big audience day and night.

Buy That VERY HIGHLY HOOPERATED, SALES RESULTS PREMEDITATED, CBS AFFILIATED STATION IN DES MOINES!
DEMO POST

FritcheY Gets Deputy Spot

CLAYTON FRITCHEY, former government information officer and ex-newspaperman, has been named deputy chairman of the Democratic National Committee, with supervision over radio-TV, public relations and other activities.

Mr. FritcheY joined the White House staff last May as an assistant to the President. He was given leave of absence to work for Gov. Adlai Stevenson at the Democratic Presidential nominee's headquarters in Springfield, Ill., after the July conventions. He was assistant to the Governor.

A former editor of the New Orleans Item, Mr. FritcheY entered government service in November 1950 as assistant to the Secretary of Defense and director of public information. He resigned that post late last spring to join the White House staff.

In his new post, just created by the Democratic National Committee, Mr. FritcheY will supervise and coordinate radio, television, public information, research, Congressional liaison and other functions. He also will study issues and help develop strategy. Operational duties will remain with Kenneth Fry, committee radio-TV director, and Sam Brightman, director of public information. A research director will be named soon.

Mr. FritcheY will serve directly under Stephen A. Mitchell, Democratic National Committee chairman, who has indicated he has no intention of resigning his post.

In a Washington news conference last Tuesday, Mr. Mitchell revealed that the Democratic national organization still faces a $500,000 campaign deficit. He said the national committee owed $225,000, with the remainder obligated by the Stevenson-Sparkman Forum and Stevenson Headquarters Committee. Part of this deficit presumably involved radio-TV time purchases, on the basis of reports filed with the Clerk of the House last month (B&T, Nov. 10).

Gov. Stevenson issued a statement Nov. 28 disclosing he would defer future radio-TV plans on his behalf until "substantial deficits" are paid off. He described this as his "first concern," despite efforts of local groups to raise funds for Stevenson broadcast appearances.

CONSUMER sales at Weister-Chicago Corp., Chicago, were 31.8% higher in third quarter this year than for same period in 1951.

HILL MEDIA BAN

Committee Heears Hardy

CONGRESSIONAL soul-searching over the ban on radio-TV pickups of hearings on Capitol Hill was evidenced by a special House committee last week during public sessions on campaign expenditures.

Rep. Hale Boggs (D-La.), chairman of the investigating group, asked Ralph Hardy, NARTB government relations director, what he thought about throwing open committee hearings and other proceedings to television. (See Velde's stand, page 44.)

Mr. Hardy said the radio-TV industry was "tremendously interested in the problem and admittedly disappointed when Speaker Sam Rayburn (D-Tex.) imposed a ban last spring. He said NARTB felt it had an obligation to demonstrate the "unobtrusiveness" of radio-TV equipment in hearing rooms.

NARTB proposes to show that "radio and television are no more obtrusive than the very microphone used in this room," and require no additional lights or impinge on silence of the room. NARTB is preparing a test telecast in which a simulated hearing would be so covered, using normal room lighting and concealed microphones. [CLOSED CIRCUIT, Nov. 24.]

Asked by Rep. Frank M. Kaarosten (D-Mo.) whether the media question should be left to individual committee chairmen or to the industry, Mr. Hardy said he personally felt that, because of the nature of the procedure, it would be "wise" to leave it up to committee chairmen.

WHAT BETTER PLACE

than here

to hit your point of purchase? Walter J. Bowe, Hewitt, Ogilvy, Benson & Mather, Inc., New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. It works for you every working day of the year—the annual one-time shot campaign.
NOW ON **WCUE** AKRON, OHIO EVERY DAY 7 TO 9 AM

Monday thru Saturday

Akron's best known and most listened to platter personality

you'll get better results in Akron with WCUE and

**JACK CLIFTON**

When you take Akron's fastest-growing station and northeastern Ohio's super-salesman

... then put them together on the Sunshine Club ... you have a combination

that can't be beat ... for sales punch ... for vigorous merchandising

... for direct results ... it's WCUE in Akron, Ohio.

One of Ohio's outstanding Independent Stations

SEE YOUR FORJOE MAN FOR DETAILS
Like everything else wrought by man, every advertising medium has a hitch in it. Skywriting is splendid—except on windy days and during rainy spells. Newspapers are nice—but it takes so many of them to get your story into different markets from coast to coast. Magazines are mighty fine—if only your sales and distribution pattern happened to fit a given publisher's total circulation. And television is tremendous—but it still costs so much to reach so small a fraction of your 48-state market.

There is even a hitch in network radio, the only true mass medium. All four networks blanket the biggest centers, of course—but recent research reveals that only one of the four really dominates the 17,000,000-family radio audience throughout Non-TV America... largely because this network, single-handed, provides more stations there than the other three combined. Mutual is the one network with this unique plus—and timely rate adjustments make Mutual the one network for you to hitch to... right now for '53.

Mutual
the plus network of 560 affiliates
Strictly Business
(Continued from page 14)

Baby Foods, Pet Milk, Cunard Lines, Sunoco Gas, French's Mustard, Stoptette, Elgin Watches, Schick Electric Razor and Phllo. The commercials last anywhere from eight seconds to two minutes, Mr. Behrend noted, and the price range is from $1,000 to $15,000.

Show Business Background
Mr. Behrend, who was born in Baltimore 54 years ago, received his basic training in show business and commented that he felt he has never really left the theatre. He went to New York after finishing high school to study at New York U., but left college to take a position as a stage manager. For the next three years, Mr. Behrend worked both in New York and on the road until World War I interrupted his stage career.

Following army service, he put in a short stint in the classified advertising department of the old New York Telegram and in 1919 joined Underwood & Underwood, well-known illustration photographers, as service manager. He remained with the firm until 1941 when he joined Sarra Inc.

It was during his tenure at Underwood & Underwood that he met Mr. Sarra, whom Mr. Behrend considers "the only honest-to-God genius I've ever worked with." He said he thoroughly enjoys his relationship with his boss and is happy to be associated with an industry that has a tremendous growth potential. The only drawback to his job, Mr. Behrend conceded, was that he has had to forego a large portion of the sales end to concentrate on overall administrative supervision.

Mr. Behrend is strong in the belief that the TV film commercial does "a terrific selling job" when proper attention is directed to its creation. He explained he applies the following yardstick, for which he did not claim originality, to test effectiveness: he turns off the sound and judges the commercial purely by its visual quality.

Mr. Behrend predicted that filmed commercials would continue to improve in the future with emphasis on simplicity. The coming of color television is going to have tremendous impact on all spheres of advertising, he noted, but he voiced one mild regret.

"We're continually experimenting and hope to come up with some interesting techniques by the time color arrives."

Staff of About 100
Mr. Behrend supervises a staff of about 100 persons. The firm maintains offices in New York and Chicago, plus a sales outlet in Hollywood.

For all his success in the business world, Mr. Behrend is no joiner. He belongs to no clubs and has no hobbies except reading and the theatre. His wife is the former Esther Cohen of Jersey City, whom he married 29 years ago. They have three children, Daniel, William and Dean.

Mr. Behrend perhaps the best index to Mr. Behrend's aversion to fuss is that this key executive of one of the top photographic companies in the world confessed he had no recent place of his own.

"I've still got my photo when I was in the army," he grinned. "But that will show a lot more hair and leave out a lot of the gray ones."

After much urging, he sat for the one accompanying this sketch.

VELDE'S STAND

May Relax Radio-TV Ban

SOME of the 1953 hearings by the House Un-American Activities Committee will be broadcast, Rep. Harold E. Velde (R-III.), who will take the helm of the committee as chairman, said last week.

This is the first announcement that radio microphones and TV cameras will be permitted to cover House committee meetings since Speaker-to-be Joseph W. Martin Jr. (R-Mass.) declared he favored the right of each committee to determine for itself whether its hearings should or should not be broadcast or televised [BT, Nov. 24].

Speaker Sam Rayburn (D-Tex.) banned radio and TV equipment early last year under an "interpretation" of the House rules. He said that because the rules did not encompass radio-TV coverage of committee meetings, it could not be permitted [BT, March 10, 3].

Rayburn's 'Ruling'

In discussing the Un-American Activities Committee's plans to investigate Communists in colleges and labor unions, Rep. Velde said that televising some of the hearings would "educate" the public and enhance the committee's prestige.

It was an Un-American Activities Committee hearing in Detroit last March that brought the radio-TV ban into existence. Since then no House committee session has been covered by the broadcast media.

In the Senate each committee decides whether its hearings should be broadcast or not. In the 82d Congress, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, introduced a resolution (S. Res. 310) to ban microphones and cameras from Senate committees. The resolution was never reported out of committee.
The Man in the Blue Chambray Shirt

We see by the New Yorker that some fellow who makes shirts has 279 of them, mostly colored, and that he would rather be caught reading the Daily Worker than have anyone see him in a white shirt before sundown.

We know 279 fellows who are in complete sartorial agreement with him. They have one kind of shirt—a 3½-ounce blue chambray, usually worn buttoned to the top without necktie—which goes on at sunrise. By sundown it has been replaced by a fleece-lined long-sleeved pull-over (familiar to ex-GI's as a winter undershirt). Yet, gentle reader, these men are impeccably well-dressed, especially when they visit the bank to throw another crop check on the hopper. They're Iowa farmers, of the group that raised, among other things, 685,736,000 bushels of corn this year, 6,754,000 tons of hay and 3,415,000 turkeys.

They owned 17,307,402 acres of farm land, operated another 17,407,144 acres, purchased 35,841 pieces of new power machinery last year (bringing the total on Iowa farms to 485,068), produced 6,392,238,000 pounds of farm livestock, and (with the help of their chickens) five billion eggs.

These blue-shirted capitalists had $2,125,000,000 in farm income last year, enough to buy all the shirts they want—and practically anything else you have to sell. Next time you are in the market for markets, ask the Katz man to show you some WMT patterns, custom-tailored to the 5½-ounce chambray set. In New York, telephone PLaza 9-4460. WMT, CEDAR RAPIDS, 600 kc, 5,000 watts, Basic CBS Network.
BBC PREFERRED OVER VOA
But Voice Is Improving, 'Times' Survey Finds

VOICE OF AMERICA's broadcasting program has improved in effectiveness in some areas of the world since 1948, but in many countries the program still have limited effect and influence. The New York Times has reported after making a survey of U. S. government information activities covering 44 nations.

British Broadcasting Corp., the survey showed, still is preferred over VOA in many countries because of "great objectivity and newsworthiness." In some countries, locally sponsored radio programs using material supplied by U. S. Information Service were reported "increasingly effective," the survey noted, while U. S. Armed Forces Radio Network programs were described as "popular" wherever available.

In most European countries checked, with the exception of Italy, the BBC was preferred, VOA, according to the survey, was sometimes criticized in France as "pedestrian, wordy, naive, and frequently pedantic" but is rising in influence in Yugoslavia, Greece and Turkey although BBC is still regarded in those countries as superior.

BBC continues to dominate the field in the Middle East, South Africa and India and VOA's effect in Japan is reported as "insignificant," according to the Times survey. In Latin America, VOA is improving in effectiveness in Panama, El Salvador, Guatemala and Argentina but in the rest of the continent the BBC was reported to be generally preferred.

The survey indicated that educational and documentary films distributed by USIS and the Mutual Security Agency were regarded as "the most effective propaganda device."

SERVICE SKILLS
RTMA Training Program Set

VOCATIONAL training program designed to raise technical skill and business technique of radio-TV service technicians is being started by Radio-Television Mfrs. Assn. First step is opening of a "pilot" course in the New York Trade School [at Deadline, Nov. 24].

The project was developed by the RTMA Services Committee under Chairman R. J. Yeranko, Magnavox Co. It aims to upgrade TV service technicians through existing vocational and trade schools. This is to be done by developing manuals and teaching aids reflecting recommendations of the radio-TV industry.

A model training program will be developed by a subcommittee headed by W. L. Parkinson, General Electric Co., aided by an advisory group representing all segments of the industry.

First material will be developed from an experimental course of lectures and bench work involving servicemen now practicing their trade. The New York Trade School is an endowed institution offering similar practical courses in various trades.

Industry subsidy of $60,000 will be needed to run the program for the first two years, after which it is to be self-supporting. Half the fund will consist of equipment to be donated by RTMA members. Nearly 250 prizes, including amateur receivers, kits and other gear, are being donated for award to winners of a nationwide radio listening contest for youngsters.

The contest is directed by R. W. Mitchell, chairman of RTMA Amateur Radio Activities Section. Nearly 5,000 entries have been received in the contest, sponsored by RTMA and Boys Life magazine in cooperation with American Radio Relay League.

L. A. AD WOMEN
Awards Luncheon Planned

LOS ANGELES Advertising Women will hold their seventh annual Frances Holmes Awards luncheon, April 12, at the city's Hotel Statler.

Open to all advertising women in the eleven western states and British Columbia, the competition will culminate in the presentation of "Lulus," gold trophies symbolic of outstanding achievement. Closing date for entries is March 12.

Martha Jeffres, Southern California Ad. Agencies Assn., Los Angeles, has been named coordinator of the competition working with her are Beatrice Kentz, The Katz Agency, associate coordinator; M. C. Crapper, Shaw Co. programs; Marion Stienbach, Dan R. Miner Co., brochure Doris Allen, Southern California Gas Co., ticket-printing; Glad Hall Jones, KKKD, awards; Martha Fuller, Toys & Novelty Publishing Co., ticket-sales; Adene Wilso, Los Angeles Examiner, reception and hostesses; Jacqueline Britton, Smalley, Lewitt & Smith Inc., publicity; and Harriette Bryson, Sparklets Drinking Water Corp., decorations.

December 8, 1952

coverage

5,000 watts full time, on 620 kc, marketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mc.

TOcco

an active audience, loyal to a balanced schedule of top-rated CBS and local programs - programs designed for primary listening attention. Important because listeners who really listen, are buyers... who really buy!

audience

...more New Englanders listen to WPRO than any other Rhode Island station.
Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!

THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available...that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined:

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping — always lies flat on head
- Lubricated for longer head life

Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.
duPont AWARDS

Scholarships Suggested

THE Alfred I. duPont Awards Foundation last week invited winners of the duPont Radio and Television Awards to apply the monetary value of the awards to the establishment of scholarships.

In accordance with a revision of declared purposes, the foundation believes that award winners, representing the highest development of radio and TV, will feel that the making of such a grant would be a gracious and persuasive phase of the best public relations both for the winners and for the broadcasting industry.


Listener Response

AS WPTW Piqua, Ohio, was airing the winter's first report of bad driving conditions, a motorist, who was tuned to the program while passing the station, lost control of his car, which skidded into a utility pole. Result: A power transformer was knocked out, putting WPTW off the air more than an hour.

Radio Club Anniversary

RADIO Club of America will hold its 43d anniversary banquet Dec. 12 at the Advertising Club of New York. Capt. L. V. Berkner, USNR, president of Associated Universities Inc., will speak on the future progress in science relation to communications and atomic energy.

When statistics you compare

Analyze or e-v-a-l-u-a-t-e,

They give us the very best share* of the 3rd largest New England State

WTAG AND WTAG FM 580 KC BASIC CBS WORCESTER, MASSACHUSETTS

*The lion's share of this 3rd largest New England market

INDIANA THEFTS

To Delay WSLM’s Debut

THEFT of an estimated $10,000 worth of equipment has been reported by Don H. Martin, general manager, WSLM Salem, Ind., which was slated to go on the air today (Monday). It was reported that the theft would delay WSLM’s debut a month.

Indiana State Police are reported to have been working on a theory that the thieves are an interstate gang who may be selling the equipment overseas. Similar thefts were reported at WCNB Connersville; WMRI Marion, WPTV (TV) Bloomington, and several relay stations during the past few months.

RCA-NBC Seminar

PUBLIC relations seminar for Negroes in the Chicago area will be conducted by NBC and RCA Dec. 11 at the network’s studios in the Merchandise Mart. More than 50 leading Negroes in the area will be invited to the day-long session to discuss NBC and RCA relations with members of the colored community. Speakers will include Sydney Eiges, NBC vice president in charge of press and information; Edward D. Madden, vice president and assistant to the president of NBC; Stockton Helfrich, manager of continuity acceptance, and Joseph V. Baker, public relations counsel. Executives on the Chicago staff will attend.

WKBS PROPOSAL

Offers Railroad Free Ads

LEE HOLLINGSWORTH, president, Key Broadcasting System Inc., licensee of WKBS Oyster Bay, Long Island, N. Y., has offered to lend the Pennsylvania & Long Island Railroad a helping hand. What’s more, Mr. Hollingsworth is willing to help, free of charge.

Mr. Hollingsworth wrote the firm that he noticed that in an annual report, the Long Island Railroad listed liabilities of $2,801,782.37.

“Send us a description of all Long Island Railroad properties that are offered for sale and we will advertise same as a public service; to insure that the Long Island taxpayer and our public schools, realize as much as possible from the sale of these properties,” Mr. Hollingsworth wrote.

New WGH Studio

WGH-AM-FM Newport News, Va., announced last week that it had awarded a contract to the James B. Densy Jr. contracting firm for construction and equipping of a new Norfolk studio. Work already has begun. New studio and offices will occupy the entire second floor of the recently constructed home of the Tidewater Automobile Assn. under a 10-year lease, effective Jan. 1.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

the TRIO offers advertisers at one low cost:

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO
CO-OP BOOST

TAB Hears Fellows

BROADCASTERS and dealers should work together for their mutual advantage in encouraging use of cooperative advertising, members of the Tennessee Assn. of Broadcasters were told Nov. 24 at their Nashville meeting. Featured speaker was Harold E. Fellows, NARTB president, who lashed self-appointed critics who are sounding radio’s death knell. [B*TV, Dec. 1.]

In the co-op discussion A. A. Wooduff, General Electric Supply Corp., told broadcasters they could help the dealer buying co-op time by assisting him in selecting the best type of programs and aiding him in processing claims.

L. J. Mulhall, Philco, advised the small dealer to tie in with the national advertising program. He stated that too many small dealers of nationally advertised products do not know about tie-ins.

Other panel speakers were George Hill, General Shoe Corp., L. M. Rowe, RCA, and H. W. Goll, Sinclair Refining Co. F. C. Sowell, general manager, WLAC Nashville, was the moderator.

Fred A. Palmer, radio consultant, urged broadcasters to keep an eye peeled on their programming. “Programs built the radio industry, but broadcasters are straining radio because they are getting away from programs.”

Reg. J. Percy Priest (D-Tenn.), and member of the House Interior & Foreign Commerce Committee, told the group that grass roots advice from broadcasters would result in better legislation affecting the industry.

Other convention speakers included Sen. Estes Kefauver (D-Tenn.), Tennessee Governor-Elect Frank Clement, and C. E. Arney Jr., secretary-treasurer of NARTB. TAB re-elected Parry Sheftall, WJZ Clarksville, president; Ruth Clineard, WMAK Nashville, secretary-treasurer, and Earl Winger, WDOD Chattanooga, elected vice-president. A new directors chosen included John Cleghorn, WHBQ Memphis, and Carter Parham, WDEF Chattanooga, F. C. Sowell, WLAC Nashville, was re-elected to the board.

TAB voted to have next year’s meeting in Chattanooga.

Krantz Brewing Co., Findlay, Ohio, through Marcus Adv., same city, has commissioned Phil Davis Musical Enterprises to originate a musical trademark for its Old Dutch beer.

NEWLY-ELECTED TAB Officers include (1 to r) Mr. Cleghorn, Miss Clineard, Sheftall, Winger and Sowell.

$1 Million Man

WOR New York account executive Zang Golobe was credited by the station last week with bringing in net billings of $1 million in the past 2 1/2 years. To honor his initiation into the select circle of “million dollar men,” WOR presented Mr. Golobe with an inscribed wrist watch.

CBS Retroactive Pay

WAGE Stabilization Board has approved a new wage contract between CBS Hollywood and Radio Writers Guild and between $4,600 and $5,000 in retroactive pay was distributed to staff continuity writers this past week. Wage increases negotiated in the new contract, retroactive to Nov. 1, 1961, bring the scale to $110 per week for the first year and $130 weekly thereafter.

Oberfelder Elected V. P.

TED OBERFELDER last week was elected vice president in charge of owned radio stations for ABC. He has been director of owned radio stations since last Mar. 15, and before that was general manager of ABC’s WJZ New York. Mr. Oberfelder, whose promotion was announced Thursday by President Robert E. Kintner, was credited with an instrumental role in “the new impetus given to the five key stations of the ABC radio network.” The stations are WJZ, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco.

The new vice president has been with ABC since February 1945, when he joined the advertising and promotion department.

Entering radio in June 1934, Mr. Oberfelder served first as director of promotion, merchandising and research for Hearst Radio, moving to the Philadelphia Inquirer in September 1937 as promotion manager. In October 1941 he went to WCAU Philadelphia as promotion manager and in September 1943 was named director of promotion, publicity, merchandising, and research for WFIL Philadelphia.

IN SYRACUSE

TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only, Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>Oct. 51</td>
<td>763</td>
<td>493</td>
<td>2.90</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. 51</td>
<td>704</td>
<td>493</td>
<td>3.24</td>
</tr>
<tr>
<td>Combined</td>
<td></td>
<td>1467</td>
<td>986</td>
<td>3.07</td>
</tr>
</tbody>
</table>

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has not replaced radio; merely supplements it as a source of information and entertainment.


 NBC Affiliate. WSyr-AM-FM-TV...the only complete broadcast institution in Central New York. Headley-Reed, National Representative.
"Would $50,000,000 make you nervous?"

"If a $50,000,000 sale depended on your shipment being delivered overnight—you'd be nervous, wouldn't you?

"But that's just routine for us!

"We are financial printers. When securities are issued, our job is to get prospectuses into the hands of underwriters and dealers on time.

"Success or failure in marketing the issue, depends to a very great extent on our performance.

"We don't take chances. We use Air Express. In a matter of hours, those precious papers are being delivered in financial markets all over the country. That kind of dependability is priceless. Yet Air Express rates on our shipments are usually the lowest!

"Air Express has saved us many an ulcer—and many a shipping dollar! In a very real sense, we have grown because of Air Express."
"FAVORITE STORY" WILL BE YOUR SUCCESS STORY!

Week after week, story after story, the most vivid and exciting dramas ever presented to any audience anywhere!

* STORIES that leave this week's audience eager for next week's show!
* SCRIPTS sparkling with the creative genius of Lawrence and Lee!

"Thrill to television's greatest dramatic achievement!"

"FAVORITE STORY" WILL BE YOUR SUCCESS STORY!

- ACTORS . . . always the perfect cast . . . a galaxy of headliners!
- SETTINGS AND COSTUMES an artistic triumph for each program!
- MUSIC AND DIRECTION fresh and vigorous that make each program come vibrantly alive!
- PROMOTION . . . finest array of merchandising aids in TV history!

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAG...
ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

Produced with a master's flair...

EVERY HALF HOUR A COMPLETE STORY...
VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!

The first name in outstanding television production.

ZIV-TV
Editorial

Playing Cop

WE SOMETIMES wonder whom the FCC is kidding other than itself. A fortnight ago it issued a construction permit for a new VHF television station at Colorado Springs to TV Colorado Inc. But it did so with conditions. The applicant was required to prepare for operation, poured concrete foundations and put up a transmitter building, to beat the Pike's Peak winter freeze. They did this to the tune of $80,000.

The FCC, in issuing the conditional permit, reprimanded the station for beginning construction prior to obtaining its grant. It cited the alleged law to back it up. The condition imposed was $30,000 worth of construction and start over again, even though it would be only a few dozen feet away.

What earthly good did the FCC do in meting out this whine? It simply added additional manpower and materials to do the same job. We question whether there was even a technical violation of the law, since equipment was not hooked up and there was no unauthorized transmission. The applicants took a gamble on getting the permit.

It's our guess that the FCC just doesn't want to meet head-on a situation where an applicant has an investment in facility, whereas his opponent might not. The FCC ought to disregard these collateral factors and have the guts to say "no" if the gambling applicant doesn't make the better case.

Great Patent Mystery

NEARLY a year ago grand jury proceedings were instituted against 20 corporations in the radio, television and electronics industry by the Attorney General alleging violations of the anti-trust laws and other criminal statutes. They were initiated under circumstances that even today are cloaked in mystery.

The 20 companies were said to be engaged in patent infringement, the proceedings were under seal, and the form of the charges was not revealed to the public.

RCA, as the largest single entity, was called upon to supply tremendous volumes of data on Color television is prominently in the picture. So is FM.

RCA sought to have the proceedings quashed as unreasonable and oppressive. Moreover, it contended that the 1932 Consent Decree disposed of practically all of the issues as to patents.

RCA lost on this motion last October in the U. S. District Court in New York.

There may well be an investigation of the FCC at the next session. After all, the Republicans have been waiting for 20 years to fry a few Democratic fish. But Mr. McCarthy seems to forget that there is another standing committee of the Senate—the Interstate & Foreign Commerce Committee—which is vested with control over communications, among others assigned functions under the Congressional Reorganization Act.

We doubt whether Sen. Tobey of New Hampshire, slated for the Commerce Committee chairmanship, will step aside for Sen. McCarthy's Government Operations Committee. Mr. Tobey is a firebrand in his own right, and on a jurisdictional question of this kind, it's likely that both Democratic and Republican members of the committee will side with him on whose meat the FCC happens to be.

There are more than a suspicion that the case generalizes in the FCC. It apparently had its beginnings in the bitterly fought color television controversy. There are overtones that lead back to the frenzied battle over FM. We suspect that the case incubated in the FCC's Law Department, and with the knowledge, if not the consent, of certain members of the FCC itself.

