

JULY 7, 1952

35¢ PER COPY

BROADCASTING TELECASTING

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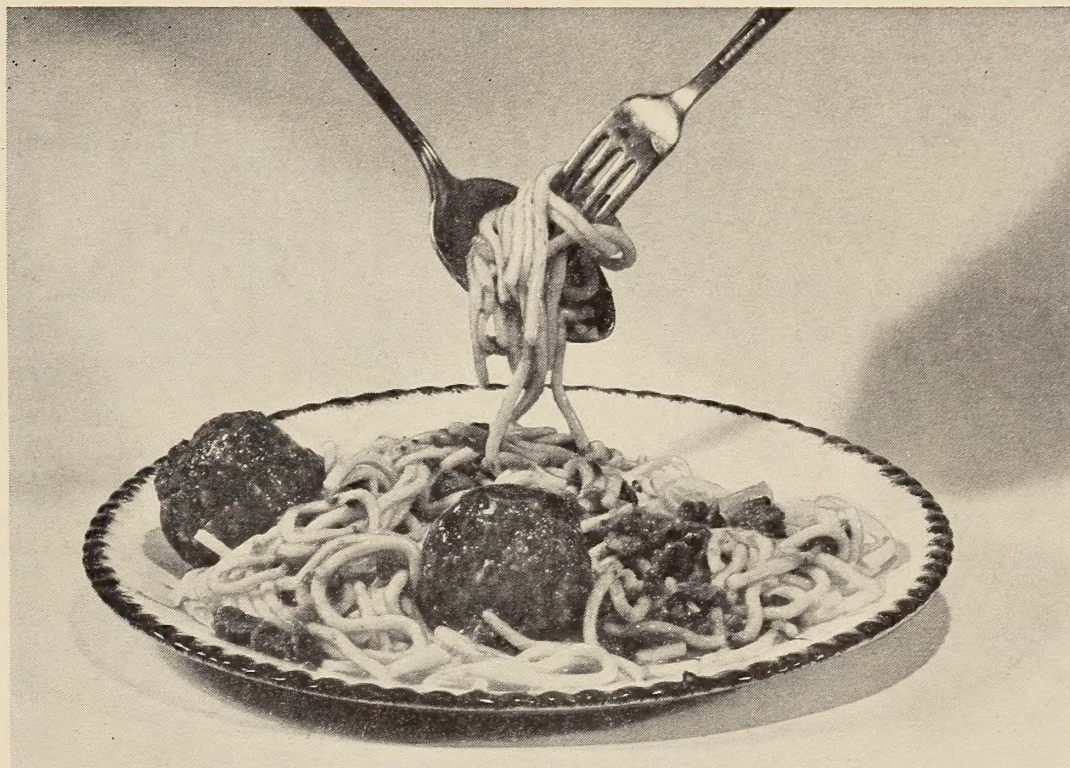
Rebroadcast Rule
May Go To Hearing

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TELECASTING

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21ST
The Newsweekly
of Radio and
Television.
year



Like meatballs go with spaghetti

That's how *profitable advertising* goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H* regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE

W-I-T-H



TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's **GROWTH... GO WHAS!**

Both **INDUSTRY** and **GOVERNMENT**
are spending **MORE** in Kentucky!

New plant investments in 1951:

OVER \$1,330,000,000..



An increase in
per-capita spending by the STATE:

13.7% ABOVE NATIONAL AVERAGE..



Louisville's phenomenal industrial growth is being reflected throughout Kentucky. Since 1951, investments of more than \$1,330,000,000 for expansions and new plants have been announced... of which approximately *one billion dollars* is being spent *outside* the Metropolitan Louisville area.

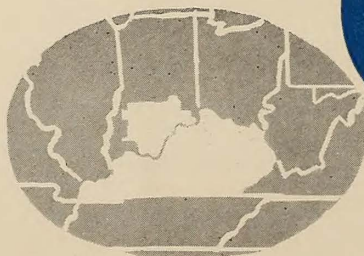
In step with the tremendous industrial growth of Kentucky is the State's improvement spending. Kentucky's increased rate of spending tops the U.S. average by a healthy margin. From 1949 to 1951 Kentucky's per-capita expenditures for all purposes increased **13.7% more** than the national increase for the same period.

GO WHAS!

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

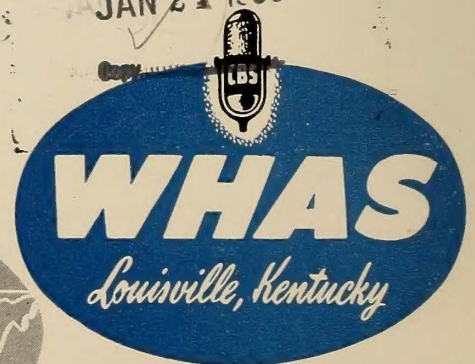
As in Farm, Sports and News programs, WHAS-produced folk music shows have greater listenership than programs presented at the same time by all other Kentucky stations combined.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties



THE WHAS MARKET
SERIAL RECORD


JAN 21 1953



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

This is a **RATE CARD . . .**

Remember?

	
The Detroit News The World's First Radio Station NBC Network	
Rate Card No. 32 April 1, 1951	
Business Address 622 W. Lafayette Detroit 31, Mich.	
Associate Station WWJ-TV	
Owned and Operated by The Evening News Association	
WWJ 950 KC 5 KW Regional Full Time Established August 20, 1920	WWJ-FM 97.1 MC 10.5 KW Metropolitan Full Time Established May 9, 1941
General Manager—Edwin K. Wheeler Station Manager—Don DeGroot National Sales Manager—Wendell Parmelee Sales Manager—James G. Eberle NATIONAL REPRESENTATIVE—GEORGE P. HOLLINGBERY COMPANY	

At WWJ, The World's First Radio Station, we believe in setting rates and sticking to them.

Down through the years our rates have been set—and adjusted as factors warranted—to reflect honest appraisals of WWJ's accepted value in America's great fifth market.

If new trends and influences disturb this market or WWJ's value, a new rate card will be published and enforced.

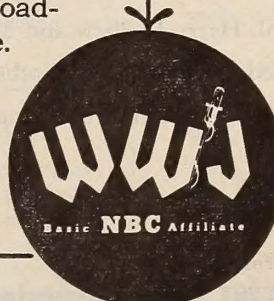
For 32 years, WWJ management has been interested in strengthening radio through sound business practices. Along with other forthright builders of broadcasting, we have always dealt on top of the table.

We intend to keep on dealing that way.

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

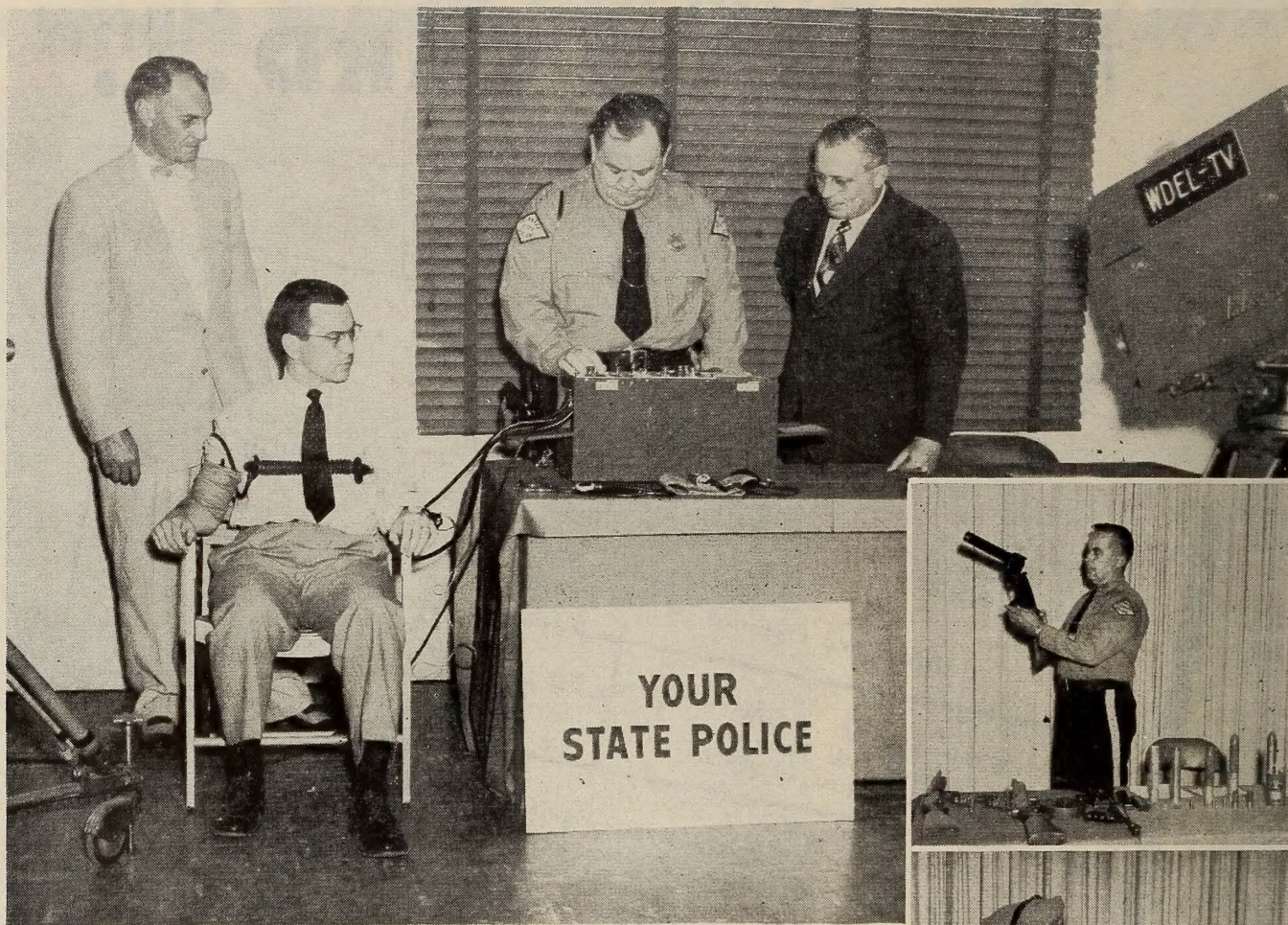
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