During the white heat of the color TV hearings, the FCC conducted a questionable sur-}

vay into patent holdings through one of its staff lawyers, William K. Bauer. General Counsel Benedict F. Cottone was in it too. There was guidance, perhaps extra-officially, from certain FCC members. It now seems obvious that these records were turned over to the Dept. of Justice and that the then Attorney General, Mr. McGrath, was inveigled into instituting the proceedings.

It is not known when there was a mis-}

chief in this proceeding. But it is true that the Dept. of Justice has undergone sweeping top-level realignment since then, because of disclosures of corruption.

We are in a half-war economy. Every resource is being geared toward maximum produc-}

tion in electronics, as important as the production of guns and bullets. Many of the companies have had hard put to get competent personnel. The dragnet subpoenas constitute an excruciating burden. There's more competition in electronics than there is in the automotive industry. There's wide open patent inter-

change. At the Government's insistence, electronics has been stepped up from about $1 billion to $8 billion since the last war—capacity to meet any contingency.

Many of the companies cited are FCC licensees, through owned-and-operated radio and TV stations or networks. The jobs performed in production and in radio and TV broadcasting have won general commendation. Industry growth has been spectacular. It has not been oppressive.

In the light of these considerations, we com-

ment to Mr. McGrath, in these final weeks, a full review of this proceeding. Ventilation is called for. If there was error, innocent or willful, his duty is to correct it. If there's justification in his judgment, he should make that conclusion known.

If the incumbent Attorney General does not review this case forthwith, we venture that Attorney General designate Brownell will dig into it shortly after he assumes office next Jan. 20.

McCarthy on the Prowl

EVEN BEFORE the Republicans have had the opportunity to reorganize the Senate, truculent Sen. McCarthy of Wisconsin announced that the FCC is practically No. 1 on his hit parade of investigations. He charges the FCC with dire transgressions. He alleges complaints against the agency, but doesn't disclose who did the complaining.

There may well be an investigation of the FCC at the next session. After all, the Republicans have been waiting for 20 years to fry a few Democratic fish. But Mr. McCarthy seems to forget that there is another standing committee of the Senate—the Interstate & Foreign Commerce Committee—which is vested with control over communications, among others assigned functions under the Congressional Reorganization Act.

We doubt whether Sen. Tobey of New Hampshire, slated for the Commerce Committee chairmanship, will step aside for Sen. McCarthy's Government Operations Committee. Mr. Tobey is a firebrand in his own right, and on a jurisdictional question of this kind, it's likely that both Democratic and Republican members of the committee will side with him on whose meat the FCC happens to be.

There may well be an investigation of the FCC at the next session. After all, the Republicans have been waiting for 20 years to fry a few Democratic fish. But Mr. McCarthy seems to forget that there is another standing committee of the Senate—the Interstate & Foreign Commerce Committee—which is vested with control over communications, among others assigned functions under the Congressional Reorganization Act.

We doubt whether Sen. Tobey of New Hampshire, slated for the Commerce Committee chairmanship, will step aside for Sen. McCarthy's Government Operations Committee. Mr. Tobey is a firebrand in his own right, and on a jurisdictional question of this kind, it's likely that both Democratic and Republican members of the committee will side with him on whose meat the FCC happens to be.

Seems to us that the solons might well wait until they find out what incoming President Eisenhower has to do about the FCC before they embark upon investigations. It's more than likely that many of the fish they want to fry will have left for other waters before the changing of the White House guard next January.
If you're looking for bigger and better markets to conquer, here are two strong points in your favor in the Mid-South: (1) The Memphis Market comprises 76 rich counties with a buying potential of over $2 Billion. (2) You can get complete coverage of this vital area with a single schedule on WREC. With the highest Hooper rating of any Memphis radio station, WREC has the power, the engineering perfection and the quality programming to keep a steady audience of interested listeners in a receptive mood. And, WREC prestige adds impetus to buying, too!

MEMPHIS NO. 1 STATION
Celebrating Our 30th Anniversary Year
The ALTEC A-322C Limiter Amplifier

Here is a limiter amplifier that has a truly rapid attack time (0.2 milli-seconds) and will let you maintain high modulation percentages without fear of exceeding your modulation limits. It provides you with completely automatic maximum volume control.

The A-322C operates as a true linear amplifier up to a selected level and then limits the volume output above that point without audible noises associated with most limiter amplifiers. In every way—attack time—power output—quality and flexibility—the Altec A-322C limiter amplifier is the finest.

ELIMINATE OVER-MODULATION

ELIMINATE

The Symbol of Quality

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

front office

F. SIBLEY MOORE, assistant treasurer, WJR Detroit, promoted to vice president.

FELIX ADAMS, program director, KLAC Hollywood, transfers to sales as account executive.

ALEX BUCHAN, manager, WMMW Meriden, Conn., to WICC Bridgeport, Conn., in same capacity, replacing PAUL MARTIN who has resigned. NELSON DANIELS, WARNER MOORE and WILLIAM CRUIKSHANK added to sales staff, WICC.

WILLIAM A. CORMAN, KHJ-TV Hollywood sales account executive, to similar post at WOR-TV New York.

MERRIT WILLEY, vice president and general manager, Guild, Bascom & Bonfigli Inc., S. F., to KHJ Hollywood as account executive.

Mr. Buchan

G. P. RICHARDS, manager, WHBL Sheboygan, Wis., has resigned. Future plans have not been announced.

GEORGE R. TURPIN elected vice president and general manager, KEYT Provo, Utah.

ARTHUR W. BAGGE promoted to radio sales manager in Chicago office of Free & Peters Inc., radio-TV station representative firm.

MARGARET NORTHRIDGE named assistant to JOSEPH A. LENN, vice president in charge of sales at WHLI Hempstead, N. Y.

GEORGE BAREN BREGGE, assistant sales director, WDTV (TV) Pittsburgh, Pa., promoted to sales director. DONALD MENARD, station's sales staff, named operations manager.

SAM JOHNSTON to sales staff, WKRC-TV Cincinnati.

WILSON LEFLER, account executive, KECA-TV Los Angeles, to KMJ-TV Fresno, in same capacity.

ED MASON elected vice president of Western Plains Bestg. Co. and manager of KXXX Colby, Kan.

FRANK SMITH, sales service representative, KLAC Hollywood, promoted to account executive.

VANCE HARRISON to WSYR Syracuse on sales staff.

BILL LAMAR appointed assistant manager, KCOR San Antonio, Tex.

Personal

JOHN H. NORTON Jr., ABC Central Div. vice president, elected vice president of Chicago Tower Club. . . . THAD M. SANDSTROM, general manager, KSER Pittsburgh, Kan., elected president of Pittsburgh Chamber of Commerce. . . GILBERT W. KINGSBURY, administrative assistant to the president, Crosley Bestg. Corp., Cincinnati, elected vice president of Cincinnati chapter, Public Relations Society of America.

LUNCHEON gathering at first of Mutual's six regional affiliates meetings being held from Nov. 13-Dec. 9, includes (looking clockwise from front) Ben Strouse (head turned), WWDC Washington president; J. Glen Taylor, General Teleradio vice president and MBS board member; Victor Diehm, president, WAZL Hazelton, Pa., and WIDE Biddeford, Me.; J. Patrick Beacon, president, WVVW Fairmont, W. Va.; Thomas F. O'Neill, MBS president and board chairman, and Benedict Gimbel Jr., WIP Philadelphia president.
This "ghost" clanks chains behind a nameless door!

In an office with a number but no name on the door, in a building that may be within walking distance of your own, a man is manipulating a machine against the public interest. A counterfeiter, you ask?

Yes—a counterfeiter of truth. The powers behind this man have discovered that in murdering facts, a mimeograph is mightier than a meat-ax, and that you can't beat a duplicator for sheer duplicity!

Mr. Nameless is busily grinding out propaganda against inter-city trucks. Some of it may see print, where it will help Mr. Nameless' backers to forge chains that will shackle the trucking industry and, in doing that, cripple the nation's economy, too.

Streaming from this busy mill is a flood of handouts for press and radio. They take many forms. But all of them have five glaring deficiencies in common:

1) Usually just the ghost of a fact has been blown up, twisted and distorted to serve selfish interests.

2) When you try to track down the source, you'll find a "front" organization of some kind, financed wholly or in part by the antitruck faction.

3) When the writing makes direct reference to trucks, the stories are tinged with emotional words instead of the factual tone that editors, broadcasters and commentators have a right to expect.

4) The stories are salted with clichés. Samples, like "highway boxcars" and "behemoths of the highways", you may recognize on sight. These labels work best when read by the uninformed, but they also fool a lot of smart people who don't bother to look behind the label for the reality.

5) Another clue to the true nature of this material is this: No mention is ever made of the tremendous contribution of the trucking industry to the American economy, the defense effort, and the well-being of every man, woman and child in the United States. Such information, were it generally known and appreciated, would put Mr. Nameless out of work!

JOHN V. LAWRENCE, Managing Director
American Trucking Associations

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.
FREDERICK P. LAFFEY returns to WLAW Boston as program director, after discharge from U.S. Army.

BOB CRANE appointed program manager, WICC Bridgeport, Conn., succeeding WALLY DENLAND who will devote full time to station's TV operation.

JUDITH WALLER, director of public affairs for NBC's Central Div., was honored for "30 years of outstanding public service in radio" during American Medical Asso. broadcast on NBC Nov. 22.

ROBERT COSTA, program director, KGMB Honolulu, named program director of KGMB-TV, succeeded by ALFRED HANSEN, announcer at KGMB.

BOB REED, director of Name That Tune on NBC, to WRC Washington to star on Timemaster show, replacing BILL HERNON who has resigned (BTV, Dec. 1, 1952).

RICHARD M. MALL, appointed director of public affairs, WLC (TV), Columbus, Ohio.

JANE WINNE, production staff, WFMF-AM-TV, Eves St. Joseph, Mo., as production director.

ROBERT HINNERS, program director, WSAG Saginaw, Mich., to WLEC and WOC, Ohio, in same capacity.

JACK SHANNON, program director, WONW Defiance, Ohio, added to WLEC's announcing staff.

CHARLES C. CRAIG, production and sales departments, KMBF-TV San Diego, to KLAC Hollywood, as program director.

NELL BENTON, promotion-publicity, Sunland Music Inc., (distributors for MGM records), to KROP Brawley, Calif., as program director.

STUART GRAY, Jr., NBC, Chicago, to WERF-CV Cincinnati, as announcer.

JAY CREEDON to WICJ Providence, R.I., as disc jockey.

NILES CUNNINGHAM, film department, KLAC TV Hollywood, transfers to head of traffic operations.

BOB VAN CAMP, WSB-AM-TV Atlanta personality, elected president of Atlanta Opera Co., and member of board of Atlanta Theatre Guild.

RUTH CRANE, WMAL-AM, Washington women's commentator, presented with Red Feather "Oscar" for participation in Community Chest-USO Campaign in that city.

MARIAN CLARK, Ford Foundation, of WLOL Norfolk, Va., as head of community department. RAY BATEMAN, WNLN Norfolk, transfers to WLOL.

JUNE MANDEL, ASCAP, and JOAN KIEF, Radio Free Europe, to WHLI Hempstead, N.Y., script department.

JOAN LEE FERBER appointed assistant to GEORGE BOLL, WHLI director of public affairs.

LEWIS KLEIN, WFL-FM Philadelphia staff director, father of boy, Nov. 22.

FRANCIS SCOTT, assistant to TV operations manager at NBC Chicago, father of boy, William Francis, Nov. 23.

BOB BURNHAM, announcer-disc jockey, KSST Minneapolis, father of girl, and JACK HORNER, station's sports director, father of boy.

GEORGE CAMPBELL FLOURNOY, Hollywood TV director, and NANCY SHELTON, Hollywood TV actress-singer, were married Dec. 6.

FRED WALKER, director of public affairs for WTTN Trenton, and Catharine Sullivan were married Nov. 26.

SKIP MADDOX, announcer-disc jockey, WAE Port Wayne, Ind., father of girl, Donna Jean. WILLIAM S. FRASER, WANE announcer, father of boy, William.

JACK WEBB, producer-star of NBC-AM-TV Dragnet, father of girl, Nov. 29.

GENE NORMAN, disc m.c., KLAC and KHJ-TVs, Hollywood, father of boy, Dec. 1.

News

JACK K. HOLT, KFHO-AM-FM St. Louis, to WNTI Centralia, Ill., as news editor.

GEORGE FRIEDMAN, KGVO Missoula, Mont., to news staff of WBBM Chicago.

ALBERT B. LARSON, assistant news editor, WALL Middletown, N.Y., promoted to news editor there.

ROBERT THOMAS, news editor, KEX Portland, Ore., elected president of city's chapter of Sigma Delta Chi.

Watch for BIG NEWS at

KFMF
RADIO STATION
San Diego, California

BROADCASTING • Telecasting
DURING what it believes was the heaviest snowfall in southeastern history, WROL Knoxville "added a feather to radio's cap" and that of its own by functioning "as only a radio station can," in helping its listeners through the crisis, according to the station's report last week.

The station operated on auxiliary equipment for more than 52 hours when its main transmitter failed during the 22-inch snowfall, which assumed serious proportions Friday afternoon, Nov. 19, and lasted through the weekend.

During the snowstorm, which the station says virtually paralyzed the city's communication, power and transportation systems, WROL devoted the greater part of its schedule to public service announcements and programs, weather information and reports on highway conditions.

Announcers Hal Durham, Bill Johnson, Joe Halburnt, Louis Chiles, Tom radio's cap and Art Metzer kept listeners posted on late developments. No NBC service was available for most of the crisis. WROL newscasts were devoted mostly to local news because the UP wire was out until Saturday afternoon. WROL fed the Kentucky-Tennessee football game in Knoxville over the one line available from the telephone company to the Vot Network of 35 stations, and to Kentucky stations which had planned to air the event, in a single broadcast. It was aired by announcers for WROL; WVLK Lexington, Ky., which feeds three other stations; WHAS Louisville and WLAP Lexington, which feeds the 95-station Ashland Oil Network. WLEX Lexington also carried the broadcast.

Knoxville "ham" radio operators relayed sports' writers accounts of the game to other radio stations and newspapers, after regular communications failed.

WROL also broadcast information from city and state officials and utility representatives by tele-recording.

L. A. PROGRAM CHANGE
Made After AFTRA Ruling

FOLLOWING an American Federation of Television and Radio Artists ruling that members of church choirs, soloists and actors who appear on TV religious shows with any commercial aspect must belong to that union and be paid scale, Inspirational Hour on KECA-TV Los Angeles has changed its name to Inspirational Guest Hour, with program now open to amateur participants on a contest basis.

Format change was made after AFTRA pointed out that the non-denominational Inspirational Hour group, through a local advertising agency, sold spots to various advertisers on the weekly program, thereby making it commercial. Program, on KECA-TV since July 20, was started on KLAC Hollywood in October 1950 under the old format with Cordell Fray as producer.

Amherst Ad Panel

PANEL discussion on "Advertising as a Profession and Its Relations to Radio and Television" was to be held on the Amherst College campus Saturday as part of the school's annual Career Conference for undergraduates. Panel members included George Bristol, CBS Radio director of sales promotion and advertising; John U. Reber, vice president, J. Walter Thompson Co.; and James P. Wilkerson, account executive, Young & Rubicam.

Capitol Records Income

CAPITOL RECORDS Inc. reports net income of $430,791 for the 12 months ending Sept. 30, equal to 87 cents a share on 476,290 common shares. For the preceding year the figures were $477,738 or 83 cents a share. President Glenn E. Wallichs said sales have been increasing for several months and that the 12 month period totaled $14,512,017, an increase of $1,088,172 over the $13,424,845 in the preceding year.

Our town had a bank crisis yesterday. Luckily our financial wizards were equal to the situation.

When Chip Howell, manager of one of our two banks—the Farmer's National—came to work they told him that the vault wouldn't open. Somebody had set the time lock two days ahead by mistake!

"What a spot we were in!" Chip relates. "The only cash available was in our pockets. So, swallowing my pride, I hustled over to the Bradford Trust on Willow Street. They laughed plenty—but lent us enough cash to get by."

From where I sit, we can all be proud of the Bradford Trust folks for co-operating that way with a rival bank. It's a good example of how people, in our town, even though they may have conflicting interests, will go out of their way to help their neighbor. Democrats and Republicans, townpeople and farmers, buttermilk fanciers and those who prefer a temperate glass of beer—you'll find they all have a genuine community spirit. They respect each other's opinions and they know they can "bank" on each other when the need arises.

Copyright, 1952, United States Brewers Foundation

December 8, 1952 • Page 59
JOSEPH R. MATTHEWS, manager and head of West Coast station relations for Weed & Co., to A. C. Nielsen Co., Chicago, as western sales manager with headquarters in San Francisco.

RAYMOND A. KELLEY elected comptroller and vice president of finance at Shure Bros., Chicago, microphone and acoustic devices manufacturer.

JOHN FELTMAN, assistant manufacturing manager of receiver div. at Allen B. DuMont Labs. Inc., to company's cathode-ray div. as assistant manufacturing manager.

BARTON FELLOWS, southern representative, National Retail Radio Spots Inc., headquartered in Atlanta, promoted to sales manager, head-quartered in Hollywood. He succeeds FRED M. SHEPARD, who moves to New York.

HARRY G. BRIGHT appointed station relations manager for radio, The Frenmar Co., Knoxville, Tenn., promotion and program service company.

INSULINE Corp. of America, Long Island City, N. Y., is issuing monthly supplement to regular catalog including availability status of racks, panels, chassis, etc. Eight-page publication is being mailed regularly to electronics-parts distributors.

GEORGE C. WILKINSON, Mobile, Ala., appointed distributor of Ben-Day Radio Corp.'s radio-TV products in that area.

BRUCE T. DUMONT, director and general superintendent of Allen B. DuMont Labs., cited as "Man of the Year" by North Jersey Alumni Assn. of the Peddie School.

WILLIAM J. DOYLE, vice president in charge of sales, Astatic Corp., Conneaut, Ohio, has resigned.

BERNARD L. CAHN, general sales manager, Insuline Corp. of America, Long Island City, N. Y., elected vice president of firm.

EDWARD W. PEARSON appointed director of research, Channing L. Bete Co., Greenfield, Mass., public relations firm.

JOHN FREEMAN, publicity director and head of publications, Capitol Records Inc., Hollywood, resigns to devote time to writing for radio-TV.


HARRY LEWIS, New York attorney, to Henry Lewis Agency, Hollywood (writers' services), as head of newly created TV department.

FREDERICK S. BUCHANAN, managing director, Market Facts Inc., Chicago, to Chicago client service office, Market Research Corp. of America.

RADIO WRITERS GUILD, N. Y., announces production of new FM-AM radio tuner intended for use as central control head of high fidelity home system. Unit is known as Pilotuner Model AF-281.

PRECISION ELECTRONICS, Franklin Park, Ill., announces development of Model 100 BA amplifier for average home radio system. Features include full range reproduction with low distortion together with tonal purity.

RADIO APPARATUS Corp., Indianapolis, announces availability of new Monitoradio pager, Model Am-C-1, which is radio paging receiver for use in cars as supplement to pocket receivers.

AMPLEREX ELECTRONICS Corp., Hicksville, L. I., announces addition of line of seven germanium diodes of hermetically sealed glass vacuum which are not affected by atmospheric conditions of humidity, altitude and extremely low temperature. Types are IN34A, IN35A, LN56A, IN-86, IN87 and IN88.

DAGE ELECTRONICS Corp., Beech Grove, Ind., announces production of new portable self-contained TV camera designed to utilize any standard TV receiver.

TUBE Dept., General Electric Co., Schenectady, N. Y., announces production of new power pentode for use in video output stage of TV receivers. Tube model is 6V6, designed to obtain voltage gain of from 40 to 45 in wide band video circuits.

Technical ...

WILLIAM PENDERGRAFT appointed assistant chief engineer, WEEK-Pa-oria, Ill.

RUSS BELLES, engineer, WANE Fort Wayne, Ind., father of boy, Martin Russell.

News Makes Music

AN original musical composition, dedicated to "the newspapermen and women of the free world," has been titled "United Press March," will have its premiere performance today (Monday) on the Cities Service Band of America radio program, on NBC, 9:30-10 p.m. EST. The march, composed by Paul Lalavle, grew out of talks between Mr. Lalavle and Hugh Baille, UP President. Composition was written for UP's New York headquarters to observe a news room in operation for background color.

FORD GRANT

Mich. State Gets $100,000

MICHIGAN State College has been given $100,000 by the Ford Fund for Adult Education to further develop the college's TV program.

Announcement of the grant was made by MSC President John A. Hannah a month after FCC authorized the school to construct a TV antenna and install a transmitter to operate on ch. 60.

Dr. Armand L. Hunter, director of TV development at the school, said that the money would go toward purchase of a camera.

The college has been operating its own fully-equipped closed-circuit campus TV network for two years.

Pricing the necessary equipment is available for purchase, Dr. Hunter estimated that the station will be operating on ch. 60 by next autumn. A 1,000-foot tower will be completed to carry the college's educational programs over a radius of 34-56 miles, it was said.

The $100,000 grant was made through Robert Blakey, director of the central regional office of the Ford for Adult Education, Chicago.
and the chairman of the National Security Resource Board.

The broadcast alert plan is now the "on" phase, and will continue so until Conelrad is affected in about three months. Under these arrangements, the White House noted, "a detected air attack would have the immediate effect of silencing all broadcasting and telecasting until the attack or threat is ended."

Broadcasters have been operating under this plan for recent months. All of the nation's 60 kw outlets have been participating in so-called 24-hour skywave programming. They have consulted periodically with local civil defense directors on phases of the plan.

FCC is drawing up rules and regulations and will solicit station comment in the next few weeks. Copies of the two-proposed plan as announced in the final House bill will be mailed out this week to some 4,000 broadcasters. Actually, Conelrad will become effective when complete line interconnections (for program distribution) have been completed at an estimated cost of $500,000.

Conelrad programming format has been evolved by the Federal Civil Defense Command, USAF. The agency is preparing a Conelrad promotion kit (scripts, etc.) and fact sheet for guidance of local civil defense personnel and broadcasters as well. Data will be distributed shortly, it was learned.

Numerous Volunteers

"Although no station is required to remain on the air in this plan," the White House pointed out, "to date more than 1,000 privately-owned standard broadcast stations have volunteered to participate in Conelrad and have spent approximately $1.5 million of their own funds to make equipment changes necessary to Conelrad." Stations are permitted to withdraw from the plan after 30 days' notice to FCC.

Conelrad would be put to the actual test upon announcement of an air raid alert by the Air Defense Command, USAF. Standard outlets would switch to either 640 kc or 1240 kc and broadcast a continuous flow of information, news and instructions. The plan is built around various ADC posts.

Plan No. 1 covers operating alerting phases, while Plan No. 2 involves controlled operations including the factor of minimizing radio as a navigational aid.

Under Plan No. 1 some stations are grouped as Basic Key or Relay Key stations within certain ADC areas, while others are given no special designation. Stations will notify relay stations of alerts and all-clear, by telephone or actual broadcasts.

FCC will determine the specific role of each station, changing designations from time to time, holding periodic tests and maintaining monitoring surveillance — "within the limit of funds and personnel." This applies to both Plan No. 1 and No. 2.

It is the latter which will require all FM and TV stations notified of an alert to observe "radio silence" — a controversial question that dates back to the Tropley report of 1948, a study which provided the spadework for current planning.

For stations participating in the project, "equipment or other failures" beyond their control will not be considered by the FCC as a violation of the obligation or responsibility provided they take "immediate steps to correct such failure."

Alert Messages

Those stations observing radio silence will, before leaving the air, follow certain FCC directives, including the broadcast of an approved alert notification message if so elected. Operators, whether or not, they will leave the air at once.

Factors in decision to silence FM outlets were these: The relatively small number, proximity to air raid warning and in no instance more than 10 kw. Exact role of amateur radio operators is still undetermined, though some will remain on the air in an alert.

The mechanics of Conelrad have been known to most broadcasters since the plan was unfolded early last year at a meeting called by FCC in Washington, and amplified at the 1951 NARTB convention in Chicago.

Primarily, the plan covers four types of operation:

Sequenial—Stations are arranged into groups, or clusters, of two or more stations, located in one or more municipalities, counties or states. All use the same or both frequencies. Stations go on and off the air in a non-cyclical sequence, with periods varying from 5 to 40 seconds.

On-Off—This applies to individual stations or clusters; outlets FCC regulates power to achieve Conelrad objectives. Typical air-time of individual outlets is about 10-30 minutes and off-air time about 3-6 minutes. These outlets implement air time of cluster groups.

Pulsating—This system also applies to both, groups. Power of transmitter of station on the air is varied over a certain range.

Synchronous—Two or more stations in a given area are on the air at the same time on an assigned same system frequency and their power adjusted by FCC.

Greatest number of stations will use sequential and off-on methods.

Participating stations in Conelrad, under Plan No. 2, will be "kept in a state of constant and instant readiness" to broadcast (1) messages prepared by the proper authorities (alert, all-clear notifications) and (2) official civil defense programs. When not carrying these programs, stations may, "on their own responsibility, broadcast such other programs as they may desire."

Other features of the plan:

After notification of an alert and until the period of the alert is ended, no on-air identification will be permitted by any broadcast station unless expressly authorized by the FCC.

In broadcasting civil defense programs or messages, participating stations shall comply with the applicable mode-of-operation and refrain from any on-air identification, direct or indirect, unless authorized.