**nobody buys
WWJ for less,
... nobody
pays more.**



AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV



Know "Your State Police"

Delawareans *do* know their State Police, thanks to an exciting weekly program, seen on WDEL-TV at 10:30 p.m. Monday nights. Purpose of the program is to supply the citizens of Delaware with first-hand information about the work of the State Police, and to demonstrate the efficient way in which that work is performed.

On a recent Monday night, WDEL-TV's Jim Adshead submitted to a lie-detector test, administered by Lt. C. C. Seitz, of the Delaware State Police, while Col. Harry L. Shew and Maj. Carl Schnetter watched with interest. Another recent telecast featured Lt. William H. Horney, in an

exhibit of firearms; and Trooper First Class Linden F. Ballance, in a realistic firearms demonstration.

"Your State Police" is one of a number of stimulating public-service programs presented by WDEL-TV as a contribution to better community understanding.

WDEL-TV
Wilmington, Delaware
A STEINMAN STATION



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



at deadline

CLOSED CIRCUIT

FCC SPENT hours last Thursday discussing ABC-United Paramount severance case petition, seeking prompt action on merger of network and theatre chain, with prospects of action this week. Commission is concerned about reduction of competition if ABC can't stand financial gaff, as well as situation confronting some 300 affiliates of network [B•T, June 30]. FCC may not go all way requested, but it's good guess that substantial relief will be granted.

WITHIN NEXT FORTNIGHT announcement will be made of appointment of Charles R. Denny to new position of responsibility in NBC. This will constitute second phase of "integration" reorganization, first of which was naming of vice presidents Pat Weaver and Frank White in charge of radio and TV network operations. While President Joseph H. McConnell hasn't indicated precise status of Mr. Denny it's deduced it will be top-level in non-network field, embracing owned and operated stations and spot sales in both radio and TV.

AFTER THREE years of TV, Chevrolet is planning return to large scale spot radio (transcribed). One of first spot users in early thirties, Chevrolet reportedly has found it isn't reaching important hinterland markets, and that this year, for first time in many, it has lost first place in small car field to Ford (which uses extensive radio). Agency: Campbell-Ewald, Detroit and New York.

IN FURTHERANCE of plan to acquire key station in Los Angeles, NBC financial Vice President Joseph Heffernan left late last week for Los Angeles, and will be joined there early next month by NBC President Joseph H. McConnell. It's open secret [B•T, June 30] that network seeks to purchase an existing outlet, now that it has sold KOA Denver, subject to customary FCC approval. Negotiations are indicated with KFI, present NBC affiliate, independent KMPC, owned by Richards estate, and KFWB, owned by Harry Maizlish. Past negotiations with KFI and KMPC have foundered on price. At one time Earle Anthony placed an \$8,000,000 tag on KFI, but that was pre-TV. Conversations concerning KMPC, it's reported, have hovered around million mark.

NEGOTIATIONS under way for Muzak, wired radio firm, to enter "beep" broadcast field of functional music through purchase of Air Music Inc., New York, from Linton Wells for price unofficially estimated at \$500,000. Air Music provides music for stores, restaurants, etc., via broadcasts by WGHF (FM) New York.

STEPS have been taken toward lifting "freeze" of AM processing lines at FCC, which have seen many routine cases bogged down for months-on-end. Evidenced during last fortnight is vast improvement in rate of

(Continued on page 6)

WOR-TV GOES ALL-NIGHT; SUTHERLAND TO TELERADIO

IN SECOND departure from "standard" programming concept under new ownership by General Tire & Rubber Co., WOR-TV New York announced Thursday it will inaugurate all-night live programming on six-nights-a-week basis, effective July 19.

Variety program, built around name disc jockey yet to be selected, will start at 11:30 p.m. Monday through Saturday, running till 5 a.m. Monday through Friday and till 6 a.m. Saturdays.

Meanwhile, General Teleradio Inc.—which consists of all of General Tire's radio-TV properties, including WOR and WOR-TV, Yankee and Don Lee networks, and majority of Mutual stock—officially announced Thursday it had retained John Sutherland, head of John Sutherland Productions, as consultant on TV films [B•T, June 30]. Details of his assignment were not disclosed, but it has been assumed he will figure prominently in new television program and sales organization being developed by General Teleradio under name of General Telecasting System. Other clients of Mr. Sutherland, veteran producer and writer, include General Electric Co., National Carbon Co., and AT&T.

CONVENTION SCHEDULE

SCHEDULES of network radio and TV pickups from Republican convention floor this week were firming up Thursday, with all networks reporting they will carry daily broadcasts and telecasts starting at 12:30 p.m. and extending at least to 3 p.m., and starting again at 9:30 p.m. and running to 11 p.m. or later. To protect against delays in convening of sessions, networks are planning special shows to "fill in" as necessary, in addition to other special political programs spotted throughout day and evening. Convention opens today (Monday) in Chicago.

RCA TV TRANSMITTERS

TWO NEW UHF transmitters added to RCA Victor Division's television equipment line. They have full frequency range and output ratings of 5 kw and 50 kw, giving RCA a full range up to 1000 kw, according to T. A. Smith, assistant manager. The new models employ Klystron power amplifier tubes and are housed in vertical panel cabinets with roll-back doors. Styling matches related RCA equipment. RCA also announced new 50 kw high-gain high-power UHF antenna capable of boosting 50 kw input to provide 1000 kw ERP.

WPAT RATES UP

ADVERTISING rates of WPAT Paterson, N. J., increased approximately 15% on average throughout broadcast day in rate card effective July 7. No increase made in rates for spot announcement. D. J. Wright, executive vice president, said increases are due to rapid audience growth. He said station business was up 36% for first five months of 1952.

BUSINESS BRIEFLY

JOINT TV SHOW ● Hamilton Watch Co. and International Silver Co. to sponsor TV program, *Jewelers' Showcase*, beginning about Oct. 1 on selected key market stations, coast-to-coast. Firms will alternate as sponsor of 39-week series, which will comprise drama, mystery and comedy films. Spot placement permits best possible evening time, sponsors believe. Agencies, BBDO for Hamilton and Young & Rubicam for International.

CHEMICAL SPOTS ● American Cyanamid Co., N. Y. (tobacco plant spray) planning extensive spot radio campaign starting in October in tobacco areas (Ky., N. C.). Agency, Hayard Agency, N. Y.

FLUFFO RADIO ● Procter & Gamble Co., Cincinnati (Fluffo) considering spot radio series starting mid-July in Southwest and Southeast. Agency, Compton Adv., N. Y.