Participating stations will prepare and effectuate plans and procedures for meeting civil defense and other programming requirements.

FCC will issue detailed instructions participating stations on suggested course of action. Commission also will attempt to monitor the entire radio spectrum, when plan is operative, to ascertain whether any clandestine operation is being utilized by enemy forces.

SWG Elects Breen

RICHARD BREEN, vice-president, has been elected president of Screen Writers Guild succeeding Mary McCall. Valentine Davies, a former guild president, was chosen first vice-president and Ronald MacDougall, second vice-president. Among members of SWG were David Dortort, secretary, and Donald M. Marshman Jr., treasurer. Morgan Cox and Walter Reichel were re-elected to the executive board, with new members being Richard Treagus, Adele Buffington, Warren Duff, Charles Hoffman, James Webb and Belme Lay Jr.

JOHNSON RENEWS

Adds Half-Hour MBS News

S. C. JOHNSON & SON, Racine, has renewed its heavy schedule of MBS newscasts—totaling 2 hours, 26 minutes a week—has added another five-minute Mon.-Sat. series, Mutual Sales Vice President Adolf N. Hult announced last week.

The new strip adds a half-hour per week to the Johnson schedule, which, when launched Dec. 31, 1951, was described as the largest news cast series sponsored by a single radio advertiser. Covering morning, mid-afternoon and late-afternoon periods, the series will be carried by all 540 MBS affiliates.

In the new strip, Frank Singiser will be heard at 10:05-30 a.m. EST, Mon.-Sat. from New York. The Mon. Fri. line-up presents Holland Engle from Chicago at 11:25-30 a.m. EST; H. R. Bakhage from Washington at 12:15-25 p.m. EST; Sam Hayes from Los Angeles at 2:25-30 p.m. EST, and Cecil Brown from New York at 5:55-6 p.m. local time. On Saturdays, in addition to Mr. Singiser's morning program, Mr. Engle is heard at 12:25-30 a.m. EST; Mr. Bakhage at 2:25-30 p.m. EST; Mr. Singiser at 3:25-30 p.m. EST, and Mr. Bakhage at 5:55-6 p.m. local time.

Decision to renew and expand this schedule was attributed to high public interest in both national and international news. The Johnson company is presenting the series in behalf of its wax products. Needham, Louls & Brorby, Chicago, is the agency.

In Pennsylvania

It's an important part of every well-rounded sales program!

Ted Bates & Company has used Wilk L K 5 consecutive years for Kools Cigarettes. It's the best buy in the market!
Our Respect To
(Continued from page 54)
pleased with his rejection of $150 a week and a partnership with his father after graduation from law school. He chose, instead, to work “for nothing a week” as a clerk in a law firm. The job was short-lived. During the boss’ absence, the young clerk sat on his elaborate glass-topped desk, cracked it and in the adhesive-repairing realized at his current salary rate it could take years to pay for the damage. He decided to quit, a response clinched by fate in the form of another law firm, which offered him $15 a week.

Investment Practices
He is dependent, although fatalistic, about the financial deal in which he turned down a third interest in a new company, offered for $30,000. That third today would be worth several million. His judgment has improved, however, and he continues to invest in various enterprises, primarily commercial real estate holdings.

With a bravery that young monopolizes, he opened his own law firm in 1892, the depression’s depth. He “wouldn’t do it again,” but at that time optimistically hired his clerk and the station manager. Fortunately, a large bread-and-butter account came in the second month, remaining with him to this day. His brother, Arthur, became a partner in 1937.

Life was smoother and somewhat less involved in Mr. Wolf’s pre-radio days—and less interesting. The confesses. He entered broadcasting’s back door, more or less uninviting, in the winter of 1940 while on a legal case in California. A friend drafted him into joining part of Keystone, incorporated unprofitably since January of that year, with a three-way partnership. This remained the operating basis until three years ago, when Mr. Wolf assumed control and became president.

To his own astonishment, he sold the network’s first account. The client was Miles Labs, which bought Lum ‘n Abner for Alka Seltzer. It remained on the air seven years. The station list has expanded from an original 129 to 623 today. Keystone received free an original KBS library of 40 tunes monthly. Business has tripled in the past three years, Mr. Wolf says, and the company has many new promotion, merchandising and sales plans for its clients, some of whom are General Mills, with four regular shows; Pillsbury Mills, and Chesterfield, Ford and Lincoln.

Dr. Charles Fuller, with his Old Fashioned Revival Hour, is the oldest Keystone client, having been on the air with a one-hour Sunday show for 10 years.

Mr. Wolf claims “we’ve been very lucky, because the trend has been toward spot buying.” In addition, “television has given us a terrific break” because Keystone stations, ranging in wattage from 100 to 10,000, are located in non-video areas. “We are the most flexible in the country,” he says, “for each client the best possible local periods in each section of the country, he says.”

Sales Concept
A Keystone’s success is based on the concept of personalized sales and service, and stations as well as clients are sold on this policy. A minimum of 85% of the affiliates cover each time-consuming merchandising efforts as placement of window cards, displays and promotion material in local grocery and drug stores. Mr. Wolf directs the network’s “educational job,” aided by a full sales and programing staff which pitches the theme, “There’s gold in them there little holes.”

Mr. Wolf’s professional absorption in radio and Keystone is leveled by many outside interests. Sports-wise, he rides horseback on Sunday morningsalong the city’s lake front. He loves to walk at a fast pace, sprinting to and from work daily, a distance of two miles each way. He finds interestingly less time to fish in the north woods, a hobby which got off to a booming start several years ago when on his first trip with a pole, he snared an expensive rod and reel on his first cast.

He loves travel, and has visited England and Europe twice, and his love of South Central America, Mexico and Jamaica. He goes to California about three times each year, home of his daughter, Glenn, a previous marriage. He married Esther Korr of Chicago five years ago, and they live on the city’s near side north.

Mrs. Wolf is a buyer of accessories for an accessories firm, and has been active in the fields of fashion and design for several years.

Mr. Wolf has memberships in the Standard Club, the American, Illinois and Chicago Bar Assns., and the Chicago Law Institute. Interested in art and music, he supervised remodeling and the modern decor of Keystone’s new offices, designing paintings for each office. His two favorite office spots are behind his mammoth semi-circular executive desk and in the kitchen. Acknowledged as the bar tenders, the office he challenged the versatility of Duffy himself during the recent elevator strike. Each afternoon, he whipped up exotic concoctions for over-tired staffs who endured the 17-story climb.

HOMESTAY, USA
Legion Asks Station Aid

OVERSEAS troop morale is receiving a shot in the arm these days. The booster is a project on which domestic U.S. stations are cooperating with the Armed Forces Radio Service and the American Legion.

The Legion’s National Public Relations Div. in Washington, D. C., is asking stations in the USA to sponsor the USA project. Hundreds of broadcasters already are airing recorded messages and dedications throughout the U.S. on a public service basis, the Legion said.

Members of families write messages and dedicate tunes, which are transcribed and distributed overseas through the Armed Forces Radio Networks. Service men and women, in turn, reciprocate by recording similar programs.

In a letter to stations, James J. Condon, of the Legion’s Public Relations Division, noted that Stateside Calling, a similar project, was authorized 1948-50 via the Far East Radio Network.

“The American Legion, in cooperation with, and with full approval of, the Dept. of Defense, and many, many public spirited radio people, is endeavoring to expand Stateside Calling on a global scale, through the medium of Hometown, USA,” Mr. Condon said.

PAYSON HALL, who has been named director of Meredith Publishing Co.’s radio and TV activities in addition to his duties as Meredith controller [BRT, Dec. 21], has been active in the company’s expanded expansion since its inception in 1947, according to E. T. Meredith, vice president and general manager of the publishing firm, who announced the appointment.

As director of Meredith radio-TV, Mr. Hall heads operations including WHEN Syracuse, WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has applications on file for TV in St. Paul, Minneapolis and Rochester, N. Y.

Mr. Hall, who joined Meredith in 1947 as assistant controller and who was named controller in 1950, is a graduate of Xaverian College with a post-graduate degree in business administration from Columbia U. Before joining Meredith, Mr. Hall’s various radio jobs included work in public accounting in New York, credit analyst with Chase National Bank there, executive accountant for the U. S. Army during World War II, and an assistant for Bridgeport Brass Co. and industrial engineer and budget manager for Trans World Airlines.

Mr. Hall’s assistant in radio-TV, and succeeding Mr. Schaeffer will be Howard Stalnaker, formerly promotion field staff manager in Meredith publishing activities. A Drake U. graduate and a Naval lieutenant commander during World War II, he joined Meredith in 1946.

EMIL SCHAEFFER, 64, an expert in the design of radio towers, died Nov. 17 in St. Elizabeth Hospital, Elizabeth, N. J., of brief illness. At the time of his death, Mr. Schaeffer was chief engineer and technical manager of the Elizabeth Iron Works Inc., Greenlane Union, N. J. During World War II, he designed radio towers of steel, aluminum and magnesium for the Navy.

OMAHA’S Third Call

OMAHA’s Third Call

MBS will present for the third successive year the Mutual of Omaha Calling program on Christmas Day (3-6 p.m. EST) during which various entertainers, relatives in the U. S. will have the opportunity to speak to each other. Sponsored by the Mutual Benefit and Accident Assn. of Omaha, the program will originate in MBS studios in New York, San Francisco and Omaha, connecting with servicemen at Tokyo.
KXRN NOW KLAN
Ridalls Announces Plans

KLAN RENTON, Wash., is the new call-letter identification of KXRN, purchased from Robert S. McCaw and Mrs. Velva Dickinson Fuller by Harold Ridalls and William L. Simpson for $49,600.

Mr. Ridalls, who has been general manager of KRSC Seattle, becomes president and general manager of KLAN. Mr. Ridalls announced that the staff of the Renton station will otherwise remain unchanged.

The new call letters, he told Broadcasting • Teletcasting, have been adopted to keynote the Scotch theme—"the thrifty buy"—which will be used on the air and in station promotion.

Mr. Ridalls
Mr. Simpson

RADIO DOES LEG WORK
For Naph-Sol Refinery in Lansing

RADIO'S low-cost, high-power effectiveness at the local level has been demonstrated again in Lansing, Mich.

The Naph-Sol Refinery advertised the opening of a new Zephyr Gasoline service station with spots on WILS Lansing and large space in the local newspaper, then asked motorists visiting the new service station on the Friday and Saturday opening how they learned of it.

Advertising comprised a full-page newspaper ad and four spot announcements on Thursday, a half-page ad and 10 spots on Friday and 11 spots on Saturday before 3:30 p.m. Survey was made from 3 to 6 p.m. Friday and from 1:30 to 3:30 p.m., Saturday.

Total number of interviews was 365, of which 137 people said they came because of newspaper advertising, 96 because of radio, 77 who answered both, 41 who answered "neither" and 12 for other reasons. Of the total advertising expenditure, 77% went for newspaper space, 23% for radio time.

Thus, while the newspaper ads pulled about half again as much traffic than radio, the cost per individual was much lower for radio, on the ratio of about two and a half to one.

The Naph-Sol Refinery executive in charge of the opening said: "It was the biggest opening we've had in Michigan."

The service station lessee said: "I was more than gratified. We exceeded our most optimistic quota."

Pay-off for WILS was a one-year advertising contract from the service station and a promise of a larger share of advertising for subsequent Naph-Sol station openings in the Lansing area.

INAUGURAL GROUP
Includes Industry Names

AMONG members of the finance committee of the Washington City Inaugural Committee announced last week by Chairman Joseph C. McGarraghy, were the following individuals associated with the broadcasting industry:

Earl H. Gammons, CHR Washington vice president; Philip L. Graham, publisher of the Washington Post (WTOP-AM-FM-TV); S. H. Kaufman, president, Washington Evening Star (WMAL-AM-FM-TV); Edgar Morris, Hallcrafters radio-TV distributor; Frank M. Russel, NBC Washington vice president, and James H. Simon, Zenith radio-TV distributor.

The committee hopes to raise $300,000 to underwrite the cost of the inaugural festivities.

Purity Hearing Set

HEARING has been scheduled by the Federal Trade Commission on a complaint charging interlockings at Purity Bakeries Corp., Chicago, and American Bakeries Inc., Atlanta, Ga. Purity has been a substantial radio-TV advertiser in the Midwest. Hearing was tentatively set for last Friday, with possibility of continuance to a later date. In another case involving broadcast advertisers, FTC had dismissed a similar complaint against Nesco Inc., Milwaukee, and Elco Products Co., Chicago, announcing reasons for the charge had been eliminated [B&T, Dec. 1].

CHESTY FOODS Inc., Terre Haute, Ind., for Chesty Potato Chips and allied products, has gained permission from the National Collegiate Athletic Assoc. to sponsor 10 hour games of Indiana U. Big 10 basketball squad at reported cost of $60,000. Series begins Dec. 20 and continues through March on WTTV (TV) Bloomington. Agency is Ruben Adv., Indianapolis.
milestones...


Described as radio's oldest Coast-to-Coast musical program, Voice of Firestone (NBC, Mon., 8:30-9 p.m. EST) will begin its 25th year on the air next Monday. The program is in its fifth year as simulcast on NBC-TV.

NBC radio's Grand Ole Opry (Sat., 9:30-10 p.m. EST) said to be the oldest continuous commercial program in radio history, celebrated its 27th anniversary on the air Nov. 16. Program is sponsored by R. J. Reynolds Tobacco Co.

WLEC Sandusky, Ohio, observed its fifth birthday Dec. 7 with a special broadcast from 1:30 to 2 p.m. The 250 w., MBS affiliate, on 1450 kc, reports receipt of 14 citations for public service broadcasts, which it values at $70,000 in time and effort. Licensed to Lake Erie Broadcasting Co., general manager is Jay Wagner.

WLBJ DeKalb, Ill., studios are being remodeled for the station's fifth anniversary the week of Dec. 7. Listeners in the area will be invited to attend WLBJ's house. Manager Bob Brown will arrange tours of studios and plant facilities.

CHICAGO UNLIMITED
Seiferth Named Director

CHICAGO Unlimited, the organization backed by various industry segments to promote local talent and origination of more network features in that city, has hired a full-time executive director to work as liaison with agencies, advertisers, networks and local civic groups. He is Joseph M. Seiferth, former regional vice president in Chicago for the now-defunct Liberty Broadcasting System, who has a background of some 26 years in the broadcast business.

Mr. Seiferth last week set up headquarters at 76 E. Wacker Dr. and began detailing plans to promote the city and its radio interests which will be presented at a mass meeting for the industry before Jan. 1.

PLough SALES MEETS

Begin Dec. 19 in Memphis

PLough INC.'s consistent year-around use of radio and television in promoting sales of its various drug products will be stressed at eight days of sales meetings to be held from Dec. 19 to Jan. 3 at the firm's Memphis headquarters.

Division managers and salesmen from nine coast-to-coast sales divisions will attend the four meetings on Dec. 19-20, 22-23, 29-30, and Jan. 2-3, which, according to a spokesman, are to be Plough's most far-reaching in recent years.

OPS Ups McClanahan

W. W. McClanahan Jr. has been named public information director of the Office of Price Stabilization, succeeding Max Hall, who resigned to join the Mutual Security Agency. Mr. McClanahan served in executive positions with the Nashville Tennessean, Toledo Times, and Pittsburgh Post-Gazette (WWSW-AM-FM). In 1943 he headed domestic news at the Office of War Information. In 1950 he was named special information assistant to Stuart Symington, then head of the National Security Resources Board. He later helped set up information facilities at the Economic Stabilization Agency and transferred to OPS, becoming deputy information director last April.

FCDA Spots

Radio-TV spot project promoting home defense at the public level has been completed by the Federal Civil Defense Administration. The spots were aired by broadcasting stations from Nov. 11 (Armistice Day) to Nov. 27 (Thanksgiving Day) throughout the U. S. Theaters also cooperated in showing the film, "Survival Under Atomic Attack," during that period.

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

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

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-120, NEW YORK 20
Judson 2-5011

446 North Lake Shore Drive
Dept. B-120, CHICAGO 11
Whitehall 4-3233

1616 North Sycamore Avenue
Dept. B-120, HOLLYWOOD 38
Hillside 3-71

CHICAGO Unlimited

Seiferth Named Director

CHICAGO Unlimited, the organization backed by various industry segments to promote local talent and origination of more network features in that city, has hired a full-time executive director to work as liaison with agencies, advertisers, networks and local civic groups. He is Joseph M. Seiferth, former regional vice president in Chicago for the now-defunct Liberty Broadcasting System, who has a background of some 26 years in the broadcast business.

Mr. Seiferth last week set up headquarters at 76 E. Wacker Dr. and began detailing plans to promote the city and its radio interests which will be presented at a mass meeting for the industry before Jan. 1.
how an agency sells an English product in America's top market

In the most competitive market in the U. S., Hilton & Riggio is building consumer demand for Bovril Beef by using WOR-TV.

They are using "The Merry Mailman," a kid show that solves man-sized sales problems.

Every week, the Mailman delivers more than a million and a quarter sales impressions in over a half-million TV homes.

The agency knows — from the thousands of returned Bovril labels — the Mailman delivers first-class results. Have him make your deliveries.
30 Years of Growing

WDEI
AM · FM · TV
WILMINGTON, DELAWARE

1952 marks for WDEL three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area—listeners, viewers and advertisers.

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO
DECEMBER 8, 1952

COMBINED BIDS POLICY

By LARRY CHRISTOPHER

CLEAR indication was given by FCC last week that no firm policy will prevail respecting TV bids of "married." AM stations other than the Commission will rule on a case-to-case basis, considering all facets of the local situation, including control of newspapers and other local media.

The Commission policy to have no "formula" was indicated in McFarland letters sent to Macon Television Co., applicant for uhf Ch. 47 at Macon, Ga., composed of WBM and WNEX there, and to El-Cor Television Inc., applicant for uhf Ch. 18 at Elmlra, N.Y., composed of WELM Elmira and WCLI Cornning, under common ownership with the Cornming Leader, and WENY Elmira, owned by the Elmira Star Gazette.

The Commission in effect split on the Macon application, the first such bid to be considered. It has been before the FCC for some weeks. All seven Commissioners indicated serious doubts about approval of the Elmira bid in view of the common control of AM stations and local newspapers.


Comr. Bartley's Opinion

Comr. Bartley stated: "I would vote for a grant in this case for the following reasons: (1) It would provide television competition at an earlier date; (2) it would provide uhf an opportunity to commence operation about the same time as vhf in a new market; (3) in my opinion, the AM stations will continue to compete so long as the conditions agreed upon are followed."

Comr. Sterling voted for a grant of the Macon bid and concurred with Comr. Bartley's views.

"I think that any public hearing on this case," Comr. Merrill observed, "should be held in Macon, Ga., at the earliest time. I do not feel that the action taken by the Commission sufficiently meets that objective."

Chairman Paul A. Walker, however, concurred with the adoption of the letter to Macon Television "but in doing so I wish to make clear that I am not persuaded that a hearing upon the application will ultimately prove necessary."

The Chairman continued:

Under the procedure established by Public Law 554, 82d Congress, Second Session, commonly known as the McFarland Act, when the Commission is unable to grant an application upon the basis of the information before it, an applicant is notified of the reasons for such inability. The applicant is given the opportunity to make such further showing as will render a hearing unnecessary. In the present case, I believe it appropriate that the applicant should have the chance to demonstrate that the station and intention of the two radio stations involved to compete with each other will be unimpeded by the joining of forces. The licensees have stated the proposed television operation. If such a demonstration is made, the need for a hearing may be obviated. Macon could thereupon be afforded a new television service without the delay consequent upon a hearing.

In other TV actions last week, the Commission:

• Granted one new uhf and five uhf stations, including a uhf permit for a noncommercial station to New Jersey Dept. of Education, New Brunswick, although the latter said it has no funds. Comrs. Sterling and E. M. Webster dissented against NCA's TMA's application.

• Denied pleading of WWSW Pittsburgh to stay effectiveness of assignment of uhf Ch. 4 to Irwin, Pa., pending outcome of WWSW's court appeal. Ch. 4 allocation went into effect Dec. 4.

• Advised WMX Macon, Ga., that its bid for uhf Ch. 18 will be held in the pending file while FCC studies methods to correct an allocation error in the assignment of the channel there. Commission found allocation to Macon does not meet required minimum co-channel spacing with WAPM-TV Birming-ham, operating on Ch. 18. Error involves distance of less than a mile.

• Denied petition of WMIT (FM) Clingman's Peak, N. C., to assign uhf Ch. 18 there. Action was without prejudice to re-filing after end of one-year freeze on such allocation table amendments, June 2.

• Ordered correction of sub-standard assignment spacing of uhf Ch. 42 at Abbeville, La., and Ch. 28 at Lafayette, La., by adopting proposed rule making proceeding to substitute Ch. 27 for Ch. 42 at Abbeville.

New TV construction permits were awarded the following:

Beaumont, Tex. (City priority Group A-2, No. 9)—Television Broadcasters, granted uhf Ch. 31, effective radiated power 12 kw visual and 7 kw audio, antenna height above average terrain 820 ft.

Lima, Ohio (Group A-2, No. 79)—

(Continued on page 76)

With Its TV Plan

NCAA SATISFIED

PACED by widespread criticism of its 1952 TV football program, the NCAA 1953 television committee announced last week, at the end of a two-day meeting in New York, that this year's program had "worked satisfactorily."

This conclusion, contained in a statement released by the committee, noted that it was based on "opinion surveys and the overall reaction of the public, press, and the colleges themselves."

The two-day meeting, the committee said, was held to review and evaluate the 1952 program. Committee also discussed phases of variance in the wealth plans advanced for distribution of TV finances, including that advocated by Francis Murray, director of athletics at U. of Pennsylvania.

Mr. Murray's plan would allow colleges to make their own TV arrangements on condition that one-third of the TV receipts be allocated to a special fund to be administered by NCA. Plan would provide that the fund be used to relieve the losses of small colleges which could prove that television competition in their area had restricted attendance.

The committee also announced it had met with two representatives of Notre Dame U.: The Rev. Edmund P. Joyce, CSC, university vice president and chairman of the faculty athletic committee, and Ed (Moos) Krause, director of athletics. They were said to have presented the university's views on college football television, which in the past have been critical of NCAA policy [B*T, Dec. 1].

During the next few weeks, the statement said, the committee will formulate final conclusions and make recommendations for next year's program that will be presented the university's views on college football television, which in the past have been critical of NCAA policy [B*T, Dec. 1].

Meanwhile NORC released last week the text of its letter to the NCAA TV Committee in which NORC re-asserted its finding that TV hurts attendance at college football games. The letter was an answer by the research firm, which has been studying the problem since 1949, to claims by Dr. Allen B. DuMont Labs., and DuMont Television Network, that harmful influences of TV on college football game attendance have not been proved [B*T, Nov. 24].

Considering Dr. DuMont's contentions point by point, NORC noted that denial of adverse TV (Continued on page 78)

December 8, 1952 • Page 67
television grants and applications

Digest of Those Filed With FCC Nov. 27 Through Dec. 4

Grants Since April 14:

VHF

<table>
<thead>
<tr>
<th>Class</th>
<th>Office</th>
<th>AM/PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>90</td>
<td>127</td>
</tr>
</tbody>
</table>

Total

37 90 127

Commercial

New

Amended

VHF

Amended

Commercial

461 323 529 409 429 358 442 353

1 Includes XELO-TV Montemore (Mexico).Brownsville.

Processing on city priority status Gr. A-2 list has extended to city number 112.
Processing on city priority status Gr. B-2 list has extended to city number 160.

NEW STATION GRANTS

Listed by States

COLORADO SPRINGS, Col.-TV Colorado Inc. Granted VHF Ch. 11 (118-204 mc). ERP 250 kw visual. 125 kw audio; antenna height above average terrain 1,850 ft., above ground 187 ft. Issued under conditions, and, because Sec. 319 of Communications Act precludes transactions from states in southern Colorado, the construction of which is begun here, the Commissioners executing this application is stipulating that TV Colorado Inc. not begin operation until granted city is immediately available for antenna support which it erected prior to this authorization. Applicant is consulting engineer McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.


SPECIAL TEMPORARY AUTHORIZATION GRANTED

KOPO-TV TUCSON, Ariz.—Old Post Office Bldg., 405 N. 6th St., 95 kw visual, 45 kw audio; antenna height above average terrain 1,200 ft., above ground 350 ft. Special temporary authorization to operate on vhf Ch. 73 with transmitter output of 25 kw visual, 25 kw audio. Transmitter location 32° 15' 49" N., 110° 59' 15" W., Long. Transmitter and antenna RCA. City priority status: Grant. A-2, No. 113.


KSDV-TV LUBBOCK, Tex.—Texas Telecasting Inc. Granted special temporary authorization to operate on vhf Ch. 13 with transmitter output of 20 kw visual, 5 kw audio. Transmitter location 32° 26' 18" N., 101° 32' 18" W., Long. Transmitter and antenna RCA. City priority status: Grant. A-2, No. 113.


BEAUMONT, Tex.—Television Bests, Inc. Granted Ch. 31 (572-578 mc); ERP 10 kw visual, 5 kw audio; antenna height above average terrain 630 ft., above ground 450 ft. Issued under conditions, estimated construction cost $10,000. Transmitter location 30° 01' 41" N., 94° 31' 11" W., Long. Transmitter and antenna RCA. Legal counsel Roberts & Collins, Beaumont, Tex. Consulting engineer McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.

SALINAS—Salinas-Montery Television Co., Inc., Ch. 28 (584-586 mc); ERP 70 kw visual, 35 kw audio; antenna height above average terrain 2,340 ft., above ground 148 ft. Estimated construction cost $200,000. Transmitter location 36° 30' 26" N., 121° 27' 20" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.