COLGATE TEST ● Colgate-Palmolive-Peet Co., Jersey City, will use spot radio test for new product. Agency, Sherman & Marquette, N. Y.

ETHYL ON NBC-TV ● Ethyl Corp., N. Y., sponsoring *Ask Me Another*, Louis G. Cowan Inc. package, on NBC-TV, Thurs., 10:30-11 p.m., as of July 3. Agency, BBDO, N. Y.

PHILCO SIGNS ● Philco Corp., Philadelphia to sponsor Edwin C. Hill news on ABC radio Mon.-Fri., 10:30-10:35 p.m., effective Sept. 1. Agency, Hutchins Adv., N. Y.

EMERSON NAMES AGENCY ● Emerson Drug Co. (Bromo Seltzer), names Lennen & Mitchell, N. Y., to handle its advertising effective as soon as arrangements can be made. BBDO had serviced account, which is estimated at \$2 million, including radio and TV.

TWO-TV HOMES

SURVEY measuring extent of multiple-TV-set ownership in metropolitan New York, conducted by Pulse Inc. in 1,000 TV homes in 12-county area, indicated 156,700 families in New York area own more than one set, accounting for 4.4% of total video group, Pulse Director Sydney Roslow reported Thursday.

In addition, it was said, 334,770 families (9.4% of all those with TV) have bought second set but no longer possess original model.

DEFINE 'BROADCASTING'

REDEFINITION of the meaning of "broadcasting" to bar subscription radio or TV was promised in next session by Rep. Carl Hinshaw (R-Calif.) during discussion of conference report by House last Wednesday. Referring to Phonevision and other types of subscription TV, as well as Muzak radio "pig-squeal" operation proposed before war, Mr. Hinshaw said his bill would class such services as common carrier or "contract service of some sort."

for more AT DEADLINE turn page



at deadline

SECOND TV SURVEY SHOWS PROGRESS SINCE CODE

PROGRESS in TV programming shown in last six months by second survey of Parish Council of Catholic Women, St. James Catholic Church, Falls Church, Va. Original survey last winter was critical of programming. New data show parents consider children's programming improved in moral standards, hour of showing, and educational value. Parents requested further improvements, including less shooting and violence in child viewing hours; move of late high-child-appeal programs to earlier time; more dramas based on history, books, plays; "decenter" costumes; elimination of suggestive dialogue and dances; good movies that are both entertaining and educational. Of the 12 programs that reached top rating, nine were rated as educational by at least 70% of parents.

RENEWALS GRANTED

SIXTEEN TV stations and 72 AM stations granted license renewal by FCC Thursday:

WAVE-TV and WHAS-TV Louisville, WDEL-TV Wilmington, WJAC-TV Johnstown, Pa., all conditioned on channel changes required under final allocation of Sixth Report [B.T. April 14]; WFAA-TV Dallas; WBAP-TV Fort Worth; WICU (TV) Erie, Pa. (Comr. Robert F. Jones for temporary extension); KPRC-TV Houston; KRLD-TV Dallas; WPTZ (TV), WCAU-TV and WFIL-TV Philadelphia; KEYL (TV) and WOAI-TV San Antonio; WFME-TV Indianapolis; WSM-TV Nashville.

KHBL Plainview, Tex.; WKSU-FM Kent, Ohio; KAGH Crossett, Ark.; KAKE Wichita, Kan.; KANE New Iberia, La.; KASA Elk City, Okla.; KBIZ Ottumwa, Iowa; KBMY Billings, Mont.; KELK Elko, Nev.; KJRL Pocatello, Ida.; KFBC Cheyenne, Wyo.; KFMO Flat River, Mo.; KFOR Lincoln, Neb.; KGBS Harlingen, Tex.; KGY Olympia, Wash.; KHBG Okmulgee, Okla.; KHOZ Harrison, Ark.; KHUM Eureka, Calif.; KIUL Garden City, Kan.; KMBY Monterey, Calif.; KODY North Platte, Neb.; KRDO Colorado Springs, Col.; KRDU Dinuba, Calif.; KRNO San Bernardino, Calif.; KROY Sacramento, Calif.; KRXL Roseburg, Ore.; KVLV Alpine, Tex.; KVN1 Coeur D'Alene, Ida.; KWAK Stuttgart, Ark.; KWIL Albany, Ore.; KWOS Jefferson City, Mo.; KWRC Pendleton, Ore.; KXLE Ellensburg, Wash.; KXLJ Helena, Mont.; WAIN Columbia, Ky.; WATN Watertown, N. Y.; WATT Cadillac, Mich.; WBAX Wilkes-Barre, Pa.; WBBW Youngstown, Ohio; WBEJ Elizabethton, Tenn.; WCEM Cambridge, Md.; WDXB Chattanooga, Tenn.; WGVA Geneva, N. Y.; WHIZ Zanesville, Ohio; WIBU Poynette, Wis.; WJIM Lansing, Mich.; WJMC Rice Lake, Wis.; WJON St. Cloud, Minn.; WKBV Richmond, Ind.; WLAG LaGrange, Ga.; WNAH Nashville, Tenn.; WOMI Owensboro, Ky.; WOMT Manitowoc, Wis.; WPAX Thomasville, Ga.; WPKE Pikesville, Ky.; WSDR Sterling, Ill.; WJBY Gadsden, Ala.; WSOC Gastonia, N. C.; WULA Eufaula, Ala.; KDEC Decorah, Iowa; KAVE Carlsbad, N. M.; WGBF Evansville, Ind.; WHBU Anderson, Ind.; WHOT South Bend, Ind.; WHUM Reading, Pa.; WISH Indianapolis; WJNC Jacksonville, N. C.; WJPD Ishpeming, Mich.; WJPS Evansville, Ind.; WJTN Jamestown, N. Y.; WKAY Glasgow, Ky.; WKBR Manchester, N. H.; WKLO Louisville; WKOK Sunbury, Pa.; WLB1 Bowling Green, Ky.; WLOK Lima, Ohio; WMFG Hibbing, Minn.; WOBT Rhinelander, Wis.; WOCE West Yarmouth, Mass.; WOPI Bristol, Tenn.; WPNF Brevard, N. C.; WRAL Raleigh, N. C.; WRTA Altoona, Pa.; WSKI Montpelier, Vt.; WSNJ Bridgeton, N. J.; WSOK Nashville, Tenn.; WTAX Streator, Ill.; WWCA Gary, Ind.; WWCO Waterbury, Conn.; WWON Woonsocket, R. I.; WROV Roanoke, Va.; KFQD Anchorage, Alaska. (Comr. Paul A. Walker voted for hearing because of station's advertising of hard liquor.)

BUY ALASKAN GROUP

THREE MORE national advertisers buying participations in local programs of all six stations of Alaska Broadcasting System. They are: Warner-Hudnut Corp. through Kenyon & Eckhardt, N. Y.; International Milk Processors Inc. (Med-O-Milk), Chicago, through John W. Shaw Adv., Chicago; and Monarch Wine Co. (Manischewitz wine), Brooklyn, through Donahue & Coe, N. Y.

In this Issue—

CBS Radio affiliates at mass meeting in New York demand return to nighttime radio network rates preceding 10% cut of a year ago, an increase in daytime rates, an end to under-the-table selling and restoration of "respectability" in network business. Upshot of the meeting is at least a staving-off of rate reductions proposed by CBS. *Page 23.*

MORE than \$157 million worth (construction cost alone) of TV station applications are on file with FCC, as Commission begins processing requests in priority cities. B•T analysis shows average station will spend \$373,595 on construction, \$295,000 for first year's operations, and expects to take in \$316,200 revenue in first year. *Page 61.* For complete index to all new applications filed last week, see *Page 62.*

CONGRESS passes McFarland Bill, first major overhauling of the Communications Act of 1934, after Senate-House conferees iron out differences. One major casualty in conference was House amendment to give broadcasters immunity from libel in political speeches. *Page 27.*

THE Republican National Convention will be on the air today with full-scale radio and television coverage. It's an extreme contrast to the suppression of both media last week at the sessions of the GOP National Committee when pro-Taft committee members voted in a bloc to let reporters in but keep radio and television out. *Page 25.*

FCC delays effective date of its controversial rebroadcast rule to Aug. 30, and there's a chance that oral argument or hearing will be held. If the FCC opens up a discussion, it's in for some hot testimony. Opponents of the rule call it legalized larceny and intend to fight it to the finish. *Page 29.*

STEEL strike, if prolonged, may put a crimp in construction of new television stations. *Page 30.*

Information Please, in its new television form, is IN REVIEW. *Page 28.*

IT'S been a week since the government relaxed its ban on color television production, but nothing has happened since. Nobody has applied for authority to turn out color equipment for mass use. *Page 61.*

Upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit

July 16: BAB Sales Clinic, Cleveland.

(Other Upcomings, page 16)

Closed Circuit

(Continued from page 5)

determination of many non-hearing cases. Heretofore, there have been only two staffers on AM lines; now there are 8 to 10. Question is whether pace can be maintained in view of crush of TV work.

SHORTLY to be announced will be sale of KERO Bakersfield, Calif., by Paul R. Bartlett to three young executives of station plus local citizens, for approximately \$110,000. Controlling purchasers are Albert E. (Gene) De Young, 32-year-old general manager who acquires 51%; Ed Urner, 26, commercial manager, 10%, and Ken Croes, 21, program director, 5%. Station operates on 1230 kc with 250 w and is NBC. Mr. Bartlett will concentrate on direction of his 50 kw KFRE Fresno. Both stations have filed for TV.

IN WORKS AT NBC is appointment of Bob Leder, radio sales manager, NBC National Spot Sales Dept., as station manager of WNBC New York, with Dick Pack stepping up from program manager to executive administrative position at WNBT (TV) New York, both serving under Ted Cott, who continues as vice president in charge of both stations. Appointments not yet firm because, involving creation of new posts, they must be approved by NBC board.

SUBJECT of upcoming *United States News & World Report* interview feature will be William S. Paley, CBS board chairman, who has just completed 18 month high-level government duty as chairman of President's Materials Policy Commission. Mr. Paley leaves for Europe July 11 until after Labor Day. He's among those present at GOP convention in Chicago.

WHEN WALTER T. SHIRLEY, commissioner of commerce of New York City and also NYC motion picture and television coordinator, speaks Wednesday at fourth anniversary luncheon meeting of national television film council at New York's Warwick Hotel, he is expected to report on discussions he has had with TV film committee headed by James Sauter, president of USO Camp Shows, pursuant to establishing New York studio, presumably city-owned, to be used jointly by various TV film companies.

SPELLED OUT during Senate Appropriations Committee hearings on Voice of America fiscal '53 budget is desire of Dr. Wilson Compton, International Information Administrator, to transfer much of Voice programming to strategic areas overseas, with greater stress on use of local facilities. This may prove substitute for construction of new foreign relay stations, but it's at basis of Dr. Compton's plea for strengthening of IIA's overseas field staff, as alternative to expensive facility expansion.

NEW CODE SUBSCRIBER

KMTV (TV) Omaha last week subscribed to the NARTB Television Code, becoming the 91st station subscriber.

FOOTBALL SERIES

RCA Recorded Program Services announced Friday availability of *Touchdown Tips With Sam Hayes* for 1952 football season starting Sept. 12. Twenty-five radio stations have requested options for series.

for more AT DEADLINE see page 96

PUBLIC
SERVICE
RADIO
AWARD

Without tax, license or dues, paid
only by support of their products,
advertisers give the people of America
the finest radio programs in the world.

AMERICAN RADIO
SALUTES

SEARS ROEBUCK AND CO.

SERVING THE PEOPLE OF SPOKANE
AND THE INLAND EMPIRE OVER

KXLY



EACH STAR DENOTES FIVE YEARS
OF CONTINUOUS RADIO SPONSORSHIP
IN THE PUBLIC INTEREST

The **XL** Stations

RESULTFUL ADVERTISING
on the XL Stations Pays Big
Dividends Continuously.

KXL
PORTLAND

KXLY
SPOKANE

KXLF
BUTTE

KXLL
MISSOULA

KXLJ
HELENA

KXLK
Great Falls

KXLQ
BOZEMAN

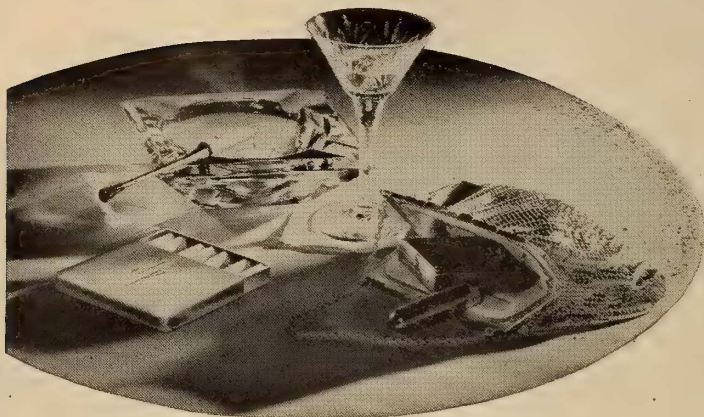
New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

**To a sponsor's wife
who doesn't "know a thing
about advertising, but..."**



Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, doll, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's \$4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.



5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181; David Glickman, *West Coast Manager*; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, EMpire 4-0775 James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): \$9.00, or TELECASTING Yearbook (54th issue): \$9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: \$11.00.

Add \$1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: \$5.00 per copy.

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

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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BROADCASTING • Telecasting

This is Milwaukee ... where

WTMJ dominates

and here's why:

More people listen to WTMJ throughout the day and night than any other radio station.

Listener loyalty is traceable to 30 years of intense local programming, extensive news reporting, NBC shows and outstanding service to the community.

Advertisers' loyalty is proved by renewal orders from America's leading food, drug, automotive, appliance, beverage, farm and other accounts.

Phone or write your Henry I. Christal representative. He is armed with facts and figures to show you how and why WTMJ dominates in Milwaukee and Wisconsin.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC



Represented by

THE HENRY I. CHRISTAL CO.

New York • Chicago

the beginning of an era...

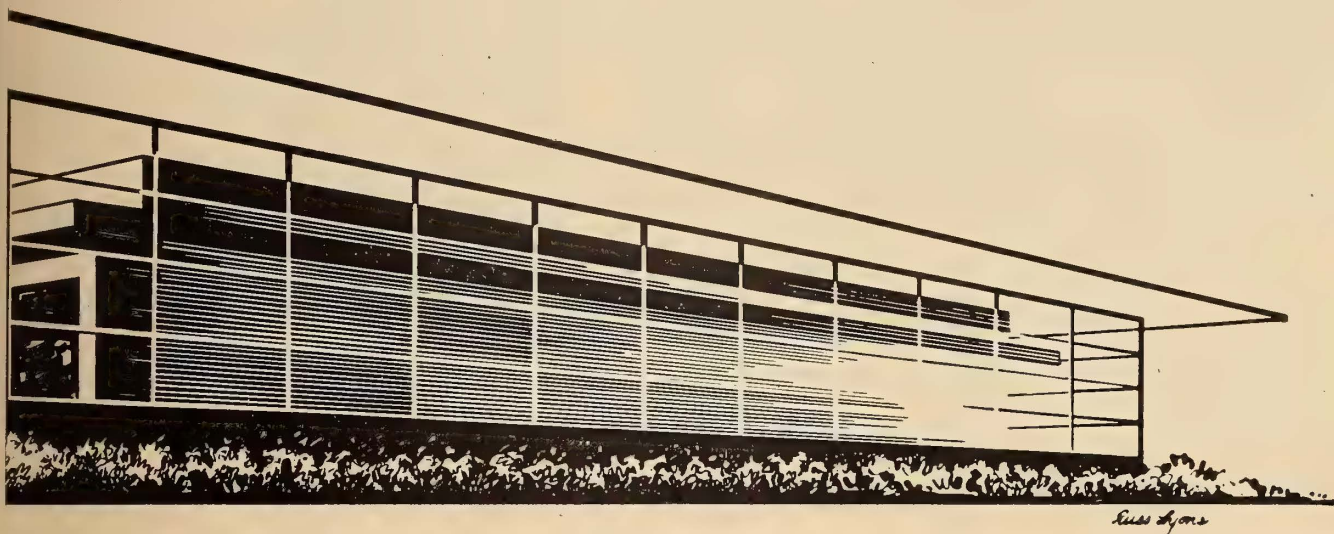


**on its 30th anniversary
of broadcasting,**

WCAU

**dedicated the world's
most complete
radio and television stations**

the continuation of an ideal



On its 30th anniversary of broadcasting, WCAU opened the doors of its great new radio and television center with the finest facilities in the world. Here is the ultimate in electronic achievement, which will result in great advancements in the programming of news, entertainment, education, and service to the community.