EXISTING STATION

Channel Change Granted

WTVT (TV) BLOOMINGTON, Ind.—Sawkes Terriac Inc. Granted CP to change channel from vhf Ch. 16 to vhf Ch. 3 in Bloomington, Ind. Granted transmitter output of 25 kw visual, 8 kw audio; antenna height above average terrain 1,000 ft. City priority status: Grant. A-2, No. 113.

NEW APPLICATIONS

Listed by States

SALINAS—Salinas-Montery Television Co., Inc., Ch. 28 (584-586 mc); ERP 70 kw visual, 35 kw audio; antenna height above average terrain 2,340 ft., above ground 148 ft. Estimated construction cost $200,000. Transmitter location 36° 30' 26" N., 121° 27' 20" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.


NEW ORLEANS, La.—Supreme Best, Co. (WJMR), Ch. 32 (578-584 mc); ERP 2 kw visual, 1 kw audio; antenna height above average terrain 2,000 ft., above ground 500 ft. Estimated construction cost $198,300, first year operating cost $13,950. First year revenue estimated $17,900. Address 1050 Canal St., New Orleans, La. Transmitter location at 30° 08' 31" N., 90° 11' 58" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.

NEW ORLEANS, La.—Supreme Best, Co. (WJMR), Ch. 32 (578-584 mc); ERP 2 kw visual, 1 kw audio; antenna height above average terrain 2,000 ft., above ground 500 ft. Estimated construction cost $198,300, first year operating cost $13,950. First year revenue estimated $17,900. Address 1050 Canal St., New Orleans, La. Transmitter location at 30° 08' 31" N., 90° 11' 58" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.

ALEXANDRIA, La.—Jacob A. Newborn Jr., Ch. 32 (578-584 mc); ERP 2 kw visual, 1 kw audio; antenna height above average terrain 2,000 ft., above ground 500 ft. Estimated construction cost $198,300, first year operating cost $13,950. First year revenue estimated $17,900. Address 1050 Canal St., New Orleans, La. Transmitter location at 30° 08' 31" N., 90° 11' 58" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.

ALEXANDRIA, La.—Jacob A. Newborn Jr., Ch. 32 (578-584 mc); ERP 2 kw visual, 1 kw audio; antenna height above average terrain 2,000 ft., above ground 500 ft. Estimated construction cost $198,300, first year operating cost $13,950. First year revenue estimated $17,900. Address 1050 Canal St., New Orleans, La. Transmitter location at 30° 08' 31" N., 90° 11' 58" W., Long. Transmitter and antenna RCA. Legal counsel McIntosh & Ingle, Lafayette, Colo. City priority status: Grant. A-2, No. 113.
KGW EPPLY

KGW Portland, Ore., in competitive hearing with KONI there for a new TV station on vhf Ch. 6, presented FCC last week with a detailed attack upon KONI's petition to the Commission for consent to amend the KONI application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 49.5% owners [B&T, Dec. 1].

KONI's proposed amendment, which would show that other principal station employees have taken over the Stolkin group stock and other obligations, was denied by Hearing Examiner Elizabeth C. Smith [B&T, Nov. 21] on grounds that the amendment involves a substantial change, the proceeding is highly competitive and KGW did not advance sufficient "good cause" to warrant approval under such circumstances.

KOIN thereupon appealed to the Commission to overrule the examiner, claiming she had erred in her findings. KOIN argued good cause was shown and the changes are not substantial in nature.

KKG's opposition, in addition to attacking KGN's grounds for amendment, urges the Commission as an alternative to dismiss the KGN application for Ch. 6 on the grounds that under FCC's rules the amended bid "constitutes in effect a new application, and as such, is filed too late for consolidation in the Portland proceeding."

Examiner Smith meanwhile has postponed the Ch. 6 hearing until Wednesday, pending FCC's ruling on the petitions. KXL Portland last week also was authorized to withdraw its Ch. 6 application, thereby leaving KGW and KONI the only remaining contestants in the proceeding.

Concerning the proposed KONI amendment, the KGW petition noted "at least four major factors govern whether 'good cause' has been shown within the meaning of Sec. 1365(a) of the Commission's rules and regulations. They are: (1) The timeliness of the proposed amendment; (2) the substantiality of the proposed amendment; (3) the reasons for the proposed amendment, and (4) the degree of prejudice to opposing parties."

KGW argued that "as to each and every one of these four factors," KGN "has failed to sustain its burden of showing why said amendment would be in the 'public interest.'"

As to timeliness, KGW contended KONI is not subject to its amendment until Nov. 3, some 33 days after commencement of the hearing on Oct. 1. As to substantiality, KGW argued the "amendments proposed are major in character and in effect are the equivalent of a new application."

"No valid reason is given for amending," KGW alleged, "and in fact, on any one of three grounds, the amendment should be denied." KGW cited these grounds for denial:

(a) Bad faith is shown because the inference is clear that [KONI] amended for the purpose of avoiding the consequences of possible adverse proof and for the purpose of strengthening its application.

(b) Even if no bad faith is shown, it was improper to act of [KONI], which allowed these men to use their financial might to suppress obligations; accordingly, [KONI] cannot claim innocence or surprise, nor can it claim the amendment was necessitated by circumstances over which it had no control.

(c) Even if [KONI] is completely innocent and was unable to present this evidence, it is submitted that voluntary severance by shareholders can never be the sole basis for amendment. Supporting Examiner Smith's findings, contained in her memorandum opinion and order to deny the KONI amendment, KGW said these findings "without a doubt" constituted a "reasonable exercise of the discretion vested in her in an area where there are a number of complex and variable factors.

Accordingly, the Commission should not accept her determination unless it is clearly erroneous and not in accordance with established Commission policy."

KGW further argued that "even were this Commission to assume the complete innocence of [KONI] and its inability to resist this mass migration of its shareholders, it would be a strange anomaly to hold that this lack of shareholder responsibility constitutes a sufficient basis for amending [KONI] chose these shareholders, not [KGN]; and if [KGN's] shareholders cannot be relied upon, it would seem unreasonable to suppose that the consequences of such misplaced reliance should fall on those who chose the irresponsible shareholders, and not upon innocent third parties."

CHARLOTTE SESSIONS

Facts on TV Laid Out

PROSPECTIVE television operators from five states received a two-day dose of local operation "facts of life" during last week's Southeastern Television Conference held in Charlotte, N.C., under the sponsorship of WBTV (TV). The Dec. 3-4 agenda climaxed by FCC Commissioner Robert Bartley's talk on Thursday evening gave those planning to enter the video medium a comprehensive prospectus of the many problems in operating local TV stations.

Reid T. Rollo, of the legal firm of Kirkland, Fleming, Green, Martin & Ellis opened the session, speaking on "What's Happening to Your Application?" Mr. Rollo traced the itinerary of contested and uncontested applications through the FCC, and warned delegates against small defects in applications.

Ken Tredwell, WBTB operations director; Howard Head and A. D. Ring, consulting engineers; and Gaines Kelley, general manager of WPMY-TV Greensboro, N. C., rounded out the first morning's session with discussions of facilities and engineering. The afternoon session of the first day was taken up with talks on program

ATTENDING WBTB (TV) Charlotte TV conference last week were (l to r), seated, Leggette Blythe, Piedmont Electronics Corp., Charlotte; Shirley Silvers, CBS-TV Spot Sales, New York; Charles Hall, WCSS Charlotte, S. C.; standing, J. Robert Clevington, WBTB; Alton Tripp, WPFT Raleigh, and Wilbur Albay, WCSS.

BROADCASTING • Telecasting

EMERSON GRANTS

First Planned Soon

FIRST of ten $10,000 grants to educational TV stations offered by Emerson Radio & Phonograph Corp. [B&T, June 30] will be made within the next six months, Emerson President Benjamin Abrams predicted last week, probably to either U. of Southern California or U. of Houston, whose stations are nearest completion.

Estimating that $35 million will be needed to get educational TV launched on national basis, with annual operating budget of $55 million, Mr. Abrams announced that Emerson will extend its own assistance beyond the $100,000 initially offered. His resignation as chairman of RTMA Educational TV Committee frees him to solicit support of individual manufacturers, which he feels is urgently needed.

WBTB (TV) Charlotte personnel greet Washington speakers at its TV conference last week. L to r: Larry Walker, WBTB assistant general manager; Reid Rollo, of Kirkland, Fleming, Green, Martin & Ellis, Washington attorney; Charles H. Cutchfield, WBTB general manager; J. Robert Clevington, WBTB promotion manager; Howard Head, A. D. Ring & Co., Washington; Kenneth Tredwell, WBTB programs and public relations.

December 8, 1952 • Page 69
Combined Bid Policy of FCC

(Continued from page 97)

Northwestern Ohio Broadcasting Corp. (WIMA), granted uhf Ch. 35, ERP 91 kw visual and 50 kw audio, antenna 330 ft. Granted earlier by (ntd) WLOK-TV Lima, Ch. 73.

Monroe, La. (Group A-2, No. 112)—James A. Noe (RNKO), granted uhf Ch. 35, ERP 22 kw visual and 11 kw audio, antenna 740 ft.

Yaska, Wash. (Group A-2, No. 113)—KTB, Inc. (KIT), granted uhf Ch. 29, ERP 25 kw visual and 11 kw audio, antenna 960 ft.

Yaska, Wash. (Group A-2, No. 113)—WYAK Broadcasting Co. (KIMA), granted uhf Ch. 29, ERP 55 kw visual and 27.5 kw audio, antenna 950 ft.

In these last two instances, the post-harvest total of new authorizations to 136 permits, of which 10 are for noncommercial, educational outlets. Total TV station authorizations in U. S. now stands at 2,344. Of this number, 117 are in operation.

In his dissent on the noncommercial grant for station KFSA-FM, St. Louis, Missouri, Comr. Sterling said, "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. The above statement has been made by the applicant that the funds are not available in this case."

Webster Also Dissents

Comr. Webster dissented for the same reasons he gave in refusing to approve earlier permits for the Regents of the U. of New York State for New York City (uhf Ch. 25) and Binghamton (uhf Ch. 40) [BT, Aug. 18].

At that time he issued a detailed opinion in which he indicated it was unwise to make grants to state-supported institutions prior to their getting TV funds because long delays would ensue while they waited for their legislatures to meet and consider their budget requests. Comr. Webster stated that private educational groups with ready money would be precluded from obtaining the channels and putting them on the air.

More than 1,000 more grantees put signals on the air last week or planned to over the weekend.

WSLS-TV Roanoke, Va., began commercial operation on uhf Ch. 10 last Monday, It is an NBC and CBS affiliate. The same day, KGMB-TV Honolulu began programing in the Virgin Islands carrying CBS, NBC and ABC shows.

KROD-TV El Paso, Texas, was granted special temporary authority to commence telecasting on WTV in El Paso. Promptly following receipt of the authority put a test pattern on the air. Regular programing is to begin Dec. 14.

KVT (TV) Colorado Springs, Colo., went on the air for the first time Monday evening after an 8 p.m. Sunday night following rush construction of a new transmitter house (see story page 34).

In turning down WWS's request for the effective date for allocation of uhf Ch. 4 to Irlwih, Pa., pending court ruling on WWS's protest of FCC's failure to allocate Ch. 4 to Pittsburgh, the Commission pointed out that the station's appeal is not directed to the Irlwih action and does not affect the variance to the Irlwih action in its pleading.

Stating public interest requires denial of the stay request, FCC said, "While it is true, as petitioner contends, that Ch. 4 in Pittsburgh was not licensed until after the time for the construction permit to be authorized, to order granting of a construction permit there was the possibility of the power of the station would be insufficient to cause RF interference to station WTV in Pittsburgh. The Commission believes that the public interest would be served by authorizing the construction of Ch. 4 in Pittsburgh before the time for an authorization to operate Ch. 4 in Irlwih could be granted, no legitimate purpose would be served by the granting of the petition. Unsuspecting processing of applications for the channel until the court action is finally terminated. It is true that in the event of reversal of the Irlwih action such proceeding would have been fruitless. But in the event of affirmanice, the public would receive a new television service far more quickly than if the petition were granted.

The Commission, reserving KNOX-TV grantor ch. 8, reported the station would be constructed "with the greatest possible speed" but no more time would be allowed than was essential in the interests of the affected station.

Negotiations with equipment manufacturers are underway.

J. A. Newcomb Jr., partner in Televisioh Broadcasters, Beaumont Ch. 43 and 24, Texas, hopes to commence interion operation with GE equipment in May. American Telechron and Telechron Corp. has indicated a network line may be available. Mr. Newcomb also is permitted for uhf Ch. 21 at Gladewater, Ala., and has bids pending at Minden and Alexandria, La., and Tyler, Texas.

Reports also have been received from other new grantees concerning prospective commis."
Robert Vines and
Hubert Mewhinney
on KPRC-TV's
NATURE IN ACTION,
2:30 p.m., Sunday

Nature in Action-

Houston's Museum of Natural History, in collaboration with KPRC-TV, brings the amazing truths of NATURE IN ACTION to thousands of very interested viewers on the Texas Gulf Coast.

The NATURE IN ACTION programs presented on KPRC-TV cover a wide variety of subject matter. Some of the outstanding programs featuring scientists and guest authorities presented to date are:

"The Origin of Oil — How It Was Formed" by Dr. J. Brian Eby, Geologist, Houston.
"Fossil Animals of the Past" by Dr. H. J. Sawin, Professor of Science, University of Houston.
"Plants That Eat Animals" by Mr. Robert Vines, Director, Houston Museum of Natural History.
"Cosmic Rays and Atomic Energy" by Dr. Charles F. Squire, Professor of Physics, Rice Institute.
"Snakes the World Over — Presenting Slinky, the Six Foot Live Boa Constrictor" by Mr. Carl Stimson, Herpetologist.
"Human Embryology" by Dr. Joseph I. Davies, Professor of Biology, Rice Institute.
"Fishes, Rare and Common" by Mr. J. L. Baughman, Chief Marine Biologist, Texas Game, Fish and Oyster Commission.
"Parasites of Humans" by Dr. A. C. Chandler, Professor of Parasitology, Rice Institute.

=Diamonds, Past and Present" by Mrs. J. Hanford, American Jewelry Association, New York City.
"Meteorites, Our Stone-pelted Planets" by Mr. H. H. Nininger, Expert on Meteorites, Winslow, Ariz.
"Science in Ancient Times" by Dr. C. D. Leake, Vice-President, University of Texas Medical Branch, Galveston.
"Indian Culture" by Hubert Mewhinney, Naturalist-Columnist, Houston Post Company.

The above listed programs and many others continue to leave a lasting impression on the viewers of KPRC-TV. Robert Vines and Hubert Mewhinney, who conduct the television program, often receive inquiries pertaining to specific programs as long as four or five months after it has been presented. Mr. Vines attributes this to the tripled comprehension resulting from the audio-visual combination. He adds that the program also does much to dispel groundless fears based on folklore or misinformation since it leads KPRC-TV viewers throughout the Texas Gulf Coast to contact Houston's Museum of Natural History whenever they face a puzzling aspect of Nature. It has notably increased the attendance and interest in the Museum.

KPRC-TV is proud of the fact that NATURE IN ACTION appeals to the entire family—with 60% of its enormous mail-pull coming from adults and 40% from children. Through NATURE IN ACTION, Mr. Vines, Mr. Mewhinney, and guest authorities answer endless questions from the viewers, fulfilling their desire to SEE straight-forward, scientific demonstrations, both informative and entertaining.

It's a program for the people, presented as a public service by KPRC-TV.
ABC-UPT Merger Attacked
(Continued from page 26)

a final decision is rendered, and as-
sumed Sen. Tobey that "the Com-
mmission will give this proceeding
careful study and consideration be-
fore issuing its decision."

Sen. Langer's letter was dated
Nov. 20 and also received a reply
from Acting Chairman Hyde, on Nov. 28, in behalf of all the Com-
mis sioners. Mr. Hyde detailed the
remaining steps to be taken before a
final decision was made, begged off making any comments on the
matter since it was still under ac-
tion at the Commission.

Text of Sen. Langer's letter was as follows:

... As a member of the Senate Judiciary Committee who has long
been interested in the enforcement of antitrust laws, I am shocked at
the proposal of your hearing examiner, particularly in view of the proposed
flawed calling attention to the
antitrust record of the motion
picture producers and exhibitors
which was filed with your hearing ex-
aminer by the members of your legal
staff. In these findings, they say
there have been at least 150 antitrust
actions or investigations against Paramount
which were settled or are still pending.

I note that, in large measure, the
findings of your hearing examiner are
predicated on a prior order of the
Commission limiting its consideration of
or achieving any of the violations of the various
applicants to those occurring during
the last three years. There are no circumstances which can justify such
a limitation. It made irrelevant a rec-
ord of law violation extending over
several decades. It permitted consid-
eration only of the record of these
companies and their officials after the
Supreme Court nullified their law
violations and forced them into a pro-
bationary period of good behavior and
pious utterances. I regret that this or-
ders of the Commission did not come
to my attention until recently and
that I, therefore, did not have an op-
portunity to protest against this
action.

Those of us in Congress who are
charged with responsibility for the
enforcement of the laws dealing with monop-
olies and restraint of trade cannot but
seek an answer at the actions of any
federal agency which, in effect, con-
done and sanction antitrust violators,
ready to the point of refusing to con-
sider their records in any realistic
sense. It is my understanding that
you are charged to consider the char-
acter of applicants who seek to use
the radio and television frequencies
and that in the past your commission
has refused to condone antitrust vio-
lations by those who have been
guilty of such acts the invalu-
able license to use the air. Similarly,
I recall that prior commissions have
sought to avoid any monopoly or
tension toward monopoly in the ra-
dio field by compelling the sale by
NBC's Blue Network. As is ap-
parent to anyone who reads a daily
newspaper, television licensees are
increasingly seeking to cross over
the theatres for a viewing audience.
The severe competition between TV
and theatres is accepted by theatre
owners except on occasions when it is
in their selfish interest to content
otherwise. It is self-evident that this
competition will increase. It is self-
evident that the theatres and the te-
vision licensees will be competitors
for the product of motion picture
producers. It is also evident that this
will be true both with respect to so-
called "free" television programs and
"pay-as-you-see" programs. To indi-
cate otherwise, as does your examiner,
is to deny facts known to every child
who looks at a TV set.

In the face of these incontrovertible
facts, your hearing examiner pro-
posed to approve as a licensee of the
Commission persons and corporations
who have been notorious violators of
the antitrust laws. He would place
them in a position to violate the anti-
trust laws in all respects similar to
the position the Supreme Court struck
down except that TV stations are sub-
stituted for motion picture houses.

Additionally, the approval of this
merger permits a combine of persons
who would otherwise be competitors
for the product of motion picture
other producers. A network, stations
owned and operated by a network
and a motion picture theatre chain
which was TV stations have joined together. Theatre TV interests
have already monopolized outstanding
sporting events in the nation's
home TV. The competition for audi-
cences between the owned and operated
stations of ABC and the the tele-
UPT is real, direct and effective to-
day. The same is true with respect to
film. It must be apparent to all this
competition will intensify and
increase in the future unless its elim-
ination is condoned by your commis-
sion. I cannot believe that a decision
will ever arrive when a federal govern-
ment agency will, by its action, elim-
inate competition, encourage monop-
opoly and unfair competition.

Your hearing examiner naively as-
sumes that there can and will be com-
petition between the two divisions of
the same corporate head. Those of us
who have had experience with the
antitrust laws know that such an assump-
tion is preposterous. It is to
assume that the left hand will not
know what the right hand is doing. On
the basis of such an assumption, the
commission was wholly unwar-
anted in requiring the divestiture of
the NBC affiliation.

As your lawyers so well pointed out,
this proposed merger is but the par-
allel first step of what transpired in
the motion picture industry where
complete unification of production, dis-
tribution and exhibition was finally
achieved and was declared illegal by
the Supreme Court. You will remem-
ber that as Governor of my State I
secured the passage of that first divi-
sion law. The pattern estab-
lished by the very people who urged
this merger and urged themselves as
acceptable to the licensees to the Com-
mis sion is clear and will result in the
ultimate unification of the motion pic-
ture and television industries. It must
be anticipated that if this merger is
approved and made complete, other
companies will attempt to enter the television field to achieve
equal competitive status and the end
result again will be the merging of
production, distribution and exhibi-
tion with the exhibition of televi-
sion encompassing the new media of
television.

I suggest to you that the compla-
cent acceptance by your hearing ex-
aminer of the self-serving statements
that they will do no wrong in the future
by men who have charted the
unrestrained and illegal course of
companies involved in the past
stands in direct contrast to the
statement of the Supreme Court in the Para-
mount case when it said:

"Those who have shown such a
marked proclivity for unlawful con-
duct are in no position to complain
that they carry the burden of show-
ning that their future clearances come
within the law."

I sincerely hope that no action taken
by your commission will require those
of us charged with the supervision of
antitrust laws to inquire whether
federal agencies are treading down	hose laws rather than seeking to
further them. I am sending a copy of
this letter to the Attorney General
so that he may have his Antitrust
Dept. make a thorough study of
this matter and make recommendations to
you and the Judiciary Committee.

WBEN-TV Buffalo's 1,057-foot tower from which station began telecasting
Nov. 24 [B+T, Dec. 1]. Atop the
super-gain antenna, attached to the
tower itself, is the pylon antenna of
WBEN-FM.

WDTV Channel Switch
DuMONT'S WDTV (TV) Pitts-
burgh completed its switch-over
from Ch. 3 to Ch. 2, in compliance
with FCC's freeze-lift order, on
Nov. 23 and plans to implement its
grant for increased power by in-
stalling a new transmitter
next spring, spokesman reported
last week. To accomplish the channel
change, a new transmitter was put
into use; the old one will be modi-
fied to Ch. 2 for use during the
transition to higher power (100 kw
ERP from 15.7) and, later, as a
standby.
In Philadelphia...
people watch
WPTZ
more than any other TV Station!*

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

WPTZ
NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales
Morals Report Expected, Hearing Ends
(Continued from page 21)

Gamble, president of the American Association of Advertising Agencies, urges that the broadcasting-advertising industry be permitted to police its own activities.

Mr. Gamble stressed that in all 200 meetings he has held as the final authority on acceptance of artists and program content.

The American system of broad-
casting, Mr. Gamble said, makes people the final judge. The public is constantly voting on which programs they will or will not listen to.

Whether a program is immoral or offensive is a question of per-
onal opinion subject to an individual's outlook and the changing
mores of society, Mr. Gamble said.

"I do not believe that Congress
is going to go on the basis that
as a manufacturer of cars, the F 202 TV continuities set aside for
just another opportunity to
urge authority is permitted to
approve a manufacturer of cars.

The percentage of the 425 radio
continuities the Federal Trade Commission examined in 1950 were
set aside for further study, Mr.
Gamble said. Only 3.9% of the
2,102 TV continuities were set
aside, he added.

Referring to an AAA "Monthly
Interchange of Opinion on Objec-
tionable Advertising," Mr. Gamble
said that in the last two years
on 12% of the advertisements single-
d out for objections were radio,
only 6% TV. Mostly, he said, the
objections were for poor taste,
although there were substantial
objections to certain products being advertised on the air.

Brown Attacks Networks

Earlier the House subcommittee
heard Gordon Brown, owner of
WSAY Rochester, N. Y., recom-
mand that Congress require the
FCC to license networks.

Mr. Brown, who has waged a
long fight against what he alleges
are network domination, told the
commission that network programs
will pay the same material which some people found offensive. He
delated that locally originated pro-
grams by stations operators rarely
would be accused of offending the
public's tastes.

Recommendation that cigare-
tete and beer advertising be banned
from the airwaves from 4 to 6 p.m.
as sort of a "children's hour"
was offered by Paul C. Mitchell,
chairman of the Committee on
Peace and Social Action of the
First Methodist Church of Mt.
Vernon, N. Y.

Mr. Mitchell, who said his only
complaint was the effect such ad-
vertisements had on people the final judge.

Mr. Mitchell also urged that
(1) children not be used in radio
or TV commercials advertising
cigarettes, beer or wine; (2)
programs not have a large appeal
to youth—like the "children's hour"—
that are not approved by your
school; (3) not have censored
society, beer or liquor interests;
(3) no cigarette, beer or liquor
advertisements be in the press;
and (4) no cigarette, beer or liquor
advertising be broadcast on
Sundays.

Mitchell told the committee to
recommend legislation banning the
interstate advertising of alcoholic
beverages was made by Clayton
M. Wallace, National Temper-
ance Commission.

In the program, which his group
accepted, Mr. Mitchell also urged
that (1) children not be used in
radio or TV commercials advertising
cigarettes, beer or wine; (2)
programs not have a large appeal
to young adults—is it not
enough to be within your
school?; or charity; (3) not be
in the press; and (4) no cigarette,
beer or liquor advertising
banned.

In the program, which his group
accepted, Mr. Mitchell also urged
that (1) children not be used in
radio or TV commercials advertising
cigarettes, beer or wine; (2)
programs not have a large appeal
to young adults—is it not
enough to be within your
school?; or charity; (3) not be
in the press; and (4) no cigarette,
beer or liquor advertising
banned.

In the program, which his group
accepted, Mr. Mitchell also urged
that (1) children not be used in
radio or TV commercials advertising
cigarettes, beer or wine; (2)
programs not have a large appeal
to young adults—is it not
enough to be within your
school?; or charity; (3) not be
in the press; and (4) no cigarette,
beer or liquor advertising
banned.