There's everything at hand to increase our ability to produce the best local programs in Philadelphia and to further our reputation for creating shows for the CBS network.

We could not dedicate such a building without considering the responsibility it presents. Ours is a powerful voice . . . and ours is the precious American heritage of free speech. Both must be carefully safeguarded. Therefore, this great building is dedicated to the people in this area that we serve, with the pledge that WCAU and WCAU-TV will always be "Speaking for Freedom."

SPEAKING FOR FREEDOM



THE PHILADELPHIA BULLETIN RADIO AND TELEVISION STATIONS



Advertisement

From where I sit by Joe Marsh

"Good Neighbor Policy"

Remember one time when I wrote a column about the old loose-stone wall that separated Easy Roberts' property from Handy Peterson's?

That was at the time they decided they really didn't need the wall between them in the first place—so they simply stopped repairing it.

Now I hear where a fellow, who bought the old Johnson place, wants to buy all those stones. It seems he figures a stone wall is just exactly what's needed on his property.

From where I sit, if that fellow wants to build himself a stone wall, that's his business. But if it's not really serving any useful purpose he may sooner or later discover—just like Handy and Easy did—that he'd be just as well off without one. Even some old-fashioned walls of prejudice are disappearing—like those that would deny a person's right to a friendly glass of beer now and then. Most Americans are learning that "walls" can get in the way of the persons inside as well as the persons outside.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

open mike



Middle Initials

EDITOR:

I am convinced your book has 100% readership in the industry, and I found out the hard way. Friends from all over the United States have called and written, asking about my connection with the Liberty Reorganization Committee. How can we make it plain that I am William E. Ware, while the chairman of Liberty's Reorganization Committee is William A. Ware, a newcomer to radio. I have enough troubles as it is without taking credit for all the Liberty Broadcasting System's worries.

William E. (Bill) Ware
President
KSTL St. Louis

[EDITOR'S NOTE: Though B•T correctly named the chairman of the reorganization committee as William A. Ware in a June 16 story, it is glad to emphasize that he is not the veteran broadcaster William E. Ware, who operates an independent station.]

* * *

Lord's Word

EDITOR:

I notice from your article [on the House of Commons authorization for introduction of commercial television into Great Britain, B•T, June 16] which I thought was an excellent summary of the affair as far as it had gone, that you have gotten hold of some out of date figures for the present number of [TV] licenses in Great Britain. You gave 500,000. The latest figure is 1,457,000.

T. O. Beachcroft
Chief Publicity Officer,
Overseas
British Broadcasting Corp.
London

[EDITOR'S NOTE: The 500,000 TV set figure was taken from the official report of the debate over commercial television in the House of Lords May 26 which quotes Lord Silkin: "It is an important debate because there are no fewer than 12 million radio licensees and something like 500,000 subscribers to television."]

* * *

Pill To Swallow

EDITOR:

... We operate two local independent stations. They are independent because there are only three or four cities that the major [radio] networks consider of importance in Missouri. There are about 22 communities in Missouri being served by the unaffiliated stations. ... Insofar as I know there isn't a one of these local unaffiliated stations that is for sale, which would lead one to believe they are serving a purpose and will survive, and the trend seems to be toward more such stations. ...

How can a network hope to grow or to maintain its rates if it does

not expand its programming to the stations that have an ever increasing number of the listeners it once enjoyed? ...

My diagnosis of the illness is that the networks are hardening in their shells, and the prescription that would most likely bring about a cure and well-being calls for a concentrated effort that there be not a single community in these United States that is being served solely by an unaffiliated station. That will put new coverage and listeners in the old coverage maps, something the timebuyer can't overlook. ... Spot is the only answer the timebuyer has today, if he is to use radio to reach the many people in the many communities served by [only] the local unaffiliated stations. ...

L. C. McKenney
Manager
KDMO Carthage, Mo.

* * *

Circulation Note

EDITOR:

... The setting [of picture below] is the Munich studio building of Radio Free Europe from where the Czech, Slovak, Hungarian and



Polish broadcasts of Radio Free Europe originate. [The] picture shows a Czech actress reading your fine publication. No plant, this. Honest!

Alton Kastner
Radio-Television Director
Crusade for Freedom
New York

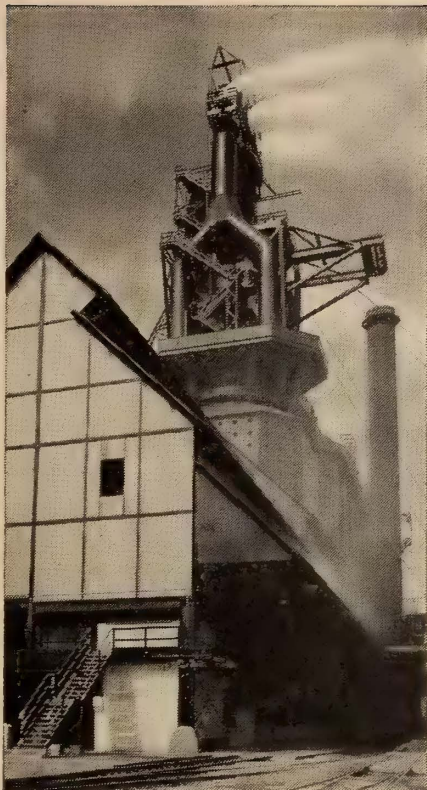
* * *

No Bargain

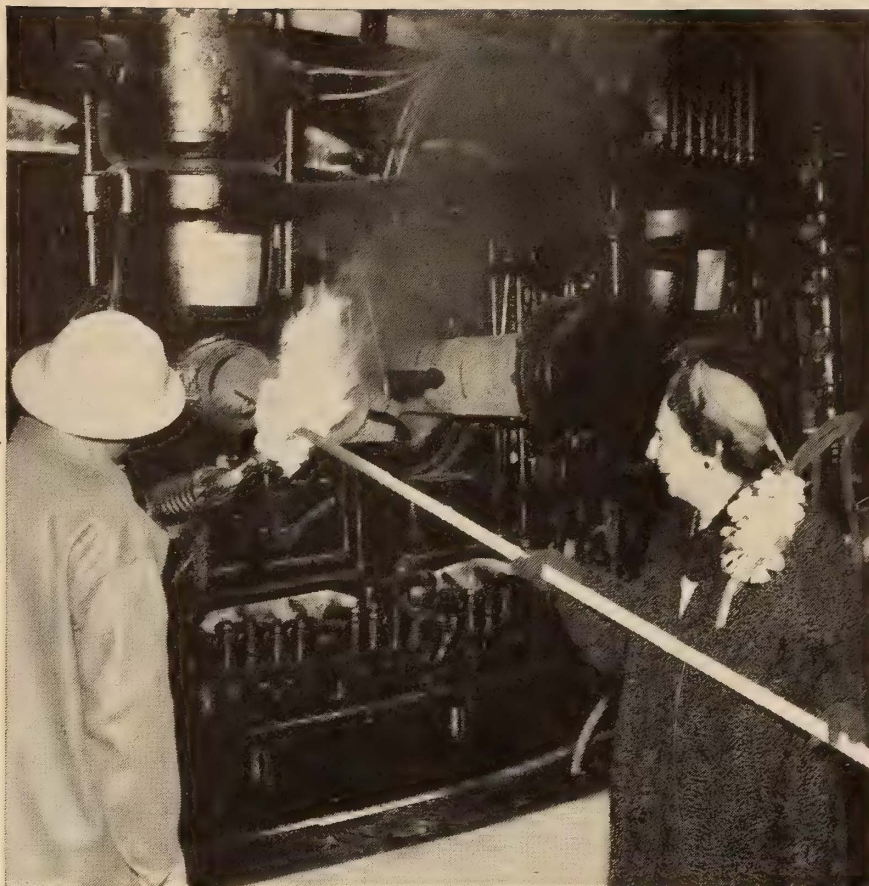
EDITOR:

Your good book carries the implication in a story this week [June 30] that we are going to build a TV station for \$88,000. As we have heard from several of your

(Continued on page 16)

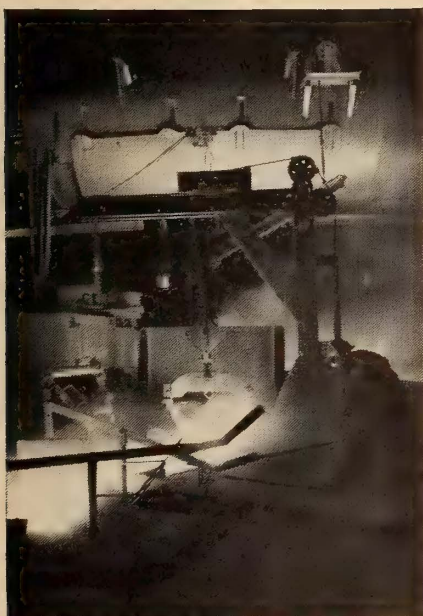


Furnace "J", the seventh blast furnace at Lackawanna Plant, is over 105 feet high. Its construction took 6500 tons of steel plates, shapes and castings. A turbo-blower supplies the 100,000 cubic feet of air per minute needed for the blast.



Furnace "J" was lighted-off by Jule Wunsch, secretary to Plant General Manager Edmund F. Martin.

Furnace "J" Is Lighted-Off



Twenty-four hours after lighting-off, the first pig iron was tapped from the new furnace. The golden stream of molten iron flows through a channel in the floor (foreground) and pours into large tank-like cars below, called "hot-metal" cars, that haul it to the steelmaking furnaces.

The towering blast furnaces that process iron ore into pig iron symbolize the giant scale of steelmaking equipment and operations. Lighting-off a new blast furnace can be as impressive an event as launching a ship. But instead of the traditional bottle of champagne, the sponsor uses a blazing torch to start the big unit off on its career.

The torch sets fire to kindling wood at the bottom of the furnace. The burning wood ignites the coke that fills the lower part of the vast interior. The intense heat of the burning coke begins to melt the layers of iron ore and limestone that are piled above

the coke, filling the remainder of the furnace. In about 24 hours the first iron is ready to be tapped.

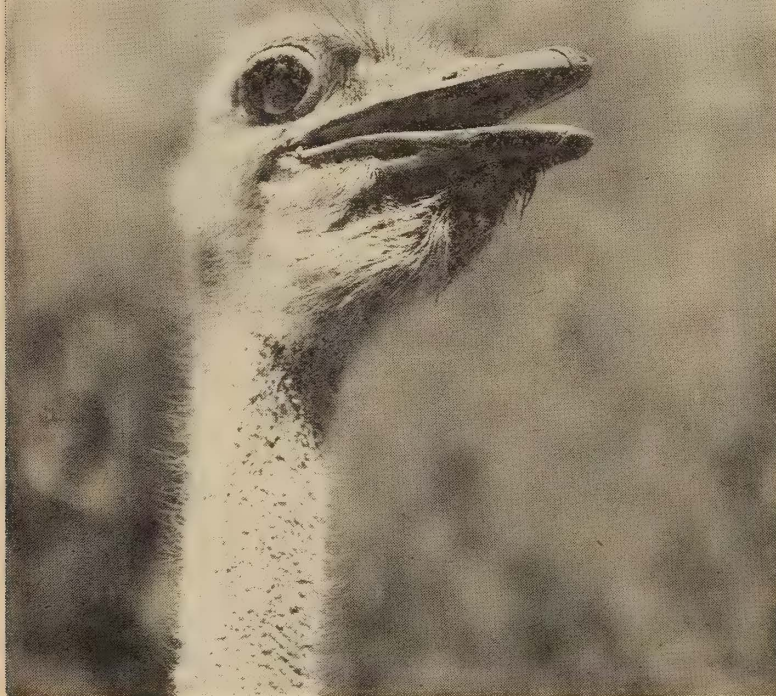
Early this spring a new blast furnace, part of Bethlehem Steel's expansion program, was started up at our Lackawanna Plant, near Buffalo. The new furnace is known to men at the plant as Furnace "J". Its 29-foot-diameter interior makes it one of the largest in the world.

Bethlehem engineers expect this furnace to produce 600,000 tons of pig iron a year, perhaps more. The molten iron it produces is hauled away in "hot-metal" cars to open-hearth furnaces where it is refined into steel.

BETHLEHEM STEEL



ANYBODY FOR CHARADES?



Sam, here, is a fun-loving sport, but he's not a very smart bird. It's often while he's hiding by sticking his head in the sand that the plumage on his derrier is plucked for somebody's hat.

Some advertisers, who have failed to recognize consumer resistance as no more than a healthy return to "Buyer's Market" conditions have yanked in their schedules . . . only to find their times occupied immediately by competitors, or others.

It's a time to woo the wily consumer with increased schedules . . . persuasive copy and strong media . . . such as the *best cost-per-thousand buy in Oklahoma City . . . KOMA . . . the only 50kw CBS outlet in Oklahoma*, soon to serve you from a brand new quarter-million dollar studio facility.

KOMA *Arvey-Knodel, Inc.*
AFFILIATED WITH NITEL, TULSA RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO
J. J. BERNARD Vice-President and General Manager



agency

ANDERSON F. HEWITT elected chairman of the board and chief executive officer of Hewitt, Ogilvy, Benson & Mather Inc., N. Y. **DAVID OGILVY**, senior vice president, elected to Mr. Hewitt's post of president.

FREDERICK P. HARVEY, advertising staff, Sylvania Electric Products Inc., to Fuller & Smith & Ross, N. Y., as account executive assigned to Westinghouse Electronic Tube Div.

JOHN HALLIDAY, Fletcher D. Richards Inc., N. Y., to Hicks & Griest Inc., that city, in media department.

CARROLL B. SUGAR, manager of radio-TV department, Burns W. Lee Assoc., L. A. (public relations firm), to BBDO, that city, as account executive.

MORROW, WOLF & Assoc., Longview, Tex., changes name to **PETER T. WOLF & Assoc.**, same city.

JERE BAYARD, vice-president of McNeill & McCleery, Hollywood, has opened **JERE BAYARD Adv.** with headquarters at 6363 Wilshire Blvd., L. A. Telephone is Webster 8-5259.



Mr. Harvey



on all accounts

WESLEY GILMAN, newly-elected president of Lewis & Gilman Inc., Philadelphia, sums up his business philosophy in these words: "Faith, hope, charity—and enthusiasm!" The greatest of these, in his opinion, is enthusiasm, an attribute he possesses in abundance.

This spirited approach to his work is in large measure responsible for the steady growth of Lewis & Gilman as an advertising and public relations firm. Since its establishment in 1942 the agency has acquired a distinguished list of clients and its billings now approach five million dollars annually.

Mr. Gilman, a prominent figure in advertising row for more than a quarter of a century, is the number one salesman for his firm, which he served as executive vice president from the time of its formation until his election to the presidency. He firmly believes that a good salesman can choose his own product or service, and his own experience offers testimony to support the conviction.

One of his favorite recollections is the incident which led to his entry in the advertising business in 1918. A shoe salesman at the

time, he was preparing to leave his job to take a more favorable one with another company in New Brunswick when he missed train connections in Philadelphia.

While waiting for the next train he telephoned a friend at N. W. Ayer & Son and in the course of their conversation mentioned that he was changing jobs. His friend insisted that the young salesman visit him at his office before leaving town, and as a result of that

visit he became an account executive with Ayer. In 1929 he became a vice president of that agency. He held this post until 1942, when he joined with Mr. Lewis, who had also been an Ayer vice president, in forming the Lewis & Gilman organization.

In establishing this business, which this year celebrates its 10th anniversary, Mr. Lewis and Mr. Gilman adopted principles which were not common to the agency field at that

time. One of these was to recognize the significance of public relations as advertising's inseparable partner in service provided a client. A well-equipped public relations department was organized, and through the years, has been a constantly

(Continued on page 41)



Mr. GILMAN

beat



KENNETH E. RUNYON named research director, Gardner Adv., St. Louis.

SIMEON COSTA, GEORGE MOSES, PETER TOUART and HAROLD OLSEN elected vice presidents, BBDO, N. Y.

ROBERT THOMPCKINS, J. Walter Thompson Co., N. Y., to Benton & Bowles, same city, on publicity-promotion staff.

ROBERT F. HUSSEY, assistant media director in charge of planning at Foote, Cone & Belding, Chicago, elected vice president and media director. He succeeds H. R. VAN GUNTEN, who retired last week.

F. BOURNE RUTHRAUFF, vice president of Ruthrauff & Ryan, N. Y., elected to directorate of Adv. Council as agency representative.