In the program, which his group
accepted, Mr. Mitchell also urged
that (1) children not be used in
radio or TV commercials advertising
cigarettes, beer or wine; (2)
programs not have a large appeal
to young adults—is it not
enough to be within your
school?; or charity; (3) not be
in the press; and (4) no cigarette,
beer or liquor advertising
banned.
Where Broadway crosses "Main Street"

The curtain goes up on Broadway and people in towns and on farms across the country can watch from front row center on their television sets.

Seven short years ago the first intercity television broadcast, using today's methods, took place between New York and Philadelphia—a distance of 95 miles. Since then the Bell System has expanded its network until today it contains over 30,000 channel miles.

This expansion required great investments of ingenuity, effort and money. Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity radio and television broadcasting today and tomorrow.
That’s what the Cal Ray Cookie Company (one of Los Angeles’ largest and oldest manufacturers) did on KHJ-TV in the first 5 months of their daytime TV spot campaign. No other advertising was used during this period.

You will be amazed at the low rates and the high ratings of KHJ-TV in Los Angeles.

Note to other food accounts:
The entire Cal Ray budget spent on KHJ-TV would have bought ¼ page weekly in only one of the leading Los Angeles newspapers.

For further information on how you, too, can increase your Los Angeles market sales, call or write

KHJ-TV SALES
1313 North Vine Street
Hollywood 28, Calif. • HUDson 2-2133

KHJ-TV SALES
c/o WOR-TV, 1440 Broadway
New York 18, N. Y. • LONGacre 4-8000

KHJ-TV SALES
2107 Tribune Tower
Chicago, Illinois • SUperior 7-5110

KHJ-TV SALES
1000 Von Ness Avenue
San Francisco 9, California
PRospect 6-0500
by Rep. John McCormack (D-Mass.) earlier this year. Purpose of the study is to streamline political campaign procedure, with more realistic laws governing expenditures.

In his prepared statement, Chairman Walker, who was accompanied by FCC General Counsel Benedict Cottone, lauded the radio-TV industry's record over the years—"and especially in the recent campaign"—as one "of which we can be proud." He termed it "essential at the same time that these valuable media do not become the monopoly of one point of view, of one political party, or of one particular candidate."

Equal Time Vs. Opportunity

Stating Congress' intent was to insire "fair and equal treatment" for all candidates on radio-TV, Mr. Walker noted Sec. 318 (1) is directly applicable only to legally qualified candidates, (2) does not require stations to afford free time to any such candidates (unless it has permitted use of its facilities to another), and (3) bounds stations, when they do sell time, to offer it at comparable rates to all candidates.

Chairman Walker cited the distinction between providing an equal amount of time and making equal opportunities available. "All candidates may not be in a position to take advantage of their legal opportunities if they do not have the funds to purchase as much time as their opponents," he observed.

Turning to commercial coverage of the political conventions and other sponsorship factors, the FCC Chairman declared:

I think it is fair to state that in all instances which have been reported to the Commission of commercial sponsorship of political programs there is no evidence that any of the commercial sponsors intended by their sponsorships to favor any particular candidate or party. On the other hand, a question is raised as to whether such programming, especially where it is carried on, as some was, after the nominations and during the campaign itself, constitutes a "contribution" to the candidate and party who is therefore enabled, without cost to it, to present its case to the American people.

This practice raises several questions. First, if it is not clear whether such commercial sponsorship by corporations or labor unions of political broadcasts in which valuable air time is made available to the political candidates for federal offices or their parties, is consistent with the existing provisions of the Corrupt Practices Act. On this point we believe that Congress should clarify the situation so that the potential sponsors of such programs may know their rights, and take such action as may be appropriate to comply with the provisions of law. And whatever determination is made as to whether such financing of campaign broadcasts should be permitted or prohibited, this method of avoiding some of the costs of political campaigns must enter into the Committee's over-all calculations.

But I must point out that the problem which has already been presented to the Commission arising out of this new method of paying for political programs for the station has arisen as to whether, for purposes of applying Section 318 of the Communications Act, the station would be considered available to some candidates on a sponsored program to be classified as free time. It is not immediately certain on the part of the candidate or his party is involved, or paid time because the stations carrying the programs were directly sponsored. The importance of this question results from the fact that, if the time is classified as free, stations will, if a candidate appears on such a program, be under an obligation under the law to afford time to all candidates, to legally qualified opposing candidates, whether or not the station can secure a sponsor for the time under the terms of its agreement.

On the other hand, if the time were to be classified as "paid time" it is clear that a tremendous weapon for effects "have come unanimously from precisely those parties who stand to gain financially by the elimination of any restrictions.

In the last pendents of the year, the NORC is a non-profit research organization that has been "guided solely by the facts."
TO PRESENT the stars of your show viewing the Blues on their way to the changing of the guard—to bring home far places and peoples—to do it quickly and economically . . . USE FILM

Complete information concerning film selection and processing available . . . also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., East Coast Division, 342 Madison Avenue, New York 17, N. Y., Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois, West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
You Want Coverage?

Say "WHEN" Television

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

You'll Get Results

On Central New York's Most Looked At Television Station

Represented Nationally

By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MERRIDETH STATION

Page 80 • December 8, 1952

Liability Remedy Asked of House

(Continued from page 78)

Cheaper by Five

SIDELIGHT of the New York Times survey on campaign expenditures was the revelation that a one-minute TV spot costing $2,400 in Washington state costs political parties more than a five-minute program, newspaper reported. Campaign officials reported a rate of $40 for a 20-second spot, $170 for a one-minute announcement and $10—special rate—for a five-minute show. The story did not identify the station but presumably it was KING-TV Seattle. (Survey story is on page 78.)

Communist Party is legal in many states.

Citing the Commission's prohibition against censorship of political material by candidates, Mr. Keating referred to an "apparent Congressional mandate" and expressed belief that broadcast licensees "are not free to be used under state libel and slander laws."

The Commission recognizes, however, he added, that this immunity has not been "universally recognized" and has supported the Horan proposal. He continued:

It should be made clear that there does exist an important area of government concern to suppress political programs which fall outside the provisions of Section 315. For the Communications Act clearly providing for the taking of renewed licenses and renewals thereof may only be granted where the Commission is able to find that the public interest, convenience and necessity would be served thereby. And the Commission has consistently held that one of the important factors in the station's operation in the "public interest" is its willingness to afford opportunity for the expression of opposing views and on controversial matters of interest to the listening public. In our view, as expressed in a report on "Programming by Radio Broadcasters," "...the public interest of the community served by the station rather than the personal interest of the licensee chosen to provide a public service, is paramount, and while the licensee is not precluded from stating his opinion, he cannot do so to the exclusion of other points of view.

Since elections are clearly both highly controversial and of great community interest, it is clear that stations have an obligation to be fair and to present opposing viewpoints in their programming relating to election campaigns, even with respect to the issues which do not fall within the provisions of Section 315 and with respect to which absolute mathematical opportunity of equal time is not required. And in reviewing the overall record of stations in licensing proceedings—usually in connection with applications for renewal of license, the Commission has an opportunity for determining whether these obligations of stations to present both sides of public issues, has been met.

This fact has meant that even with respect to political broadcasts not falling within the protections of Section 315, broadcast stations have been conscious of their duty to present a relatively balanced presentation of opposing viewpoints. This, of course, is not the same thing as providing candidates with an absolute right to equal treatment and we do not mean to suggest that the general duty of stations to be fair obliges the necessity for requiring absolute equality of treatment of the candidates themselves. But it is important to point out to the Committee that we are not confronted with a situation in which stations are free to permit or prevent partisan one-sided presentations, or their refusal to give the station's facility, and the exclusion of opposing points of view, through the device of confining such programming to programs not falling within the rather restricted ambit of Section 315 of the Communications Act.

Committee members perked up on the censorship question, apparently believing the dilemma confronting broadcasters. In response to a request by Rep. Boggs for clarification, Mr. Cottle recited the history of political broadcast cases, including the Felix vs. Westinghouse and Port Huron rulings.

Mr. Cottle said there has been no direct court decision exempting stations from libel. In the Port Huron case (WHLS Port Huron, Mich.), he pointed out, the Commission found an unauthorized act of censorship ("it refused facilities to all candidates) but waived penalty action.

In the Westinghouse situation, he noted, the stations (XYW WFIL WCAU Philadelphia) would have not been held liable if there had been a legally qualified candidate—not merely a spokesman involved.

The stations claimed Sec. 315 forbade censorship and were upheld by a district court. The U. S. Court of Appeals, he said, reversed the decision, however, and rendered the stations liable. A spokesman for a candidate had labeled another person a Communist. Mr. Cottle noted that this had pleased Sec. 315 as defense.

The Dilemma

Rep. Boggs wanted to know whether a station can deny its facilities to another candidate if there's obvious bias. Mr. Keating replied that if it offers its facilities to one candidate, it cannot refuse them to another, under the Port Huron ruling.

"You mean a station cannot deny and cannot permit, at the same time?" Rep. Boggs asked. Mr. Cot- tone felt there should be no culpabil- ity where there is no means of a station to protect itself, but noted in the Westinghouse case the stations were liable under state law. Until the Port Huron case, he said, some stations censored talks and others did not.

In instances where the licensee or someone under his control was responsible for libelous utterances, Chairman Walker replied, upon questioning, that "then something ought to be done."

Mr. Hardy also referred to the Horan bill and advocated a "real- istic point of view" on the broadcasters' problem. In response to questioning from Rep. Karsten, he said some networks have commentators who take a strong position on political issues, and others have a policy against them, but felt that overall the views of commentators were well balanced.

Mr. Hardy said it would be "extremely unrealistic" to put a limit on radio-television expenditures on behalf of candidates, as suggested in some quarters.

Equal Time Discussed

On equal time opportunities, the NARTB official said this is difficult to comply with, though in many cases, parties seemed satisfied with the offer of equal time.

He was asked about the amount of time sold to each major party at the national or network level. Mr. Hardy said it was fairly evenly distributed, with perhaps a slight edge to the GOP. He noted the Senate Privileges & Elections Sub- committee is collecting data.

Asked about mushrooming TV costs, Mr. Hardy said the charges were incurred from operation costs and other expenses. He said politicians feel sometimes they are charged twice in the event of pre-emptions but said this would come out in broadcasting rates to pockets otherwise. Mr. Hardy stressed that responsibility for pre-empting programs rests with the individual licensees, not the FCC.

He said a breakdown by political committees on actual amount, paid out for time alone would be helpful and "a better picture." He also gave committee members profit-and-loss data of TV stations in different station markets, based on the FCC annual report.

Throughout the hearings, the New York Times survey on political expenditures popped up for comment. Mr. Hardy also was asked for his views on the Congressional House, Senate hearings of committee hearings and proceedings. (See pages stories 78, 40.)

Mr. Mitchell testified that the various committees sometimes "collided" on plans for getting radio-television, and felt efforts should be coordinated from the national committee. He said the current $2 million limit is too low. He submitted that while Mr. Adair, Stevenson may have been on TV more often, there was more money available for President-elect Eisen- hower's personal appearances. Mr. Mitchell said that, all radio-television appearances considered (Gov. Thomas Dewey, etc.), the Republicans spent much more on broadcast media.

One program Oct. 18 cost the Democrats $5,000 for CBS-TV, $8,000 for CBS Radio and $8,000 for newspaper ads—he noted. Mr. Mitchell conceded it may not have been wise to have reserved time segments early this year, de- spite no payout for pre-emptions, which he estimated would have boosted cost of programs 50%. 
HAWAII'S FIRST TV STATION FLOWN FROM ELECTRONICS PARK

Equipment sent Nov. 8 via transoceanic flight puts KONA Honolulu on air Nov. 17

Complete station equipment was shipped by air from General Electric's headquarters in Electronics Park, Syracuse to KONA Honolulu to open the Islands' first active television center. Flying Tiger Air Lines made the initial hop to San Francisco where Transocean Air Lines took over final delivery of the expedited shipment.

29,000 lb. Shipment Flies 4900 Miles
One of the largest air loads of electronics equipment ever moved, the shipment totaled 29,000 pounds including a dozen 20' boxes of transmission cables. G-E engineers traveled 4900 miles with the 5 kw transmitter, single bay antenna, and studio equipment in order to supervise immediate installation. Total cost of the delivered units approaches a half million dollars.

Additional Equipment Ordered
Radio Honolulu, station owners, have already placed an order with G-E for a 50 kw amplifier to boost transmitter power 10 times plus a six bay antenna to increase KONA's ERP (Effective Radiated Power) six times.

ON THE AIR 10 DAYS AFTER EQUIPMENT WAS SHIPPED!

George H. Bowles
General Manager
KONA

Talk about speed — just 10 days after equipment was shipped from the General Electric plant in Syracuse, New York, Station KONA Honolulu went on the air. This record time was made possible by aerial delivery of all units and six General Electric engineers who were flown to Honolulu to direct installation.

Praises G-E Engineers
In a cable to the General Electric Company, George H. Bowles, General Manager of KONA, said the station opening was a complete success, “thanks to your staff and the wonderfully enthusiastic and efficient group of engineers sent here by G. E.”

HANDED KONA EQUIPMENT ORDER

A key figure in the carefully executed air delivery of complete station equipment to KONA Honolulu, was Charles T. Haist, District Sales Manager for G. E. on the West Coast.

Mr. Haist worked closely with Radio Honolulu officials for many months in planning required station facilities and expediting delivery. He was on hand at Oakland to help supervise loading and accompanied the equipment from there to Hawaii.

San Francisco Headquarters

G-E and Radio Honolulu engineers are shown with the equipment they installed to put KONA on the air in record time! L. to R.—R. Walser, Chuck Smith, L. Haven, C. A. Prohaska, Paul S. Appling, C. T. Haist, R. Bird, R. Utterback, N. Rotolo, E. Pratt and R. Thompson. KONA will operate on Channel 11 using a temporary TV antenna mounted on the tower of radio station KPOA.
For the sixth month, excluding the show's summer hiatus, CBS-TV's I Love Lucy was in first place among network television programs for both percentage of TV homes and number of TV homes reached, in the November Videodex Reports. Complete breakdown follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of % TV Homes</th>
<th>Cities Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS)</td>
<td>54</td>
<td>52.0</td>
</tr>
<tr>
<td>Godfrey &amp; Friends (CBS)</td>
<td>54</td>
<td>42.5</td>
</tr>
<tr>
<td>Godfrey &amp; Friends (CBS)</td>
<td>54</td>
<td>42.5</td>
</tr>
<tr>
<td>Groovie Goochie (NBC)</td>
<td>59</td>
<td>42.3</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>37</td>
<td>41.9</td>
</tr>
<tr>
<td>Digital Circle Hour (NBC)</td>
<td>45</td>
<td>41.3</td>
</tr>
<tr>
<td>Your Show of Shows (NBC)</td>
<td>48</td>
<td>39.9</td>
</tr>
<tr>
<td>Taste of Town (CBS)</td>
<td>40</td>
<td>38.6</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
<td>58</td>
<td>38.1</td>
</tr>
</tbody>
</table>

Wash. State Outlines Educational TV Plan

The newly-formed state Citizens' Committee on Educational Television has announced plans to establish a statewide TV educational system. At a meeting of some 150 committee members in Seattle, it was decided to establish local groups in Tacoma, Omak, Wenatchee, Ellensburg, Yakima, the Tri-City area (Pasco-Richland-Kennewick), Walla Walla, Spokane and Pullman.

Newly selected officers of the statewide group are chairman, Ed- win C. Whiting and vice-chairman, Mrs. Arthur Skelton, both of Seattle; executive secretary, John E. Hansen, Olympia, and treasurer, Edward J. Lehan, Spokane.

Likelihood that Seattle soon will use Ch. 9 for educational television was seen last week after an announcement that equipment worth $183,000 has been contributed to the Seattle Committee on Educational Television by Mrs. A. Scott Bullitt, president of KING-TV Seattle.

Equipment includes antenna, tower, transmitter, a two-camera chain, two motion picture projectors, a Monoscope slide projector, monitoring equipment and other items. KING-TV also has offered the proposed educational station staff advice on technical, operations and program matters.

Gift becomes effective when KING-TV completes installation of new equipment to increase its own power, and when the educational TV group obtains a construction permit for its proposed station.

In a statement acknowledging the gift on behalf of the Seattle Committee on Educational Television, Edwin H. Adams, chairman, said:

This group, with representatives from the various educational institutions in the area, has been working for some time towards utilizing Ch. 9 for an educational television station in Seattle. Mrs. Bullitt's most generous offer solves one of our biggest problems and just about assures this area of making use of Ch. 9.

Prof. Adams is director of radio and television for the U. of Wash- ington, and manager of KUOW (FM) Seattle.

ABC-TV's Adventures of Ozzie & Harriet was voted "Program of the Month" for December by 10th District P.T.A.'s Los Angeles, "as demonstrating that families are fun in everyday living."

Weekly Television Summary—December 8, 1952—Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air Sets in Area</th>
<th>City</th>
<th>Outlets on Air Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>16,500</td>
<td>Bismarck, N.D.</td>
<td>109,771</td>
</tr>
<tr>
<td>Omaha</td>
<td>15,200</td>
<td>Milwaukee</td>
<td>344,520</td>
</tr>
<tr>
<td>Utah</td>
<td>12,600</td>
<td>Minneapolis</td>
<td>620,900</td>
</tr>
<tr>
<td>Austin</td>
<td>7,175</td>
<td>Denver</td>
<td>58,200</td>
</tr>
<tr>
<td>Austin</td>
<td>7,775</td>
<td>Houston</td>
<td>517,525</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Los Angeles</td>
<td>1,422,981</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>New York</td>
<td>2,845,807</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Philadelphia</td>
<td>2,845,807</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Portland</td>
<td>329,200</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>San Antonio</td>
<td>122,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Salt Lake</td>
<td>434,807</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>San Diego</td>
<td>313,380</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>San Francisco</td>
<td>410,090</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Sacramento</td>
<td>196,950</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Seattle</td>
<td>679,012</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Spokane</td>
<td>679,012</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>St. Louis</td>
<td>142,050</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>St. Paul</td>
<td>297,375</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Tampa</td>
<td>201,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Toledo</td>
<td>196,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Washington, D.C.</td>
<td>1,640,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>West Hollywood</td>
<td>1,640,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Winnipeg</td>
<td>1,640,000</td>
</tr>
<tr>
<td>Denver</td>
<td>7,175</td>
<td>Wichita</td>
<td>1,640,000</td>
</tr>
</tbody>
</table>

Total Stations on Air 118* Total Markets on Air 68*
the kitchen is bigger now

With a schedule move from mid-afternoon to 1 P.M. and double the television sets to draw from, Suzie McIntyre's "Carolina Cookery" (Monday through Friday) is winning an average Videodex rating of 14.5.

The merest mention of a recipe for Japanese fruit cake last month drew 570 mail requests on one day. Come into Suzie's kitchen for sales results in the Carolinas.

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
FILMS FAVORED

Nat Wolff Cites Benefits

FILMING of video shows was roundly endorsed at a television forum that marked the opening of new headquarters for the Adver-

tising Club of Los Angeles in the Hotel Statler.

Speaking on "advantages of package television shows" Nat Wolff, vice-president in charge of radio and television production,

Young & Rubicam Inc., New York, declared that his agency last year had many house-produced pro-

grams, but this year is using only film packages.

From a cost standpoint, he pointed out, one show alone last year required 14 persons the year around. It represented a $3,000 loss per week to the agency. Such losses

do not exist when shows are filmed packages, he reminded.

Mr. Wolff said he believes in packages because they utilise the talents of specialists who know how to build entertainment. The enter-

tainment value must be achieved for an audience before the program "sell" can be built, he emphasized.

"An agency or advertiser could not afford to hire such specialists because top creative men in film production can earn from $60,000 to $125,000 a year. But it is possible to cut their services by buying a film package." Although many top creative

people are particularly interested in making TV films when they can obtain residual rights, Mr. Wolff stated the personal observation that the value of residuals is not yet

known.

He cautioned agency executives that although the change to pack-

age film shows this fall has brought good ratings, a program cannot be called successful unless it sells merchandise.

"It is through the proper selection of the right program for the right product, and the exercise of judgment and experience that agency men will earn their 15% even though they are no longer responsible for production," he said.

Film Termed Economical

Klaus Landsberg, vice-president and West Coast director of Parma-

mount Television Productions and general manager of KTLA (TV) in Los Angeles, decried the fact that the cost of television is getting be-

yond the reach of the local adver-

tiser. He endorsed film by saying that $90,000 will produce a good program that is economically real-

istic when spread over 60 mar-

kets.

In his opinion, video films are the death knell for networks. A film can be used in any market and the advertiser can choose the time and station. When this can be done there is no need for interconnected stations to teletape the 70 steps in a

program simultaneously. This is the reason the networks fight for live programming even though it is not economical, he opined.

At the same time, Mr. Lands-

gberg said there is no longer the possibility to build a good local live show at a reasonable price if: (1) It is based on sight as well as sound; (2) It fits into the local community; and (3) it is produced at a price an adver-

tiser can afford.

Mr. Landsberg revealed that KTLA is now planning to break away from the traditional blanket rate on the card to a formula based on audience times length of commercial times number of com-

mercials. The audience would be estimated through a composite of all programs.

Hal Roach Jr., vice-president and executive producer of Hal Roach Studios Inc., a panel mem-

ber, screened a number of com-

mercials, and observed that costs can be cut if: (1) The agency trusts the producer and the sugges-

tions he makes; (2) trick shots are kept to a minimum; (3) sufficient time is allowed for the film production to take their normal course.

Rush work costs more because of added labor and other costs, he emphasized.

As a producer, Mr. Roach said he has observed these faults: (1) Too much copy with the result that the viewer can't absorb what he hears; (2) audio which does not match the action seen; (3) copy which does not relate to what is seen.

Al Simon, head of Al Simon Pro-

ductions, a panel member, con-

fessed to having been converted from a "live" viewpoint to film as a result of his association with such programs as I Love Lucy, George Burns & Gracie Allen Show, I Married Joan and others.

Current technical developments portend that film quality will be equal to live within a few years, he predicted.

Scroffing at the idea that most

KTLA (TV) EXPANDS

KTLA (TV) Hollywood, with clearance granted by the Los An-

geles Building Commission, will start construction on additional studios and executive offices within six months.

A new three-story addition will be made to the building to be augmented by one or two additional stories to house station's offices.

There is no logical reason why long-standing applications for privately-owned television should not now be considered. . . . The association's statement points out that there is a gap in the market for 20 million U. S. homes enjoying TV on a competitive basis without any annual license fee.

Canadian MRFS

Uege Govt. Alter Policy

CANADIAN television manufac-

turers plan action against the govern-

ment's recent policy of limiting private television station develop-

ment to smaller centers.

Following a board meeting of the Radio-Television Mfrs. Assn. of Canada on Nov. 27, a statement was made that there is no logical reason why long-standing applications for privately-owned television should not now be considered. . . . The association's statement points out that there is a gap in the market for 20 million U. S. homes enjoying TV on a competitive basis without any annual license fee.

Page 84 • December 8, 1952

BROADCASTING • Telecasting
TV OPERATION

SOME small educational TV stations may cost as much to operate as small commercial TV stations, according to Richard P. Doherty, NARTE employee-employer relations director.

Speaking Thursday before the Southeastern Television Conference at WBTV (TV) Charlotte, N. C. (see conference story this issue), he debunked some of the predictions about low-cost possibilities of educational television, presenting results of several years' analysis of TV station expenses. Mr. Doherty is a former educator, having headed the Economics Dept. at Boston U. for many years.

"Some persons who have estimated small educational TV stations might be run at a total cost of $150,000 a year are completely off base," Mr. Doherty said. "Actual operating cost of such an educational outlet will certainly be double that of a small commercial station and this assumes a small educational operation can get free services from faculty members and others day in and day out, and week in and week out."

He predicted educational stations soon will find that faculty members tire of the novelty and will balk at giving away many hours of their time every week. He said schools will find they must reduce the teaching load of faculty members engaged in television activities.

The Small Outlet

Getting specific, Mr. Doherty predicted that "small educational stations doing a limited, simple and not very professional programming job will cost at least $1,000 a day to operate."

The average medium-sized educational TV station will cost at least $5,000 a day to operate if it performs a moderately professional live-programming job 30 to 35 hours a week and depends heavily on free personalities, he said.

The large educational television outlet "doing a high-grade professional programming job four to five hours a day will cost $1.5 million a year," Mr. Doherty said. The figure assumes use of professional producers and directors, but still using some free personalities, he said.

Recalling cost data he has been collecting since TV stations started on the air in 1948, Mr. Doherty said the average per-station cost of existing small commercial TV outlets in 1951 was $297,000. He offered figures based on a university scientific program produced in collaboration with a commercial TV station to show that each weekly half-hour program requires around 100 to 120 hours a week from the university staff, not counting time donated by the commercial outlet. The station donates a producer-director (1/2 days per program), art director, floor manager and other personnel. With four hours' rehearsal, the weekly program consumes up to 200 man-hours of time and it is not an elaborately staged production, he said.

In reviewing cost items involved in commercial TV station operation, Mr. Doherty said that to operate professionally with overall expenditures kept at a minimum of $150,000 to $175,000 a year, a station must follow four basic rules. He listed these as follows:

Keep staff under 15 persons, preferably 11 or 12.

Integrate AM-TV operations, with some top management personnel serving both.

Have network affiliation, even if on a bonus basis, to get four or five hours network shows per day.

Operate at least eight hours a day, with four or five hours network and the rest film or local live.

There will be a fair number of small stations in this category," Mr. Doherty predicted. He warned those planning to enter TV "never to underestimate the magnitude of details and never assume someone will do the thousands of little things with his left hand."

Many of these details are found at an AM outlet, he explained.

As an example, he cited the time consumed in the shipping room receiving, handling and sending out films. Another maze of detail centers around the making, handling and scheduling of slides, he said, calling it a much more complicated operation than writing commercial copy for AM stations.

A steady diet of slide commercials is not television," Mr. Doherty said, "and in the long run will not merit continued commercial sponsorship at the present high-level TV spot rates. TV is action. Without action, the fullest impact of television is lost."

TOURIST CAMPAIGN
Kentucky Enlists Video

KENTUCKY, aiming to increase its annual $335 million tourist trade to $500 million by 1955, has found a valuable ally in television.

Using WLWT (TV) Cincinnati, the Kentucky Div. of Publicity last August began a series of spots, bequeathing the grandeur of Kentucky's mountains, lakes and caves. Prospective visitors were sent a booklet in color in response to each inquiry.

Marshall Peace, associate director, the publicity unit, said, "During the fall campaign when we used television for the first time, our costs were 40% less on TV than in any other media. . . . I must say that we were more than pleased with the results of this campaign which was extended through the first part of November."

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

BROADCASTING * Teletesting
**SALES FILM**

**NBC-TV Promotes 'Today'**

FORMAT of Today, NBC-TV two-hour weekday morning program, is used in a 22-minute sales promotion film for the show which NBC previewed Thursday to the advertising press preceding showings to advertisers in New York, Chicago and on the West Coast.

Serious-comic film relates a story of a harassed sales manager who, through a dream sequence, learns that Today can solve his problems of big inventory and low sales by getting his message to more people at less cost than in other media.

Dave Garroway and other performers on the broadcast-time program hammer home the point that a five-minute segment of Today is seen by an estimated 1,800,000 viewers at a cost of $1.47 per thousand, compared to newspaper-notices at $.65 per thousand or magazine notices (4 black-and-white pages in Life and three in Good Housekeeping) at $.93 per thousand.

Film was conceived and written by Jack Fuller. NBC sales promotion manager, and produced by Ted Mills under the supervision of Broadcast Traffic Manager. Mr. Fuller also is director of advertising and promotion.

Use of kinescope recording technique permitted NBC to produce the film for slightly more than $3,000, Mr. Fuller said, compared to the $18,000 to $20,000 it would have cost if produced by usual film procedures.

**KEYL (TV) TOWER**

**Construction Completed**

COMPLETION of the erection of KEYL (TV) San Antonio's 75-foot tower atop the Transit Tower Bldg. in that city and of the installation of a 100-foot, six-bay antenna was reported by the station last week.

KEYL formerly operated with a 62-foot tower and a three-bay antenna. Now six-bay General Electric Type TY27A antenna is said to be capable of operating with 80 kw input and to enable the station to use any of the high-power amplifiers now on the market for eventual maximum power operation of 100 kw. KEYL has on file with FCC an application for 100 kw operation.

During the change-over period, the station operated with a temporary one-bay GE Type TY13A antenna leased from that company in order to maintain telecasting operations. The top of the Transit Tower is 251 ft. above mean sea level; the construction period with six tons of steel to accommodate the additional weight and strain of the new tower and antenna.

**BRODY ELECTED**

Is IMPPA President

STEVE BRODY, president, Allied Artists Productions Inc., Hollywood, (formerly Monogram Pictures), last week was elected president of the Independent Motion Picture Producers Asso. succeeding the late I. E. Chadwick, Mr. Brody also is president of the Motion Picture Industry Council.

Jack Broder, Robert Lippert and Sam Katzman were named IMPPA vice presidents and Ed Finney re-elected secretary-treasurer. IMPPA, with membership of 35 independent movie producers, has moved offices to Hollywood Athletic Club, 8326 Sunset Blvd.

**Deepfreeze Buys Moore**

DEEPFREEZE Appliance Div., Motor Products Corp, North Chicago, III., has purchased segment of Garry Moore show on CBS-TV from Jan. 8 for 52 weeks. Agency is Roche, Williams & Cleary, Chicago. Purchase is made under the terms of a 12-20-65 agreement (CT) on a minimum of 58 stations [Closed Circuit, Nov. 3].

**PREPARE NOW FOR JOBS IN TELEVISION—FILMS**

One of America's top film schools offers short study courses. Fully equipped shooting stage. Every film term. Write or phone Dept. "B." Also courses for Amateur Movie Makers. SUNY New Institute 29 Flatbush Av., B'Lyn 17, N. Y.
Tentative summary of sales and applications

Continued from page 68

There are more than 18,000 quarter-hour programs being broadcast by WNHC Radio listeners. Chamberlain Furniture & Appliance Co. in nearby Warner is one of the many advertisers on WNHC. Let WNHC teach your advertising dollars more sense.

WNHC has been broadcasting since April 14 and is now available.

More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearby Warner is one of the many advertisers on WNHC. Let WNHC teach your advertising dollars more sense.

WNHC has been broadcasting since April 14 and is now available.
SEVENTY-FIVE years from now
it will be possible to hear a portion
of a WBAL-TV Baltimore program
of Nov. 5, 1952, according to a report from the station. Seg-
ment of the Brent Ganto Show was recorded that day by Thomas A.
Edison Co. Until 2007, it will be stored in an Edison Time Capsule.
Recording is one in a collection being made by the Edison company to reflect taste and customs of present-day civilization.

CHILDREN’S QUIZ SHOW

NEW TV program conducted for and by school children made its debut on WNBK (TV) Cleveland on Nov. 29. Quizdown resembles the old-fashioned “spelling bee.” Groups will be broken into teams of boys versus girls. Questions are being submitted by students of participating schools under supervision of their teachers. High-point winner will receive a Rand-McNally Cosmopolitan Atlas.

SUCCESS STORY BOOKLET

STORY of a successful public service feature presented by WTMJ-TV Milwaukee, has been recorded in booklet form by the station. Booklet tells the story of a Let’s Be Good Drivers series which the station presented in co-
operation with the Wisconsin Motor Vehicle Department. Copy features a breakdown on the contents of each program and details on planning the series.

MAILING PIECE

CARD listing grocery firms which advertise on WDIA Memphis is being mailed by the station monthly to 561 grocery stores in the greater Memphis area. Copy stresses that $27,400,000 is spent each year “by people who buy these grocery products with confidence because they are advertised on WDIA.”

WESTERN MAN’S HERITAGE

ABC RADIO will begin a weekly program series, still untitled, on Dec. 11, 8:30-9 p.m., that will dramatize the heritage of free men in the West. Series will trace the ac-
complishments of western man from the Middle Ages to the pres-
ent with stress on America as the hope for civilization of the future.

BULLETIN DISTRIBUTION

DAILY noon news bulletins are being distributed by WKBV Rich-
mond, Ind., to all service clubs downtown hotels and restaurants.
Station points out that the releases are particularly effective because no local newspaper is delivered be-
fore 3 p.m.
book reviews...

THIS 22d issue of "art & industry's international annual of advertising art" confines itself to printed media advertising. Therefore, it is of interest mainly to those whose daily pursuit of bread falls within that category. Representative samples of the best advertising art of 27 countries are contained in this beautifully-printed annual. Many of the illustrations are reproduced in color. The book, containing many masterpieces of advertising art, is a masterpiece itself, particularly to anybody interested in advertising layout.

THIS BOOK, the first volume in a number of years which covers so thoroughly the field of graphic arts in television, is excellent, as far as it describes all phases of art and design for network television productions is concerned. But it illustrates the Cadillac class of art work and design which may be out of reach of many of the TV outlets now going on the air. While it is worthwhile to know how the networks stage television shows, it also would have been worthwhile if the author had included tips to the medium or small town television station artist. The design and construction of elaborate sets for the Show of Shows, NBC-TV open and other high-budget programs are discussed in detail. Mr. Wade has written from the viewpoint of how NBC does things. The material presented, therefore, is of great educational interest, for it describes very well the birth, planning and production of a television program from the NBC artist's viewpoint. Commercials, costuming and make-up, and even costs and accounting, are reviewed.

ALEXANDER HEADS Great Plains TV Stations
APPOINTMENT of Clarence G. Alexander, well-known TV executive, as general manager of Great Plains Television Properties Inc. stations, was announced last week by Great Plains President Herbert Scheffel. The company has grants for new stations in Duluth, Little Rock, and Sioux City, and is applying for one in Little Falls, Ill.
Mr. Alexander's immediate responsibility, the announcement said, will be to get all four stations on the air as quickly as possible. He has temporary headquarters in New York.
Mr. Alexander, who most recently has been operations manager of the RHC-Cadena radio-television network in Cuba, was with NBC from 1938 to 1942, helping organize that network's TV operations. He returned to NBC-TV in 1946 after wartime service in charge of the Willow Run bomber plant and the Pratt-Whitney engine plant. He moved to Kenyon & Eckhardt in 1948, serving in the agency's West Coast and New York offices until 1950, when he became director of network operations for DuMont TV Network. He resigned that post at the end of 1952 to join the new U. S.-Cuban ownership of RHC as operations manager [B & T, May 17].

Calif. Educational TV TELEVISION station operators have been invited to participate in a two-day state-wide conference on educational TV called by California Gov. Earl Warren in Sacramento, starting Dec. 15. Julian A. McPhee, president of the California State Polytechnic College, San Luis Obispo, will be general chairman. The conference will consider the possibilities of utilizing 8 uhf channels tentatively reserved for California by the FCC for non-commercial educational use.

the NBC station serving greater YOUNGSTOWN, OH. 30th population area in U.S. 5,000 WATTS WFGJ Duplicating on 50,000 Watts FM

BROADCASTING • Telecasting

Go ahead! I have my TELECASTING Yearbook

you'll be the winninh in any quiz on television with your TELECASTING Yearbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook, and 52 weekly issues.

* Publication date: BROADCASTING Yearbook mid-January, TELECASTING Yearbook mid-February.

BROADCASTING TELECASTING
National Press Building
Washington 4, D. C.

Here's my order for both 1953 Yearbooks and for a subscription to BROADCASTING • TELECASTING.

$11.00 enclosed □ I'll pay by

Name

Address

City Zone

State

1953 TELECASTING Yearbook

December 8, 1952 • Page 89
IRE MEETING
Pratt Talks on Spectrum

Radio engineers in vehicular communications must plan carefully in using scarce radio frequencies to the fullest, the Institute of Radio Engineers' Professional Group on Vehicular Communications told Thursday at its third annual convention banquet at Washington's Hotel Statler.

Harry Pratt, telecommunication advisor to the President, said fullest use of frequencies is imperative in establishing mobile radio and microwave systems in the vehicular communications field.

Mr. Pratt, a former IRE president, said engineers in the mobile radio field should not only plan operations on a comprehensive engineering basis, but also recognize economic factors related to their systems. He compared present frequency problems with those of a decade ago.

The Wednesday-Thursday sessions featured a dozen reports on mobile radio and microwave by officials and engineers of manufacturing and research organizations in those fields.

The reports at the convention sessions emphasized frequency economy, channel spacing and operations in the spectrum portions now assigned to mobile receiver services and future prospects of operation in uhf and microwave bands.

On Wednesday, Dr. W. R. G. Baker, General Electric Co. vice president and general manager for electronics, depicted mobile radio equipment of the future. Complete membership of the FCC and leading officers of Armed Forces communications branches were present for Dr. Baker's talk.

Several manufacturers on Friday demonstrated their equipment in the different bands.

Washington planners for the session were T. V. Jacobs, GE representative; R. E. White and IRE, special and Radio Services Bureau; Fred Albertson and Joseph E. Adler, of Dow; Lohnes & Albertson, attorneys; George J. Adair, former FCC chief engineer, and Granville Klink, WTOP chief engineer. Mrs. Christine Jones, of GE's Washington office, supervised the ladies program.

FCC 'HAM' RULES
Modified for Emergencies

The FCC last Wednesday ordered, effective Feb. 2, modification of Sec. 12.156 of its rules governing the amateur radio service, enabling the Commission to declare a general state of communications emergency in designated areas and to specify amateur frequency bands to be used by amateurs participating in emergency communications.

The FCC prohibited all transmissions within designated amateur emergency frequency bands except those relating directly to relief work, emergency service or operation of amateur radio networks for the handling of such communications.

The Commission also asserted its right to designate certain amateur stations to assist in handling emergency communications, monitoring the designated amateur bands and warning noncomplying stations.

Task of determining frequencies to be used for emergency communication by amateurs in any stricken area was left up to appropriate FCC field offices.

WCSS STOLEN EQUIPMENT
Reported in N. C.

FBI agents in North Carolina were on the alert this past weekend for broadcasting equipment stolen from WCSS Amsterdam, N. Y. (B&T, Dec. 1). An appliance dealer in Marion, N. C., said a man offered some of what he believed to be the material to him at a bargain price Thursday morning. He refused to buy and later checked an advertisement he recalled reading in the Dec. 1 issue of Broadcasting/Television.

He was notified by a prospective purchaser that a Minitele recorder, two Collins remote amplifiers, two RCA mikes, a Magnecorder amplifier and some testing equipment had been stolen from the Amsterdam station on Nov. 21.

Police, FBI agents and WCSS were notified. The North Carolina Assn. of Broadcasters sent a look-out reminder to all stations in the state.

Traffic Safety

John E. Surrick, vice president - general manager, WFBR Baltimore, said last week that the station had added another aspect to its drive for traffic safety. Working with the Statistics Div. of the Maryland State Police, WFBR gave the department a firsthand report of all dead and injured in highway accidents. The announcer concludes each talk with a warning such as: "Tomorrow drive carefully. We don't want to add your name to our list." Each Saturday midnight, weekly tolls are read.

HEART FUND UNITS
Headed by Neale, Pryor

Election of J. James Neale, vice president of Dancer-Fitzgerald and Sawyer, as chairman of the National Radio Committee for the 1953 Heart Fund, and Roger Pryor, vice president in charge of radio and television for Foote, Cone & Belding, as chairman of the Television Committee was announced last week. Serving on committees:

Radio—Charles C. Barry, WFGR, president in charge of programming; Tom Carson, supervisor of broadcast media, Benton & Bowles; Frank Coe ter Jr., associate media director, Young & Rubicam; Robert Butler, MRB executive vice president; Ernest Bledsoe, chairman of the National Radio Committee; Hal James, vice president, radio and television, EMW, Inc.; Lionel E. Keely, vice president in charge of radio and television, WOR; Stanley J. Keysers, executive vice president, N. Georges & Keysers, Inc.; Adrian Murphy, CBS Radio president; Keith B. Shand, business manager, radio-TV department, ERW & Co., and Frank Silverman, manager of time-buying department, BBDO.

Television—Grant A. Flynn, business manager, television department, Ral tuff & Ryan; Sig Michelson, CBS-TV general manager; Hubbell Robinson Jr., CBS-TV vice president in charge of television programs; Alexander Matabosch Jr., vice president, ABC, in charge of television; Albert B. Naite, director, radio and television, ABC; William N. Gortler, vice president, WOR; Roger Foote, vice president, CBS Radio; Nicholas Cone, chairman, CBS Radio Committee; H. J. Keyes Jr., executive vice president, N. Georges & Keysers, Inc.; Frank Keyes, CBS Radio president; Keith B. Shand, business manager, radio-TV department; ERW & Co., and Frank Silverman, manager of time-buying department, BBDO.

Zenith Addition

Zenith Radio Corp., Chicago, will spend an estimated $3 million on construction of 300,000 feet of addition to its floor space at its main plant. New building, to be used for packing and shipping, will be erected adjacent to the west end of the plant. Although no starting date has been set, the project was approved for late 1953, according to Hugh Robertson, executive vice president.

'Mankind' Series

National Assn. of Educational Broadcasters will present a 13-week series, The Ways of Mankind, for broadcast over member stations of the NAB network, starting Sunday. The series, which will be financed under a $200,000 grant from Ford Foundation's Fund for Adult Education, will seek to explore cultural forces in other parts of the world.

Agriculture

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

Traffic Safety

John E. Surrick, vice president - general manager, WFBR Baltimore, said last week that the station had added another aspect to its drive for traffic safety. Working with the Statistics Div. of the Maryland State Police, WFBR gave the department a firsthand report of all dead and injured in highway accidents. The announcer concludes each talk with a warning such as: "Tomorrow drive carefully. We don't want to add your name to our list." Each Saturday midnight, weekly tolls are read.

Zenith Addition

Zenith Radio Corp., Chicago, will spend an estimated $3 million on construction of 300,000 feet of addition to its floor space at its main plant. New building, to be used for packing and shipping, will be erected adjacent to the west end of the plant. Although no starting date has been set, the project was approved for late 1953, according to Hugh Robertson, executive vice president.

'Mankind' Series

National Assn. of Educational Broadcasters will present a 13-week series, The Ways of Mankind, for broadcast over member stations of the NAB network, starting Sunday. The series, which will be financed under a $200,000 grant from Ford Foundation's Fund for Adult Education, will seek to explore cultural forces in other parts of the world.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals as technicians operators and laboratory aids. Our men graduate with a first class Radio-TV degree. We can send you for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
400 West 40th Street, New York 18, N. Y.
ZIV MERCHANDISING FOR LOCAL SPONSORS

Freedom, U.S.A.' Clients First to Get Aids

PLANS for comprehensive merchandising campaigns aimed at revitalizing radio advertising for local sponsors were announced for release today (Monday) by the Frederic W. Ziv Co. First clients to benefit will be those sponsoring Freedom, U.S.A., transcribed radio series starring Tyrone Power.

Frederic W. Ziv, president, said "the days are over—if they ever really existed—when a business man could buy a radio program, then sit back and watch the customers break down his door."

"But there is still nothing wrong with radio for advertisers who understand that you only get out of a plan what you put into it—in the way of planning, promotion, and energy. Radio is moving millions of dollars of goods for advertisers who know how to merchandize their programs."

"We intend to prove that, properly and skilfully merchandised and promoted, there is no more effective advertising medium than radio."

Comprehensive Drive

Mr. Ziv added that this campaign will "not mean a few dozen on-the-air announcements" but "tools that provide a hard-hitting campaign for small businessmen to create a larger audience for his radio program."

He said the promotion, based on the "I Like America" theme, is geared to benefit both large and small markets.

Even sponsors of the Power show in the smallest markets will receive a minimum of 1,000 posters, Mr. Ziv explained. Suggestions from Ziv will point out to sponsors that posters, calling attention to the program and the sponsor's product, will be placed on store windows and inside the stores.

In addition, radio will supply hats and display buttons for the sponsor's salesmen to wear when he makes contact with dealers.

In the largest markets, Mr. Ziv added, his company will provide more than 40,000 promotion pieces free.

According to Leo Gutman, advertising director for the Ziv company which is directing the campaign, the outstanding promotion piece probably is a printed copy of the U. S. Constitution. Some 2½ million copies of the Constitution have been distributed in the past two weeks, Mr. Gutman said.

Other aids in the campaign, Mr. Ziv pointed out, will be radio and newspaper public announcements by Mr. Power and Edwin C. Hill, narrator of the program; spot announcements by Mr. Power and Mr. Hill, inviting listeners to tune in to Freedom, U. S. A. and a comprehensive 1-page instruction manual on how to tie in with local campaigns of recorded station-break announcements.

WDRC OBSERVES

30th Anniversary Week

WDRC Hartford, Conn., is setting aside this week to commemorate its founding 30 years ago, Dec. 10, 1922, by Franklin M. Doolittle, WDRC AM-FM president. Mr. Doolittle built the station's first transmitter and microphone, and WDRC claims, is the inventor of binural broadcasting.

Mr. Doolittle participated in early FM experiments with Maj. Edwin H. Armstrong, who was responsible for FM's early development. WDRC, which calls itself Connecticut's Pioneer Station, said WDRC-FM was the first individually-owned commercial FM station on the air. WDRC General Manager Walter Haase has been with the station since 1924.

Fay N. Seaton

FAY N. SEATON, 70, who extended his newspaper and radio holdings to four states, died last Wednesday in Manhattan, Kan. Editor and publisher of the Manhattan (Kan.) Mercury-Chronicle, Mr. Seaton was the father of Sen. Fred M. Seaton (R-Nebr.), who leaves his Senate seat next month. Sen. Seaton's holdings include KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kan. The elder Seaton, born in Champaign County, Ill., came to Kansas with his parents in a covered wagon in 1882. He eventually built up his publishing and radio interests in the states of Kansas, Nebraska, South Dakota and Wyoming. Another son, Richard M. Seaton, publishes the Coffeyville Journal.

DIRECTORS of Seiberling Rubber Co., Akron, Ohio, have declared a regular quarterly dividends on common and preferred stocks. Payable Dec. 20 to stockholders of record Dec. 8 is a 2½-cent dividend on common shares.

INTERCULTURE AID

Hayes Says of Radio-TV

RADIO and video, by presenting the life and flavor of groups within the community, become powerful aids to intercultural education, said John S. Hayes, president of WTOP-AM-FM-TV Washington, told a conference on "Community Responsibility for Intergroup Understanding" last Thursday.

Addressing the group in Washington under auspices of the Citizens' Committee on Intercultural Education in Greater Washington, Mr. Hayes cited examples of programs which help intercultural understanding.

These included Life With Luigi, story of an Italian immigrant, The Goldberg's, story of a Jewish family, and Mama, about an immigrant Norwegian family. The Eternal Light, Lamp Unto My Feet and The Catholic Hour were cited in the religious field. Omnibus, new CBS-TV show, written by the Ford Foundation, was described as a milestone in American cultural life.

"Radio and television already have contributed a great deal to intercultural understanding," Mr. Hayes said, predicting that "if our performance in the past 20 years duplicates our performance in the past two decades, radio and television will more than justify themselves."

"Hit Parade" Dropped

AMERICAN Tobacco Co., N. Y. (Lucky Strike cigarettes), dropping its Hit Parade on NBC radio (Fri., 8:30 p.m.), has signed to sponsor Horace Heidt show on CBS radio (Thurs., 10:10 p.m.) starting Jan 1. Hit Parade has been on air since 1955.

Agency: BDDO, N. Y.
Charlotte Freeze, Dallas, Tex., one 20-second film through Tracy-Locke Co., Dallas.


High Definition Films, London, England, is negotiating for distribution of British TV films in Canada and the United States. The films are especially made low cost movie productions using as many as three electronic cameras simultaneously. According to Norman Collins, managing director of High Definition Films, this allows the making of a finished 30-minute film in one shooting instead of taking a week or 10 days to do it. The films will make cheap TV production possible in smaller centers, according to Mr. Collins. He claims advantages from a technical standpoint to include viewing of all rehearsals on a screen, watching the actual picture on the electronic screen during taking of the picture by production staff, and allowing all editing to be done while actual taking of picture is being done. Production is to start at London next January. Mr. Collins was formerly controller of TV for the British Broadcasting Corp.

Consolidated Television Sales, Hollywood, has acquired distribution rights to half-hour TV film version of "A Christmas Carol" from Tableau Television Ltd., that city. The program is narrated by Vincent Price and features Taylor Holmes and the Mitchell Boys Choir.

Douglas Corp., Los Angeles, is completing the first six half-hour films in the NBC-TV "Douglas Fairbanks Presents" series, currently in production in London. Liebmann Breweries Inc., Brooklyn (Rheingold Beer), will sponsor the series in New York area. Agency is Foote, Cone & Belding Inc., N.Y. Phillips Petroleum Co., Bartlesville, Okla., will sponsor it in the South and Middle West. Agency is Lambert & Feeley Inc., New York.

Novel Films Inc. has been formed to produce integrated film programs for television, with J. Milton Salzburg as president, Frank Soule, vice president, and Jack H. Rosner, treasurer. The first series will consist of 13 stories from literary classics and is scheduled for release early next year. Novel Films headquarters: 1501 Broadway, New York.

Caribbean Pictures has been formed by Raouf Walsh, motion picture director, and Robert Newton, film star, to produce two half-hour TV film series, based on the characters of Long John Silver and Capt. Blackbeard. Production will start shortly after first of the year in the West Indies.

Italian Films Export, New York, has established a television department under the direction of Ralph Serpe to represent Italian producers in developing co-production transactions with American television producers. The firm also is planning to create its own package show for American distribution, Mr. Serpe said.

Vitapix Corp., new television film firm headed by Robert H. Wormhoudt, has opened headquarters at 509 Madison Ave., New York. West Coast office is at 5540 Sunset Blvd., Hollywood, where William F. Brody is vice-president in charge of production.

Alex Leftwich has been named di-rector of television for the Jam Handy motion picture studio, Detroit. He has directed Lili Palmer, Faye Emerson and Ilka Chase, and TV programs including "Toast of the Town," "This Is Show Business," and Robert Q. Lewis.

Mr. Leftwich and Robert Godwin, free lance photographer, Hollywood, to John S. Nash Productions, that city, as head of the sales department.

Cleo McCartney, head of auditing department, Horace Heldt Productions, Hollywood, to Filmcraft Productions, that city, as head of the accounting department.

Irving Starr, motion picture pro-ducer, joins Screen Gems Inc., Hollywood, as alternate producer with Jules Bricken on NBC-TV Ford Theater film series.

Jack Ishmele, manager of sales, promotion and bookings for Peerless Television Productions, New York, named account executive.

GUILD FILMS CUTS

Distribution Rates

GENERAL reduction in prices up to 20% on all TV film series distributed nationally by Guild Films Inc. has been announced by Reub Kaufman, firm's president. Retroactive to Oct. 15, 1952, the rate reduction "is geared to next year's expected increase in the number of operating TV stations," he said. Relief that "lowered program costs at this time will facilitate the entry into video of many sponsors who, otherwise, would be unable to enter into this pay-off advertising medium" is behind Mr. Kaufman's decision.