JOSEPH JACOBS, president, Joseph Jacobs Adv., N. Y., is author of "The Joseph Jacobs Handbook of Familiar Jewish Words" for use of salesmen . . . "for making friends with Jewish merchants."

WILLIAM HURST, radio-TV department, BBDO, Hollywood, father of girl, Sally, June 25.

HOLLAND, HOLLAND & GOODSSELL, Omaha, Neb., relocates at 331 Aquila Court Bldg., same city. Telephone is Atlantic 4576.

SIDNEY BURKE, West Marquis Inc., L. A., elected president of Art Directors Club of that city. Named first and second vice presidents, respectively, were FRED J. KAPLAN, Dan B. Miner Co., and TOM RYAN, free lance. HUGO HAMMER, Dozier, Graham, Eastman Co., is new secretary and GEORGE LABADIE, Erwin, Wasey & Co., treasurer.

book reviews

DUPONT, The Autobiography of an American Enterprise. Distributed by Charles Scribners Sons, New York. 138 pp.

DEVELOPMENT of the U. S. through the 19th Century and mid-way into the 20th is traced in this richly produced volume, prepared in connection with DuPont's 150th anniversary July 18. Emphasis, of course, is placed on the company's role in the nation's economic, social, industrial and military progress. Distribution is primarily to employees and stockholders.

Described as "a book without an author," it is extensively illustrated with old prints as well as color photographs. Material covering the 1920s includes entrance of radio in the American scene, with use of pyralin in radio dials and panels emphasized. A photo of an early radio scene is captioned, "Radio brought women closer to world events, brought advertisers closer to women, especially when 'soap operas' became the rage." DuPont has long sponsored *Cavalcade of America* on NBC.

IN ONE EAR. By Eric Sevareid. Alfred A. Knopf Inc., 501 Madison Ave., New York 22, N. Y. 260 pp. \$2.95.

"THE PIECES . . . amount to a string of quick snapshots taken of the American situation from various angles—political, moral, psychological, and otherwise—over the last couple of frantic years, in which commentators had to pretend

they were not so confused as Senators. . . ." Thus, in the author's own words, Eric Sevareid, CBS Radio Washington commentator and author, points up his latest "footnotes to the history of our times." Book, to be published July 21, is made up of radio broadcasts on great issues of the day which are subdivided into "The State of the Union"; "Cross Country"; "The State of the World"; "War"; "Politics and Politicians"; "Loyalty and Civil Rights"; "The Man" and "The Pundits."

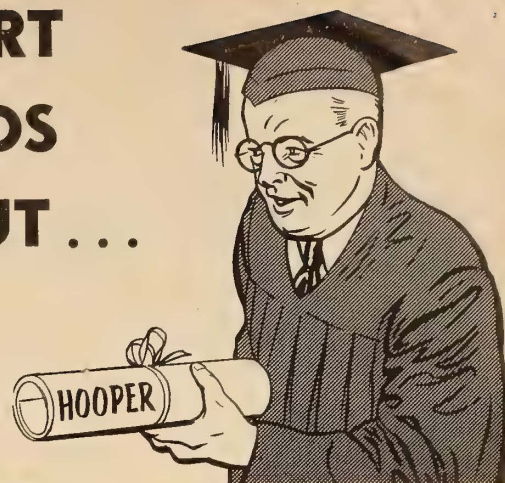
NEWSREELS ACROSS THE WORLD. By Peter Baechlin and Maurice Muller-Strauss. Graphics by Jean Lhuer. Published by UNESCO, Paris. Distributed in the U. S. by Columbia U. Press, 2960 Broadway, N. Y., 27. 100 pp. \$2.

THIS is one of a series of studies published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), dealing with the principal media of mass communication.

The book seeks to present an objective, world-wide survey of news films as they are today, and of the problems they raise—from the production of the actual newsreels, to their projection on the screen.

It touches on world television, saying that it seems probable that in the fairly immediate future, telecast programs will be universally available.

REPORT CARDS ARE OUT . . .



WMBD

GRADUATES WITH HONOR

Subject	Grade
HOOPER*	
Morning	60.1%
Afternoon	55.3%
Evening	49.6%

Obviously OUTSTANDING . . .

WMBD's share of audience, which averages 50%, insures the maximum number of listening impressions per dollar in the Peoria area. If it's listeners you're looking for—WMBD is at the head of the class.

*C. E. Hooper

Dec., '51 through Apr., '52

See Free & Peters . . .



AM
WMBD
FM

FIRST in the
Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

Open Mike

(Continued from page 12)

readers inquiring how this is done, I feel that the matter should be cleared up. . . .

The \$88,000 is estimated cost of a few small items of equipment, installation expenses, etc.

We already have on hand two studio camera chains, two film chains, tower, building, and almost all of the other items. Our total investment will be about the same as the average for other applicants proposing to use a 5 kw transmitter and complete studio facilities, and is unfortunately several times the \$88,000 figure you have implied we propose to spend.

Sorry, but we simply do not have the answer to a cheap way to get into TV.

J. B. Fuqua

President

WJBF Augusta, Ga.

[EDITOR'S NOTE: Though the story

pointed out that the \$88,000 did not include several "major items of equipment" which were already on hand we are glad to publish Mr. Fuqua's amplification.]

* * *

Quick Thaw

EDITOR:

Re your "New Business" [B•T, June 23]:

Let us be the first to admit that *Howdy Doody* is a fine program, but someone ought to let International Shoe know that there just ain't 126 [TV] stations to play on.

James M. Orchard
TV Sales & Service
Paramount Television
Productions Inc.
New York

[EDITOR'S NOTE: The International Shoe is on another foot; namely, an erring printer's.]



BRIG. GEN. DAVID SARNOFF (l), RCA board chairman, accepts the first annual RTMA Medal of Honor from Robert C. Sprague, retiring board chairman of the Radio & Television Mfrs. Assn. Ceremony took place June 26 in the grand ballroom of Chicago's Palmer House [B•T, June 30].

upcoming



July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 2-3: NARTB District 4, Hotel Carolina, Pinehurst, N. C.

Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.

Oct. 9-10: NARTB District 6, Hotel Peabody, Memphis.

Oct. 13-14: NARTB District 3, Hotel Penn-Harris, Harrisburg, Pa.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20-21: NARTB District 1, Hotel Statler, Boston.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

LOCAL NEWS

TWO NEWS EDITORS
WORK FULL TIME
TO KEEP CENTRAL
FLORIDA INFORMED

NEWS EDITORS

FORREST CLARK

and

JACK FREEMAN

Process & Write this
Audience Building
News — — Staff
Announcers Report
"SEVEN" times daily.

LOCAL NEWS

GETS

BIG

RESULTS!

FOR SPOT AVAILABILITIES CONTACT

PAUL H. RAYMER COMPANY INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

There's No Substitute

for

KMAC

in

SAN ANTONIO

1ST in SPORTS

1ST in NEWS

1ST in MYSTERIES

1ST in HILLBILLY

1ST in DRAMA

1ST in KID SHOWS

1ST in PUBLIC SERVICE

1ST in the service of the LORD

1ST in CONVENTION Coverage

1ST in GROWTH

YOU CANNOT ADEQUATELY
COVER THE NATION'S
25TH MARKET WITHOUT....

KMAC

MUTUAL ON 630

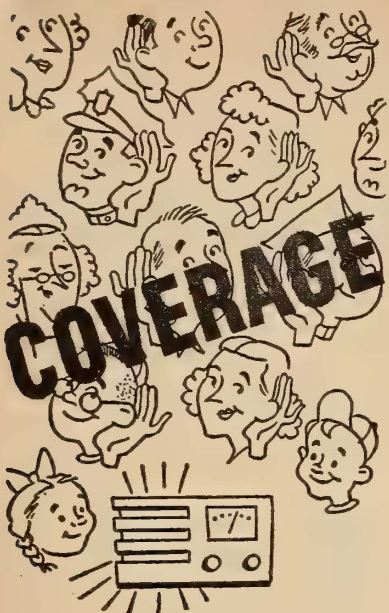
SAN ANTONIO

★ **HOWARD W. DAVIS, Owner**

**25
YEARS
OF
SERVICE**



Represented nationally by the **GEORGE P. HOLLINGBERY Co.**



**OVER
1,000,000
PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits... a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

**IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC**

980 KC • 93.9 on FM

Represented by NBC Spot Sales



feature of the week

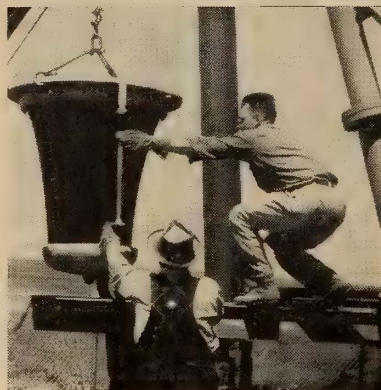
WHAT does a station do when the base insulator of its tower fails? That happened to WHO Des Moines last fall, with the result that it was confronted with the task of boosting 200 tons—straight up in the air.

Last October, after completion of a 780-ft. modified Franklin antenna supporting a 12-bay super-gain FM antenna, a vertical crack was noticed in the base insulator, weighing one ton and supporting 137½ tons of steel in the tower and antenna.

"We shuddered to think of it standing throughout the winter," recalls Paul A. Loyet, vice president and resident manager of Central Broadcasting Co. (WHO), so "a new insulator was ordered immediately." International Derrick & Equipment Co. designed a raising network of steel.

Last May the ground screen was rolled back eight feet and the supporting concrete platform was removed and then replaced with a steel "I" beam erected on the concrete base abutment seven feet below ground level. Purpose was to support three pylons with a solid steel rib. Others were welded to the bottom of the vertical portion of the tower legs, and three 11-inch diameter, one-inch thick steel pipes were fastened. Additionally, three 100-ton jacks were inserted between the pipe junction and steel pylons.

Thus, the tower was raised, the old insulator eased out and the new



It's out with the old insulator and in with the new at the tower-raising of WHO Des Moines—an operation which required boosting some 200 tons skyward and four hours of actual work.

* * *

one inserted. After the preparatory work, only four hours were needed to raise the tower, which with guy tension and dead weight put about 200 tons on the jacks. The "slipping" was done with come-a-longs pulling the upper flange of the insulator along the iron track welded to the pylons.

With tower operated as a Franklin antenna at WHO frequency and driven from the 300-ft. level, lower section phasing equipment was grounded out at the base. Work of removing and reinstalling the insulator was done in the daytime with the full 50 kw into the antenna.



strictly business

THE STORY of Saul Turell, 31-year-old president of Sterling Films Inc., New York and Los Angeles, might aptly be titled: "From Scratch on a Shoestring."

Six years ago Mr. Turell and a friend, Robert Rhoades, 38, started Sterling without an office and "mighty little capital" and just a smattering of knowledge of the film distribution industry. This year, Mr. Turell said, Sterling expects to gross more than \$800,000 in business.

The importance of salesmanship in business was impressed upon Saul Turell at an early age by his 91-year-old grandfather, who is still a salesman in New York, and his late father, Bernard Turell, a textile salesman. In fact, Mr. Turell credits his father with a series of psychological "hotfoots" that

(Continued on page 87)



Mr. TURELL

... he did it on a shoestring

**IF YOU'RE
INTERESTED
IN SALES...**

**All Summer Long
WISN's Listeners
Increase Because
WISN's Coverage
Area Is in the Heart
of the Nation's
Vacationland.**

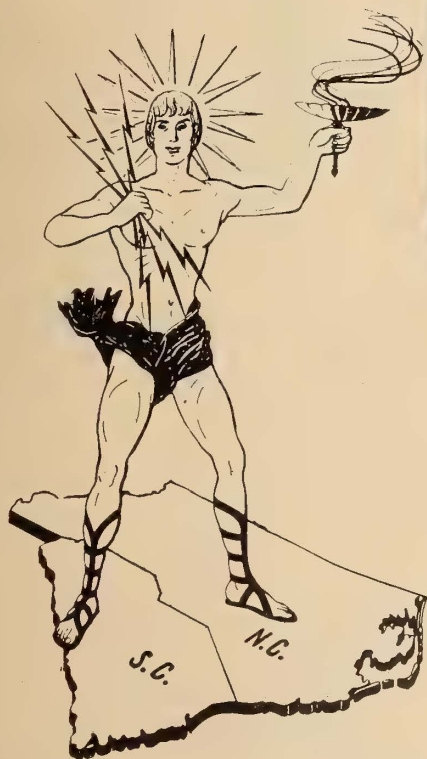
**Only Radio Can
Reach All of These
People and Only
Good Radio (WISN)
Can Sell Them All.
See Your Katz Man
for Results!**

**You'll Like Doing
Business With
WISN.**

**IN MILWAUKEE
THEY LIS'N TO**

WISN 
5000 WATTS
**Represented by
KATZ Agency**

**the
magnolias
are
marvelous
but**



COLOSSUS OF THE CAROLINAS

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

"sold \$17,805 . . . at a sales cost of 4.7%"
 "announcements on WPAM only means
 of advertising used . . ."

VOL. 42, NO. 18

MAY 5, 1952

BROADCASTING

POMEROY'S PLAN

By BRUCE ROBERTSON
 IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth \$17,805 at a selling cost of 4.7%. A two-day Pomeroy's radio promotion on rugs produced sales totaling \$2,415 at a selling cost of 1.4%. Announcements on WPAM Pottsville were the only



of "beamed broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's tests will compare in toto an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

the advertising of a

New Radio Format Used by Allied Store

papers based on their own requirements.

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

"Perhaps," Mr. O. stated, "the natural ex-

store's radio expenditures have substantially increased as a result of its own increased profits from using radio in its own way.

The coupon book campaign run by Pomeroy's on WPAM started on Sunday, March 30, with 34 spots on that day and the next, and continued through Wednesday, April 9, when 26 spots were used. The complete pre-Easter campaign included a total of 255 announcements. Coupon books are a form of advance credit, store money ex-

new business



Spot . . .

FELS & Co., Phila. (Falso), looking for radio spot availabilities with promotion and tie-ins, in markets that will be tested first. Agency, McKee & Albright, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog food), started *Clyde Beatty Show* on 45 Don Lee radio stations, Sun., 1:30-2 p.m. PDT, for 52 weeks from June 29. Agency: Rockett-Lauritzen, that city.

LIFE SAVERS Corp., ROYAL TYPEWRITER Co., and PHILIP MORRIS & Co., to sponsor spot campaign during convention weeks July 7 and 21 on four ABC-TV owned stations. Agencies: Young & Rubicam, N. Y., for first two advertisers. Biow Co. represents Philip Morris.

NORWEGIAN CANNERS Assn. (Norway sardines) sponsoring radio-TV spot campaign in six markets for 13 weeks. Agency: McCann-Erickson, N. Y.

Network . . .

GENERAL FOODS Corp., N. Y., will sponsor five five-minute segments of *Today* on NBC-TV, 7-9 a.m. EDT and CDT, effective today (Monday). Three of five-minute segments will be underwritten by Jell-O Div. through Young & Rubicam, N. Y., and Post Cereals Div. will sponsor two others through Benton & Bowles, N. Y.

MILES LABS., Elkhardt, Ind., sponsoring *Bob and Ray*, half-hour series on NBC-TV, effective last Saturday, 7:30-8 p.m. Agency: Geoffrey Wade Adv., Chicago.

CHESTERFIELD CIGARETTES will sponsor the *Eddy Arnold Show* as summer replacement for Perry Como thrice weekly on NBC-TV, effective July 14 for six weeks. Agency: Cunningham & Walsh, N. Y.

PROCTER & GAMBLE Co. (Dreft & Oxydol), renewing *Beulah* on ABC-TV, Tues., 7:30-8 p.m. EDT, for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample, N. Y.

SWEETS Co. of America Inc. (tootsie rolls), Hoboken, N. J., has renewed *Tootsie Hippodrome* on ABC-TV, Sat., 12:15-12:30 p.m. EDT, effective Aug. 3 for 26 weeks. Agency: Moselle & Eisen, N. Y.

CROSLEY Div., Avco Mfg. Co., will sponsor *The Quiz Kids* on NBC-TV as summer replacement for Paul Winchell-Jerry Mahoney show, on alternate Mondays, 8-8:30 p.m., effective July 7. Both programs are Louis G. Cowan packages. Agency: Benton & Bowles, N. Y.

Agency Appointments . . .

O'CEDAR Corp., Chicago (polish, mop products), names Turner Adv., same city. **ROBERT WESLEY** is account executive.

LEVERTON CALIF. Corp., L. A. (distributor of World Over green
 (Continued on page 92)

so WPAM, Pottsville, Penna. selected by Allied Stores for its new department stores studies

You read it in BROADCASTING's lead story recently . . . another affirmation of the