"Smaller profits per unit can be made up by large volume sales and distribution," he said. Already being shown throughout the country are such Guild-distributed TV film series as "Invitation Playhouse," "Close-Up," "Leash of the West," "Call the Play," plus "Guild Sports Library" and "Guild Film Library."

MARY MARGARET McBRIE, ABC radio commentator; Arlene Francis, TV personality, and radio and TV actress Lili Palmer named "Key Women of the Year" in radio, television, and stage and screen, respectively, by fashion division, Federation of Jewish Philanthropies.
KXLY-TV WINS

Judge Okays Station Site

RIGHT of KXLY-TV Spokane, Wash., to construct and operate its facilities atop 6,000-foot Mt. Spokane was upheld last Monday by Acting Superior Court Judge Ed B. Powell, Spokane. The station hopes to take the air by Christmas.

While this is a state, rather than a federal case, it does set precedent because it is the first known case in which location of a broadcast transmitter on Government property has been contested. It had been watched with great interest in official quarters in Washington, since the FCC is bending every effort to expedite the licensing of new TV stations, notably in markets such as Spokane, which have no existing service.

In a memorandum opinion Judge Powell ruled the State Parks & Recreation Commission was within its authority in leasing such a site to KXLY-TV. Station owners are Symons Broadcasting Co., 50%, and Harry L. (Bing) Crosby, 47.6%. The Symons firm is owned by E. B. Craney (49.6%), John L. Wheeler (10.3%) and Luis M. Wheeler (33.23%).

Television-Spokane Inc. (KNEW) and Mr. and Mrs. Sydney Streeter, owning land on Brown's Mountain which Television-Spokane Inc. had under option to buy, were plaintiffs in a suit asking the court to void the lease agreement [BTV, Nov. 3, Oct. 27]. Former Sen. Clarence C. Dill represented KXLY-TV in the action.

Judge Powell pointed out that public conception of a park has changed in the last century. He said, "The idea of a park is a place for peaceful contemplation has yielded to the conception that a park is the place for recreation and amusement. If members of the park commission feel that television and radio facilities will appeal to the public generally, then they are within the province of the law."

No Specifying Law

The court found nothing in the law specifying that park benefits had to be confined to those actually in the park, noting the mountain could be viewed for a distance of 30 miles around the park by many more people than make the trip to the summit.

Judge Powell said the TV towers "may appear to be objects of beauty to persons with the mechanical and esthetic qualifications to judge." He compared TV towers with ski lifts and runways which appear to be blagemis to an older generation, whereas, they are attractions "to the young and vigorous addicts of that sport."

Concluding, Judge Powell observed the state had the right to gain a profit from the TV lease, holding that although parks were not intended primarily as revenue sources "the implication is clear that the state can benefit by leasing concessions.

KXLY-TV has completed a concrete building at the mountain site, with tower erected and electronic gear unpacked and in process of erection. A microwave beam will carry the signal from Spokane, 25 miles away, with radio-telephone connection. The station will operate on Ch. 4.

Television-Spokane Inc. is an applicant for Ch. 2, as is Louis Warner. The competing applications are slated for hearing. Principals in Television-Spokane Inc. are Buri C. Haggadone and Harry Henke. Mr. Haggadone heads Inland Empire Broadcasting Co., operating KNEW. KHQ-TV Spokane has a grant for Ch. 6.

THEATRE TV

Bendix Plans C-C Cast

TREND toward industry use of closed circuit theatre television became more pronounced last week when Bendix Home Appliances Div., Avco Mfg. Corp., said it will utilize this medium Dec. 30 to introduce a new product in more than 40 key cities.

James Lees & Sons, Bridgeport, Pa., carpet manufacturer, plans its national sales conference today (Monday) via theatre TV [BTV, Nov. 3].

Bendix and Teleconference Inc., New York, announced jointly that their one-hour program will originate in the Garrick Theatre, Chicago, and will be viewed by an estimated 120,000 company distributors, dealers, salesmen and guests.

Judson S. Sayre, Avco vice president and general manager of Bendix, said theatre TV possesses "unlimited opportunities" for presenting new appliances "to the best possible advantage."

Teleconference has arranged with United-Paramount Theatres Inc., Warner's, Loew's, RKO, Faillian and others to carry the program in theatres throughout the country.

The rectifier that can be told when to STOP

In less than 1/60 second—almost before an overload gets started—this tube, used as a grid-controlled rectifier, can shut off the very same high voltage it rectifies. Acting electronically, with no time-lag from moving parts, it protects the transmitter from overloads.

Today, the RCA-5563 is used in RCA's 5/10-kw AM transmitter to provide "split-cycle" overload protection electronically—while also acting as the main rectifier. Unique applications like this are just one example of how RCA-engineered tubes help equipment designers provide more versatile transmitters.

For prompt service on your RCA tube needs, simply call your RCA Tube Distributor.
ACCEPTED FOR FILING

License for CP

WLS Juneboro, Iowa.—License for CP, which authorized changes in existing AM, FM, TV, and microwave tower locations. Change Tower Location

WPTX Lexington Park, Md.—Modified CP to change tower location.

WSPW Saratoga Springs, N. Y.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

WBNK (TV) Cleveland, Ohio.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

KCHE Cherokee, Iowa.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

MWH Marion, Ohio.—Modified CP for extension of completion date to 6-6-53.

NEW PAVEMENT

The new CP does not authorize any new transmission towers or antennas. It is being used for the purpose of obtaining new geographic coverage for the existing service area.

SUSPICIOUS START

WEVA Spadework Pays Off

SPADEWORK before the station went into operation on the air at Albany, N. Y., was beautiful, said Mr. U. L. J. Siebig, the manager of the station. He said that the station had received a great deal of attention from the public, and that it had been well received.

License for CP

KTPS Texarkana, Tex.—License for CP, which authorized changes in trans. and studio locations.

License Renewals

Following stations request renewal of license:

WHAM New York City.—License for CP, which authorized changes in trans. and studio locations.

WAGS-AM Greensboro, N. C.—License for CP, which authorized changes in existing AM loc., and new FM station.

WIMD-Winder, Ga.—License for CP, which authorized changes in existing FM loc.

WCPD-FM Cincinnati, Ohio.—License for CP, which authorized changes in existing FM loc.

WEMS (FM) Chicago, Ill.—License for CP, which authorized changes in existing FM loc.

WAFM-TV Birmingham, Ala.—License for CP, which authorized changes in existing FM loc.

Change Tower Location

WPTX Lexington Park, Md.—Modified CP to change tower location.

WSPW Saratoga Springs, N. Y.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

WBNK (TV) Cleveland, Ohio.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

KCHE Cherokee, Iowa.—Modified CP for approval of trans. loc. and change type trans.; condition of completion.

ARKANSAS

ARKansas

COMMERCIAL RADIO MONITORING COMPANY

3 FAIR AVENUE

New York, N. Y.

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kansas City, Mo.

BROADCASTING • Telecasting
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 4-2414
Member AFCC

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1265
Member AFCC

PAUL GODLEY CO.
Established 1928
Upper Montclair, N. J.
MO. 3-3000
Labs Great Notch, N. J.
Member AFCC

GEORGE C. DAVIS
501-514 Munsey Bldg., Sterling 3-0111
Washington, D. C.
Member AFCC

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 7-2347
WASHINGTON, D. C.
Member AFCC

There is no substitute for experience
GILLET & BERGQUIST
932 NATL. PRESS BLDG., NA. 4-3373
WASHINGTON, D. C.
Member AFCC

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.,
Washington, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCC

McIntosh & Inglis
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCC

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.,
Washington, D. C.
Member AFCC

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCC

WELDON & CARR
Consulting Radio & Television Engineers
Washington, D. C.
Dallas, Texas
1605 Conn. Ave. 4013 S. Buckner Blvd.
Member AFCC

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCC

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCC

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 7-2151
WASHINGTON, D. C.
Member AFCC

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 7-6646
Washington 7, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century, Professional Experience
Radio-Television-Communications
1610 Erie St., N. W., Wash., D. C.
Executive 3-1230—Executive 3-3851
(Robert Moody, Lockwood 5-1819)
Member AFCC

LAURENCE J. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Emerson 2-8071
Box 2248, Birmingham, Ala.
Phone 6-2794
Member AFCC

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington, D. C.

GRANT R. WRATHALL
Apio, California
Box 250
APITOS—3352
Member AFCC

RAYMOND M. WILMOTTE
1469 Church St., N. W. December 2-1231
Washington 5, D. C.
Member AFCC

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
501 Sunset Blvd.
Hollywood, Calif.
Normandy 2-6715

BROADCASTING • Telexcasting

Vandivere, Cohen & Wear
Consulting Electronic Engineers
612 Evans Bldg.,
NA. S-3690
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY
Hollywood 28, California

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, Kya.
33 Elm Ave.
San Francisco 8, Calif.
Monterey Park, Calif.
DUnlap 2-2336
DUnlap 8-4871

APPLICATION RETURNED
License Renewal
WJMA Orange, Va.—RETURNED application for renewal of broadcast license.

APPLICATIONS DISMISSED
AM—1280 kc
WANA Anniston, Ala.—Mod. CP.
(Continued on page 99)

Wilson P. O.
Change Antenna Type
WERN (FM) Salisbury, Md.—CP to change ant. type to Collins, 37M, 6-
sec. King; gain, height above average terrain to 306 ft.
License for CP
WKRC-FM Cincinnati.—License for CP to make changes in licensed station.

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. O. Grimwood, Pres. Ralph J. Buer, Ch. Eng.
Chester 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

Member AFCC

December 8, 1952 • Page 95
Help Wanted

Manager

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in Detroit, Michigan. Please arrange sales promotion and be able to handle production. Good opportunity. BOX 202S, BROADCASTING • TELECASTING.

Manager wanted for small city station in Midwest. Good area, excellent possibilities. Opportunity to buy substantial interest. Send full information on past record, photo, financial status and all other pertinent information. BOX 203S, BROADCASTING • TELECASTING.

Salesmen

Immediate opening sales manager of market in South. Great opportunity. Will negotiate. You will take over substantial billing with guaranteed first contact on all station sales. If you can sell in a competitive market, you have the experience to Box 255S, BROADCASTING • TELECASTING.

Southern California. Large, active market. Independent wants aggressive storage with a first-class record in competitive market. Salary, bonus, advancement and resume to Box 149B, BROADCASTING • TELECASTING.

For local accounts. Salary plus commission. Good market. Texas ABC station. Box 2005S, BROADCASTING • TELECASTING.

Experienced, radio time salesman. Starting pay $100.00 weekly. must have car, experience, references. Contact Manager XCHJ, F. O. Box 252, Del Rio, Texas.


Salesman who can announce and who doesn’t mind hard work and long hours when necessary. Good position if you know your business. Mail com- 

Announcers

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southern preferred. Reply, BOX 210B, BROADCASTING • TELECASTING.

Somewhere there’s a clever, experienced DJ with the maturity, experience and personality to carry a three hour early morning block on a major market. We have the station, the money and the position you want! Man selected will get per- 

Wanted-Experienced announcer-cop- 

Wanted.—Annoyed desig—emphasize on personality. 3,000 watt Southern station. Above average earnings. Send resume, audion, disc tape or photos to Box 216S, BROADCASTING • TELECASTING.

Combo man, accent on announcing. High school graduate and resume to Box 1950S, BROADCASTING • TELECASTING.

Experienced combo man with executive and network affiliations. Also chief announcer with new installa- tion. Bobbitt’s. Other oppor- tunities desired. Send resume. BOX 313S, BROADCASTING • TELECASTING.

First class ticket, engineer-announcer. No training necessary. Engineer-announcer. Permanent position. Telephone collect, $75, Haton, New Mexico, 195S, BROADCASTING • TELECASTING.

Good combo man needed by West- 

Immediate opening two announc- 

Immediate opening—Experienced 

Immediate opening—Employed 

Immediate opening—Center ticket, permanent. WDEC, Americus, Georgia.


Immediate opening. Experienced an- 

Immediate opening at growing central Florida independent for announcer-engineer. May also handle news. Send complete details, call collect. Box 103S, WFTV, Orlando.

Live wire independent needs personal- 

Combination announcer-engineer, first class ticket. Permanent. WGWS, Tif- 

North Carolina. Full time independent. Program without announcer. Must have ability and experience. Good salary for someone who can produce. BOX 215S, BROADCASTING • TELECASTING.

Opening for staff announcer some ex- 

Newscaster plus regular announcing shift. Permanent. Texas location. Tel- 

Help Wanted (Cont’d)

Classified Advertisements

(Classified Advertisements)
**Situations Wanted—(Cont’d)**

**Announcer—disc jockey. Desires progressive station. Employed, Box 1505, BROADCASTING • TELECASTING.**

**Announcer—strong on news; veteran; three years experience; console board operation; college graduate; dependable; references: South preferred, Box 1505, BROADCASTING • TELECASTING.**

**Announcer: desires to get into progressive station. Young, educated, draft free. Will consider both staff or news job. Box 1505, BROADCASTING • TELECASTING.**

Excellent—Experienced play-by-play football; basketball; baseball — West Coast, now East. Desire full sports schedule. Accurate testimony. Available at any price. Box 1505, BROADCASTING • TELECASTING.

**Chief engineer, 6 years experience desired chief position or position in TV.**

**Production-Programming, Others**

**Newman: Experienced, able to take complete charge newsroom. Currently employed with New York network affiliate. Authoritative delivery. Contact Box 1505, BROADCASTING • TELECASTING.**

**Radio or TV copywriting position desired.**

**Wanted: Field engineers; five years commercial radio, currently in charge engineering staff in one of the nation’s largest studio facilities. Position large station, 25, married. Prefer West Coast. Box 1505, BROADCASTING • TELECASTING.**

**Chief engineer, 6 years experience desired.**

**Help Wanted (Cont’d)**

**RCA model 900-C phase monitor, well maintained. Original cost $350.00. Recently replaced by later model. For quick sale $200.00. Box 1525, BROADCASTING • TELECASTING.**

North Carolina station has “Doolittle” FDJA Frequency Monitor and General Radio 915-15B Motion Picture Meter. Excellent condition, $250.00 each or both. Box 1535, BROADCASTING • TELECASTING.

**5 kW American modulation transformer, heavy duty; PHL 4660-4680 ohms; 4400 ohms; 1 amp. Max Peak DC PHL 250.00 F.O.B. Ogden, Utah, Radio Station XLO.**

Western Electric 250 watt AM transmitter and antenna tuning unit. Transmitter 10 years old and in excellent condition. Contact Box 1535, BROADCASTING • TELECASTING.

**5 kW transmitting—550-Cl. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.**

**Wanted to Buy**

**Equipment, etc.**

**Wanted: Field strength meter. Please state make and model. Also, last date that meter was in laboratory for calibration. State price and availability. Address replies to Box 1505, BROADCASTING • TELECASTING.**

**Two 45 MC disk antennas, STL transmitter, and receiver. Interested in any part. Box 1505, BROADCASTING • TELECASTING.**

**Any or all equipment including 200’ dish antennas and STL equipment. Address: Mr. W. A. Wyne, Rocky Mount, North Carolina.**

**Miscellaneous**


**Help Wanted Salesmen**

**We have two salesmen; one earns $20,000.00 and the other $14,000.00. No ceiling on earnings for top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 2225, BROADCASTING • TELECASTING.**

**Available January 1, 1953**

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country’s biggest and most competitive markets. The station is now No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 2165, BROADCASTING • TELECASTING.

Long established company in broadcasting field interested in purchasing substantial share of VHF TV station now operating or about to be constructed. Write Box 1955, BROADCASTING • TELECASTING.

**Available APPROXIMATELY JANUARY 1**

**RCA type 5-C 5 kw AM TRANSmitter**

in excellent operating condition, price $6,500.00, FOB California. Price includes spare tubes and tuning unit. Inquire Box 2105, BROADCASTING • TELECASTING,

**Tate Building, Hollywood & Vine, Hollywood 28, California.**
WMCA New York has launched its third public service program this month with a reversion of station’s prize-winning series, New World A-Coming (Tues., 9:30-10 p.m. EST). The first broadcast highlighted a dramatization of Carl T. Rowan’s book, South of Freedom. Last month

**in public service . . .**

WMCA began Reports to the People (Wed., 9:30-10 p.m. EST), on-the-spot crime reports, and The Challenge (Thurs., 9:30-10 p.m. EST), series on important talks in the New York area.

**Korean Christmas Gifts**

WLOL Minneapolis, on Dec. 1, began a long 24-hour marathon radio broadcast urging listeners to contribute blood to American Red Cross blood bank. Each contributor is to be given a Christmas card for mailing to a relative or friend in Korea which will explain blood donation is Christmas gift.

**WBCT-TV Record High**

CBS-OWNED WBCT-TV New York contributed $300,375 worth of air time—via station breaks, participations in regular programs, public service announcements, stations in regular shows and special full-program breaks. Established non-profit organizations during 1962’s third quarter, Clarence Worden, station’s director of public service, and educational programs announced last week. He said this was a record high for WBCT-TV.

**WOW Emergency Work**

WOW Omaha went on a 24-hour schedule the night of Nov. 25 with coming of the first snows, accompanied by winds and freezing conditions, its first such schedule since the Missouri River flood disaster last spring. The station aired emergency material and handled 800 telephone calls asking for specific information on school closings, transportation, weather and road conditions.

**Turnpike Bulletins**

A SERIES of accidents on the New Jersey Turnpike has prompted WOR New York to begin broadcasts of weather and driving conditions bulletins on regularly-scheduled weekend newscasts. Stations currently carries similar reports regarding other highways in the New York - Connecticut - New Jersey area.

**Combined Effort**

KRES and KFQX St. Joseph, Mo., combined efforts on behalf of the Red Feather campaign and presented a series of one-hour programs featuring local leaders of the various Community Chest agencies. Program brought a Community Chest "Oscar" to each station.

Fire Victims Aided

KXXI Iowa City, through a 24-hour broadcast appeal to aid a fire-striken family, opened the hearts and purses of nearly 500 donors who contributed more than $5,000. The drive appeal also brought a large quantity of food, clothing, furniture, household items and even an offer to build a home.

**WKLK Birthday Party**

EIGHT months ago, an unidentified girl about 6 was left at a tuberculosis sanatorium near Cloquet, Minn. Little is known about her, not even her exact age. The girl, seeing other children enjoying birthday parties, felt left out. “I guess I’m too old to have birthday parties,” she remarked. In cooperation with interested local citizens, WKLK Cloquet proclaimed Armistice Day as “Caroline’s Birthday.” Caroline ended up with a sizable bank account and more gifts than the hospital authorities would permit her to have at one time. In addition, Caroline’s story is expected to greatly aid the local tuberculosis campaign.

**WBLY Aids Family**

KEN GIVEN, manager, WBLY Bowling Green, Ky., is proud of his station and proud of that city, too. And with good reason. Fire swept through the apartment of a local family, snuffing out the life of a nine-months-old son and reducing most of their possessions to ashes. An appeal by WBLY brought contributions which completely furnished a new apartment and added $1,200 to the bank account of the bereaved mother.

**Forest Saved**

AN urgent appeal for firefighters by Ned Skaff, WCBS Charleston, W. Va., personality, has been credited by state conservation officials with saving Kanawha State Forest from destruction. Officials also paid tribute to Ross Edwards, WCBS news editor.

**Christmas Appeal**

JUDY DEANE, KNBC San Francisco performer, is now making her second annual appeal for Christmas gifts for children served by the Youth Guidance Center of San Francisco. The center serves neglected or abandoned children, truants or minor offenders and dollars a day, according to Miss Litchfield, the chairman of the Voluntary Auxiliary for the center on the Yuletide project.

**Sounds Missing Woman**

WSMI Little Rock, Ark., was responsible for finding a woman missing 19 hours, when a relative, of Wilsonville, Ill., notified police that the woman, who could not speak English, was at the Litchfield, Ill., Jack D. Funk, news and special events director, aired a description of the woman on his newscast and searchers found her unharmed after a listener reported seeing the missing woman.

**‘Heart’ Series**

WDEL-TV Wilmington again this year is making time available to Delaware Heart Association for a series entitled Live With Your Heart. Each week a different heart specialist from the area speaks on a varied phase of heart disease, illustrating talk with an actual heart model, slides, X-rays prints and other devices. A similar series was presented last spring.

**Christmas Gifts**

KFFE Wichita, to aid the city’s less fortunate, has set the gift of food or a toy as the price of admission to its studio broadcasts. The food is for Christmas baskets which are distributed by the Salvation Army. Toys are turned over to 1,000 underprivileged children who will attend a huge holiday party, jointly sponsored by KFFE, the Salvation Army and the Veterans of Foreign Wars.

**Aids Milk Fund**

WROL Knoxville on Nov. 29 took part in the “kick off” of the Knoxville Journal’s campaign to supply milk to underprivileged children throughout the year. Appearing on the cover of the Journal’s Archie Bunker’s "Grandpappy" Campbell and the entire cast of Country Playhouse.

**Carolina Top Network Station**

$125,000.00

A very profitable top network property located in one of the important growth markets of the Carolinas. Showing consistent increase.

**Appraisals • Negotiations • Financing**

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C.

JAMES W. BLACKBURN

Ray V. Hamilton

Washington Bldg.,

Sterling 3-9412

CHICAGO

SAN FRANCISCO

La Salle 2-8590

Lettner M. Smith

Montgomery St.

Delaware 2-1715-6

Tribune Tower

Boston 7-0672

Page 96 • December 6, 1952
Docket Action...

INITIAL DECISION


Hutchinson, Minn. - McLeod County Co. granted 1350 kc. 500 w. daytime; antenna 200 ft.; engineering condition. Estimated construction cost $18,600, first-year operating cost $4,200, revenue $60,000. For list of Mr. Segal's broadcast properties, see FCC Grant Dec. 26, 1952.

Non-Docket Actions...

AM GRANTS

Listed by States

Yuba City, Calif. - John T. Steventon. Granted 1350 kc. 1 kw. daytime; antenna 170 ft.; engineering condition. Estimated construction cost $6,635, first year operating cost $50,000, revenue $69,000. Mr. Steventon is in the San Francisco grain dealer and lessee of KMOV Orville, Calif. (Equipment for Yuba City station purchased from KGNN Grass Valley, Calif.). Station is vacationing 1450 kc., making this grant possible. Mr. Steventon, 465 California St., San Francisco. April 4, 1952. Application filed Nov. 11, 1951, seeing said frequency with $20 w. full time; amended Dec. 10, 1952 to specify operating on w. full time; granted Dec. 4, 1952.

Putnam, Conn. - The Israel Putnam Best Co. Granted 1350 kc. 500 w. daytime; engineering condition. Estimated construction cost $6,635, first-year operating cost $50,000, revenue $69,000. Applicant is licensee of WOCW South St. Paul, Minn., and WCII South Minneapolis, Minn. Post office address: 1007 Main St., Putnam, Conn. Filed Oct. 1, 1951, amended Nov. 12, 1952; granted Dec. 4, 1952.

Finch, Idaho. - William M. Segal. Granted 1380 kc. 1 kw. daytime; antenna 200 ft.; engineering condition. Estimated construction cost $18,600, first-year operating cost $4,200, revenue $60,000. For list of Mr. Segal's broadcast properties, see FCC Grant Dec. 26, 1952.

For TELEVISION GRANTS AND APPLICATIONS, see page 68.

December 4 Decisions...

WACB Kittanning, Pa. - Granted CP to increase power on 1560 kc. from 500 w. to 1500 w. effective date 1260 kw., full-time, antenna 200 ft.; engineering condition.

Advised of Hearing

KTNW Placentia, Calif. - Is being advised that application to increase power 1330 kw. from 2050 kw. to 2500 kw. is being held for public in Bakersfield, Calif. (Equipment for KTNW is KXTM San Antonio, Tex.). Station is inquires of hearing because of high blanket area potential making proposed site unacceptable.

WMJZ Buffalo, N. Y. - Is being advised that application to increase power 1090 kw. from 500 kw. to 1000 kw. is being held for public in Buffalo, N. Y. (Equipment for WMJZ is WMOR, New York). Station is inquires of hearing because of uncertainty of interference to WMOR, New York.

WJRT Lansing, Mich. - Granted CP to increase power 1140 kw. from 420 kw. to 1000 kw. and studio location to 1120 N. Meridian St., Lansing, Mich.

KRVN Kearney, Neb. - Granted CP to increase power 1350 kw. from 205 kw. to 1350 kw., and studio location to 800 S. 11th St., Kearney, Neb. (Equipment for KRVN is KGFW, Omaha, Neb.). Station is inquires of hearing because of uncertainty of interference to KGFW, Omaha.

KRWJ Lompoc, Calif. - Is being advised that application to increase power 1330 kw. from 250 kw. to 1330 kw. is being held for public in Lompoc, Calif. (Equipment for KRWJ is KVIN, San Luis Obispo, Calif.). Station is inquires of hearing because of uncertainty of interference to KVIN, San Luis Obispo.

DECEMBER 4... (Continued from page 59)
ter negative control to Robert D. House and 6607 House through exchange by the Bells of their respective shares in KMBC for 2% interest in KSEL Lubbock, Tex., now held by the Messrs. House, whose interest in KSEL will be reduced from 49% to 8%, and whose interest in KMBC will be increased from 30% each to 50% each. Filed Nov. 30; granted Nov. 26 (FCC Record, B-7, Dec. 1).

WLNY Blackstone, Va. — Blackstone Bestg. Corp. Granted consent to Maxey T. Stone to transfer control of license to Harris L. Umstead, sales manager of KXL. Transfer of Mr. Stone’s 10% share of stock to Mr. Umstead, payment by Mr. Umstead to Mr. Stone of $5,000 cash, and issuance of promissory note to Mr. Stone by Mr. Umstead of a sum of $5,000 (without interest due in one year), and assignment of 22 shares of preferred stock from Mr. Umstead to Mr. Stone. Consideration is $10,500 for 22% interest. Filed Nov. 15; granted Nov. 28 (FCC Record, B-7, Dec. 1).

KCLX Colfax, Wash. — Interstate Radio Inc. Granted voluntary assignment of license to Eugene Peareolly (50%), former vice president, commercial manager and 49% owner of WWOS Springfield, Ohio, and to be general manager of KCLX, and Bradley Rice (50%), president of WWOS, for $17,500 for 100% interest. Filed Nov. 15; granted Dec. 4.

New Applications . . .

AM APPLICATION


New Applications . . .

TRANSFER REQUESTS

Listed by States

KMPC Los Angeles, Calif. — Assignment of license from KMPC: The Station of the Stars Inc. to KMPC Inc. for $799,998, (of which $386,908 is to be cash, and $413,090 in exchange of stock). Principals in assignee include President Gene Autry, owner of KOOL Phoenix, Ariz., KOPO Tulsa, Ariz., and KNOG Nogales, Ariz., and radio, television and motion picture acting; Vice President Robert G. Reynolds (40%), general manager of KMPC; Vice President Lloyd Sigmon (33.3%), assistant general manager of KMPC and radio engineer; Secretary Wesley L. Nuten Jr. (4%).

Los Angeles (Calif.) attorney, and Treasurer Oren G. Mattison (18%), and George del Medyo Ranch Enterprises Inc. owns KMPC. Owners of assignor will be voted by Mr. Autry. Melody Ranch Enterprises Inc. owns WWJ, Burlington, (N.H.) AM, and will be voted by Mr. Mattison. KMPC radio engineers in Bangalore, India, will introduce new element of control of broadcast license to Mr. S. R. Bedade, introduces new element of control from company to individual (see transfer of control application, above). Filed Nov. 29.

KSLA Salt Lake City, Utah. — Acquisition of control of KSLA, licensee, by Eugene Kristoff, president of KSLA, to control of a group of stockholders. KSLA Inc. in Dec. 1957, was organized of stockholders now holding 119 shares of stock. Filed Nov. 30. KSLA Inc. will result in 344 shares outstanding, of which 224 shares will be owned by Eugene Kristoff. KSLA Inc. will hold 194 shares, or positive control. Public Broadcasting Inc. will hold 190 shares of stock. Filed Nov. 29.

WARE Ware, Mass. — Assignment of license from John W. Wade, Jr., to Central Bestg. Corp. for $2,500. Sole stockholder in assignee is John W. Wade, Jr., president of WTPS Real Estate; sole stockholder in assignor is John W. Wade, Jr., president of WTPS Inc., which holds 60% of stock in WTPS. Filed Nov. 30.

KBBF Great Falls, Mont. — Transfer of control from Buttey Bestg. Inc. to J. P. Watkins for $17,250. Watkins, who already has 60 shares of stock in station, is general manager of KMPC (also known as Mark Evans) is employed by Calypso, president of KMPC. Filed Nov. 29.

KJLW Clinton, Mo. — Transfer of control to John W. Kline and Marcus August for $25,000. KJLW, Inc. owns 600 shares of stock in station, which is now owned by Mr. Kline and Mr. August (see Our Reradios to Joseph Patrick Womack, Dec. 9, 1958). Filed Nov. 29.

KXLY Spokane, Wash. — Transfer of control to John W. Kline and Marcus August for $25,000. KXLY, Inc. owns 600 shares of stock in station, which is now owned by Mr. Kline and Mr. August (see Our Reradios to Joseph Patrick Womack, Dec. 9, 1958). Filed Nov. 29.

WTRM Trenon, N.J. — Transfer of control, from S. Carl Mark (Trent Brothers Inc.) to Trent Brothers Inc. for $25,000. Transference is of license of WTRM-WLXT-AM-FM-TV Trenton. Filed Nov. 29.

KWOS Roswell, N.M. — Transfer of control of station from McEvoy Bestg. Co. to John A. Barnett for $50,000. Mr. Barnett is independent oil and gas operator and applicant for new TV station in Roswell. Filed Nov. 29.

KWSZ Roswell, N.M. — Assignment of license from McEvoy Bestg. Co. (without change of control) to John A. Barnett as incorporator. Assignment of McEvoy Bestg. Co. is grantor of transfer of control of McEvoy Bestg. Co. to Mr. Barnett. Mr. Barnett introduces new element of control from company to individual (see transfer of control application, above). Filed Nov. 29.


KBBF Great Falls, Mont. — Assignment of license to KBBF, Inc., which holds 100% of stock in assignee, for $27,500. Principals in assignee in- clude Robert D. Barnett, president of Fil- rillo (Tex.) certified public account- ant, and George Coleman, president of KBBF, Inc. & KBBF, Inc. Grantor of license for KBBF, Inc. is Mr. Barnett, president of KBBF, Inc. Filed Nov. 26. KBBF Roswell, N.M. — Assignment of license from Charles W. Baithorpe to Radio Kite Inc. President of assignee is Charles W. Baithorpe, who is the assignor, and will hold all stock in assignee. Assignment. Change from individual to individual. No actual change of control or ownership. Filed Nov. 26.

JOHN H. PERRY
Succumbs in Florida

JOHN H. PERRY, who built a radio and newspaper empire in Flori- da, died last Thursday at West Palm Beach of a cerebral throm- bosis suffered a few days before. He was 71.

Though he personally held no direct stock interest in any radio properties at the time of his death, all were owned through newspapers in which he had owned and owned his family were the principals.

He was chairman of the board and director of WJHP Jackson- ville, WCOA Pensacola. His son, John H. Perry Jr., is president and director of WJHP, WCOA, WTMC Ocala and WLDP Panama City and a director of WDRN, Daytona Beach, which is owned by the News-Journal Corp., a Perry property.

His other son, Farrell Perry, is president of Western Newspaper Union. He is survived by his wife and his two sons, all of whom were at his bedside when he died.

SCHWERIN CORP.
Will Pre-Test NBC Films

NBC has signed the Scherwin Research Corp., New York, to a contract for exclusive pre-testing of NBC film properties for syndication, Robert W. Sarnoff, vice president in charge of NBC Film Div. announced Wednesday.

Mr. Sarnoff said pre-testing of pictures will provide valuable in- formation on audience reaction for guidance in presentation of an entire film series. This project, Mr. Sar- noff added, will throw light on such important subjects as the public's reaction to pictures, effectiveness of titles, potential audience loyalty, appeal to sex and age groups, and reaction to types of products most suitable for spon- sorship.

"NBC hopes that the use of the Scherwin research techniques for pretesting our film properties will enable us to obtain valuable information in advance of the new season, and to make the selection of the proper film series for spon- sorship," Mr. Sarnoff said. He added that the research will be applied also to film series which NBC undertakes to distribute.

Must reading for Radio and TV Executives

Profile of the Advertising Market

a new study of today’s market for national advertising—
its dimensions, characteristics and potential!

—Printers’ Ink—

Printers’ Ink

205 East 42nd Street,
New York 17, New York

How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers’ Ink.

Here, for what we believe to be the first time in advertising history, is a clear-cut picture of today’s national advertising market—based upon research reported on or done by Printers’ Ink, as well as available data from several media groups.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way.

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers’ Ink can help you sell more advertising to national advertisers.

If you do not now have a copy of Profile of the Advertising Market, ask your Printers’ Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.
referring certain giveaways to the Justice Dept. for investigation. These programs "were in all respects similar to those against which the present order is directed," NBC contended, and yet the Attorney General declined to take action against any of them.

NBC also noted that Mr. Fly had proposed the enactment of legislation against telephone giveaways but that Congress never followed his proposal.

"The entire purpose of [FCC's] order is to prohibit the broadcast of certain types of programs, a function expressly forbidden by the Commission, and to impose an unusually drastic sanction for non-compliance," the brief charged.

What FCC is trying to do is decide between what it considers "good" programming and what it considers "bad," NBC claimed, citing court rulings which held that such a decision involves censorship.

In its interpretation of the lottery law, NBC contended, "the Commission's order and the rules which it embodies play fast and loose with the elements of chance and consideration." By the Commission's line of reasoning, the network argued, "a professional golf tournament in which an entrance fee is charged and a substantial prize is awarded meets the test of consideration and prize," and "no golfer, moreover, would deny that the element of chance plays a considerable part in the outcome. Yet no one would dare claim that such a contest was a lottery subject to criminal penalties."

Holding that future Commissions might extend the giveaway ban even further, the network contended that the present Commission considers blameless, the brief concluded:

"The vice of allowing an admin- istration to "interpret" a criminal statute has never been better illustrated than in this proceeding. Under the guise of 'interpretation,' the Commission has converted into lotteries contest programs which the Dept. of Justice refused to take action against...has actually succeeded in extending the 'Congressional mandate' to programs which the Congress itself did not see fit to include in the statutory prohibition...has completely changed the concepts of chance and consideration...has substituted the awkward and confusing phraseology of its own rules for the language chosen by Congress."

The FCC, in its brief, claimed that it not only has the power to adopt regulations opposing both the networks, but that its interpretations are correct as describing violations of Sec. 1504 of the Criminal Code.

It is in the FCC's concept of "consideration" that most significance attaches.

"The usual lottery schemes...are conducted by commercial interests for a commercial reason," the Commission said.

"Where an enlarged radio audience is 'purchased' with the chance of prizes, in that listening to the program is directly or indirectly made a prerequisite to winning prizes, there is an immediate technical consideration in the act of listening."

Calling attention to the fact that sponsors desire large audiences, the Commission continued:

"Under these circumstances, the temptation is strong to 'buy' audiences with the offer of a chance to win a large prize."

"Defendants [FCC] believe that wherever the chance to win is conditioned upon the affirmative act of listening to a radio program, consideration is furnished by the participants. This is so whether the element of consideration be viewed in narrow technical terms, or upon the basis of a realistic economic analysis of the manner in which the entire scheme operates..."

In a summary paragraph, the FCC put its thinking on the subject in these words:

"In the long run the radio audience as a whole pays for the prizes 'given' away, and more besides. For advertisers buy advertising on the well established theory that it pays—i.e., that sales traceable to advertising produce a profit greater than the cost of the advertising. A sponsor will buy time on the air, and give away prizes on his program if and only if he is persuaded that members of the radio audience will buy enough of his product to make it worth while. The fact that inducing a mass audience to listen will result in more sales is at once the basis and the essence of the illegality of the defined schemes. To be sure, the product thus sold may be a good one and well worth the price charged...But the law does not sanction the promotion of such lotteries. The vice lies in inducing people by the bait of a lottery to buy what they otherwise would not have, or might not have, bought."

**WLAN PROTEST**

**Court Delays Hearing**

U. S. COURT of Appeals for District of Columbia on its own motion last week postponed until this Thursday hearing oral argument on the request of WLAN Lancaster, Pa., for an injunction to prevent WGAL-TV Lancaster from moving to bid Ch. 6 pending the Commissioner's final ruling on WLAN's petition for review of FCC's conditional grant to WGAL-TV to switch from Ch. 4 to Ch. 3 [FCC, Dec. 1].

Meanwhile, NBC, in behalf of the network's Ch. 4 stations WNBW (TV) Washington and WNBT (TV) New York, petitioned the court to leave to intervene in the WLAN litigation on grounds of interference to both stations. It was because of the sub-standard co-channel overlap between Lancaster and Washington (86 miles) and Lancaster and New York (132 miles) that the Sixth Report, which finalized the TV reallocation, ordered WGAL-TV to switch.

WLAN has protested the action because of its competitive bid for a new station on Ch. 8 but the Commission has indicated a comparative hearing will be afforded. Hence, FCC approved the WGAL-TV change to Ch. 8 conditionally, pending outcome of such hearing. WLAN argues the conditional grant prejudices standing of its application since it would have to compete with a going operation on the channel it seeks.

WGAL-TV's last week presented the court with its response to the WLAN pleadings, contending WLAN has no legal standing to request comparative hearing of its application since the Commission's Sixth Report action was done under Sec. 316 of the Communications Act rather than Sec. 309. The Ashbacker principle of comparative consideration applies only to Sec. 309, the petition pointed out.

WGAL-TV further charged that WLAN's "prayers for temporary and extraordinary relief, coming as they do 68 days after the decision and order complained of and without action by [WLAN] to secure a Commission order staying or postponing the effective date of WLAN's obligations under such order, not only fail to present a proper case for the equitable relief requested but are suggestive of a total disregard of the hardship which would result to WGAL-TV and the public as well in the circumstances of this case."

Similar opposition to WLAN's injunction plea was filed with the court by FCC and the U. S. Attorney General.

WGAL-TV's reply was filed by George O. Sutton, William Thompson and Duke M. Patrick, Washington radio-TV counsel.

**HAWKINS NAMED**

**Is KXLY-TV Local Sta. Mgr.**

NORMAN HAWKINS, formerly of WWJ-TV Detroit, has just been appointed local station manager of KXLY-TV Spokane. KXLY-TV plans to begin operations on Ch. 4 on Dec. 25. Mr. Hawkins worked as a boy at KXLY and became friendly with Ed Craney, president of XL stations. Then he flew planes for Pan American, ferried them across the Atlantic, served in the Army, rejoined Pan American, then entered broadcasting at WWJ-TV.

**New CBS-TV Affiliate**

WLVA-TV Lynchburg, Va., will join CBS-TV as a primary supplementary interconnected affiliate about Feb. 1. Herbert V. Anderbo, network station relations to begin, announced last week. The station, assigned Ch. 13, is being constructed by Lynchburg Broadcasting Corp., licensee of WLVA. Philip Allen is general manager.

---

**[WGAN-TV][1] obligations under such order, not only fail to present a proper case for the equitable relief requested but are suggestive of a total disregard of the hardship which would result to WGAL-TV and the public as well in the circumstances of this case."

Similar opposition to WLAN's injunction plea was filed with the court by FCC and the U. S. Attorney General.

WGAL-TV's reply was filed by George O. Sutton, William Thompson and Duke M. Patrick, Washington radio-TV counsel.

COLUMBIA College, Chicago school specializing in radio-TV training, is expanding activities to include the West Coast with the establishment of a branch at 2823 W. Seventh St., Los Angeles.

![Another BMI "Pin Up" Hit](image)

**FULL TIME JOB**

Published by Acuff-Rose

On Records: Doris Day-Johnnie Ray——(Columbia); Eddy Arnold——(Victor); Eddie Hill——(Mercury).

BROADCAST MUSIC, INC. 150 Fifth Avenue, New York 22, N. Y.
WLAN second suit filed in Washington

WLAN, Lancaster, Pa., Friday filed second suit in U. S. Court of Appeals in Washington against FCC's conditional grant for WGAL-TV Lancaster to move from Ch. 4 to 8 (see story on page 101). New appeal is based on Sec. 402(b) of Communications Act, which gives applicant right to appeal from Commission action which was not publicly proposed before action. This is one of changes incorporated in Communications Act by Me-

P E O P L E

Herbert Bayard Swope Jr., NBC television producer and director, appointed by Col. University, N. Y., as chairman of organization's active Committee on Traffic & Trar-

Marty Hoger, long-time Chicago freelance announcer-disc jockey for former Chicago manager of Frank B. Swanson agency, joins WCFL Chicago as assistant general manager, working with manager Arthur Harre.

Jack Lazare, Wins New York staff announce to WNEW New York's announcing and featured staff.

Friday TV Applications

Four new TV applications were filed with FCC late Friday afternoon and three applicants amended their applications.

NEW APPLICATIONS

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHF), uht Ch. 36, ERP 121.4 kw visual, 90.7 kw aural, antenna height above average terrain 341 ft. above ground 370 ft. Estimated construction cost $130,500, yearly operating cost $132,000. City priority status: Gr. B-4, No. 126.

San Francisco, Calif.—KGO Radio & Television Inc. (KGO), vhf Ch. 5, ERP 393 kw visual, 15.6 kw aural; antenna height above average terrain 146 ft. above ground 138 ft. Estimated construction cost $133,476, first year operating cost $134,900. City priority status: Gr. A-2, No. 239.

Salem, Ore.—Peale, uht Ch. 46, ERP 104.7 kw visual, 56.3 kw aural; antenna height above average terrain 121 ft. above ground 108 ft. Estimated construction cost $1,965,500, first year operating cost $1,957,700. City priority status: Gr. B, No. 40.

Fort Worth, Tex.—Fort Worth Television Co., vhf Ch. 10, ERP 216 kw visual, 120 kw aural; antenna height above average terrain 300 ft. above ground 287 ft. Estimated construction cost $1,330,000, first year operating cost $1,353,000. City priority status: Gr. B-2, No. 265.

Amended Applications

Chicago, Ill.—Johnson-Kennedy Radio Corp. (WGN), vhf Ch. 2, ERP 87 kw visual, 56 kw aural; antenna height above average terrain 370 ft. above ground 362 ft. Studio and transmitter location Daily News Bldg. For application, see B.T., July 14.] City priority status: Gr. B-2, No. 167.

Corpus Christi, Tex.—Superior Television Inc., vhf Ch. 36, ERP 222 kw visual, 111 kw aural. Principals: President J. J. Warfield (25%), Honolulu film producer, former co-owner of Stockton (KOTV) TV, Olson, (25%), Vice President and Treasurer Alice Armstrong (25%), wife of co-owner of The Texas Transport Co. of (Interstate transportation of goods), and Mrs. I. C. Lowther (15%), president of La Gloria Corp. (oil and gas production company for Tex. and Big Bend Agency) (10%); Director for La Gloria Corp. (For application, see B.T., July 14.) City priority status: Gr. A-2, No. 23.

Milwaukee, Wis.—Wescom City Broadcast, Inc. (WWMG), uht Ch. 16, ERP 14.27 kw visual, 7.78 kw aural. Change antenna height above average terrain to 459 ft. above ground 466 ft. For application, see B.T., Nov. 14.] City priority status: Gr. B-4, No. 182.

AFTRA Negotiations

For second straight week, AFTRA and network representatives are scheduled over-weekend negotiating sessions in effort to reach settlement on radio and television contracts. Both parts have expired and have been extended on day-to-day basis by mutual agreement (see story, page 25).

Broadcasting • Telecasting

San Diego switch

Exchange of ABC and CBS radio station affiliations in San Diego, with KFMB becoming CBS Radio outlet and KCBQ joining ABC (circuit, Aug. 28), becomes effective Friday.

NEW APPLICATIONS

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHF), uht Ch. 36, ERP 121.4 kw visual, 90.7 kw aural, antenna height above average terrain 341 ft. above ground 370 ft. Estimated construction cost $130,500, yearly operating cost $132,000. City priority status: Gr. B-4, No. 126.

San Francisco, Calif.—KGO Radio & Television Inc. (KGO), vhf Ch. 5, ERP 393 kw visual, 15.6 kw aural; antenna height above average terrain 146 ft. above ground 138 ft. Estimated construction cost $133,476, first year operating cost $134,900. City priority status: Gr. A-2, No. 239.

Salem, Ore.—Peale, uht Ch. 46, ERP 104.7 kw visual, 56.3 kw aural; antenna height above average terrain 121 ft. above ground 108 ft. Estimated construction cost $1,965,500, first year operating cost $1,957,700. City priority status: Gr. B, No. 40.

Fort Worth, Tex.—Fort Worth Television Co., vhf Ch. 10, ERP 216 kw visual, 120 kw aural; antenna height above average terrain 300 ft. above ground 287 ft. Estimated construction cost $1,330,000, first year operating cost $1,353,000. City priority status: Gr. B-2, No. 265.

Amended Applications

Chicago, Ill.—Johnson-Kennedy Radio Corp. (WGN), vhf Ch. 2, ERP 87 kw visual, 56 kw aural; antenna height above average terrain 370 ft. above ground 362 ft. Studio and transmitter location Daily News Bldg. For application, see B.T., July 14.] City priority status: Gr. B-2, No. 167.

Corpus Christi, Tex.—Superior Television Inc., vhf Ch. 36, ERP 222 kw visual, 111 kw aural. Principals: President J. J. Warfield (25%), Honolulu film producer, former co-owner of Stockton (KOTV) TV, Olson, (25%), Vice President and Treasurer Alice Armstrong (25%), wife of co-owner of The Texas Transport Co. of (Interstate transportation of goods), and Mrs. I. C. Lowther (15%), president of La Gloria Corp. (oil and gas production company for Tex. and Big Bend Agency) (10%); Director for La Gloria Corp. (For application, see B.T., July 14.) City priority status: Gr. A-2, No. 23.

Milwaukee, Wis.—Wescom City Broadcast, Inc. (WWMG), uht Ch. 16, ERP 14.27 kw visual, 7.78 kw aural. Change antenna height above average terrain to 459 ft. above ground 466 ft. For application, see B.T., Nov. 14.] City priority status: Gr. B-4, No. 182.

AFTRA Negotiations

For second straight week, AFTRA and network representatives are scheduled over-weekend negotiating sessions in effort to reach settlement on radio and television contracts. Both parts have expired and have been extended on day-to-day basis by mutual agreement (see story, page 25).

Broadcasting • Telecasting

San Diego switch

Exchange of ABC and CBS radio station affiliations in San Diego, with KFMB becoming CBS Radio outlet and KCBQ joining ABC (circuit, Aug. 28), becomes effective Friday.

NEW APPLICATIONS

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHF), uht Ch. 36, ERP 121.4 kw visual, 90.7 kw aural, antenna height above average terrain 341 ft. above ground 370 ft. Estimated construction cost $130,500, yearly operating cost $132,000. City priority status: Gr. B-4, No. 126.

San Francisco, Calif.—KGO Radio & Television Inc. (KGO), vhf Ch. 5, ERP 393 kw visual, 15.6 kw aural; antenna height above average terrain 146 ft. above ground 138 ft. Estimated construction cost $133,476, first year operating cost $134,900. City priority status: Gr. A-2, No. 239.

Salem, Ore.—Peale, uht Ch. 46, ERP 104.7 kw visual, 56.3 kw aural; antenna height above average terrain 121 ft. above ground 108 ft. Estimated construction cost $1,965,500, first year operating cost $1,957,700. City priority status: Gr. B, No. 40.

Fort Worth, Tex.—Fort Worth Television Co., vhf Ch. 10, ERP 216 kw visual, 120 kw aural; antenna height above average terrain 300 ft. above ground 287 ft. Estimated construction cost $1,330,000, first year operating cost $1,353,000. City priority status: Gr. B-2, No. 265.

Amended Applications

Chicago, Ill.—Johnson-Kennedy Radio Corp. (WGN), vhf Ch. 2, ERP 87 kw visual, 56 kw aural; antenna height above average terrain 370 ft. above ground 362 ft. Studio and transmitter location Daily News Bldg. For application, see B.T., July 14.] City priority status: Gr. B-2, No. 167.

Corpus Christi, Tex.—Superior Television Inc., vhf Ch. 36, ERP 222 kw visual, 111 kw aural. Principals: President J. J. Warfield (25%), Honolulu film producer, former co-owner of Stockton (KOTV) TV, Olson, (25%), Vice President and Treasurer Alice Armstrong (25%), wife of co-owner of The Texas Transport Co. of (Interstate transportation of goods), and Mrs. I. C. Lowther (15%), president of La Gloria Corp. (oil and gas production company for Tex. and Big Bend Agency) (10%); Director for La Gloria Corp. (For application, see B.T., July 14.) City priority status: Gr. A-2, No. 23.

Milwaukee, Wis.—Wescom City Broadcast, Inc. (WWMG), uht Ch. 16, ERP 14.27 kw visual, 7.78 kw aural. Change antenna height above average terrain to 459 ft. above ground 466 ft. For application, see B.T., Nov. 14.] City priority status: Gr. B-4, No. 182.

AFTRA Negotiations

For second straight week, AFTRA and network representatives are scheduled over-weekend negotiating sessions in effort to reach settlement on radio and television contracts. Both parts have expired and have been extended on day-to-day basis by mutual agreement (see story, page 25).

Broadcasting • Telecasting

San Diego switch

Exchange of ABC and CBS radio station affiliations in San Diego, with KFMB becoming CBS Radio outlet and KCBQ joining ABC (circuit, Aug. 28), becomes effective Friday.
Never put a ceiling on what WLV-TELEVISION can do for YOU...

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how...experience...vigor...But Expanded!

It's the WLW-Television Client Service Department...with 20...yes, 20 complete and distinct services...all at work for you!

1. The WLW-Television-Albers Shopper Stopper Plan.
2. Display service, major grocery, drug outlets.
3. Retail Trade mailings.
4. Jobber, broker, wholesale trade mailings.
5. Newspaper advertisements.
7. On-the-air promotions.
8. Cab cover.
9. Window displays, grocery, drug outlets.
10. Sales meetings for dealer, jobber, distributor salesmen.
14. All-inclusive promotion campaigns.
15. Tie-in with national promotions.
16. Client follow-up reports.
17. Client television market research department.
19. Promotion consultation service.
20. Client Rating service.

The Client Service Department is your creative assault unit in the WLW-Television coverage area...doing for your product everything...from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plussing your advertising dollar...many fold!

WLW Television

WLW-T PDX CANCINATI  WLW-D DAYTON  WLW-C COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood
weed & company

RADIO STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO

DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD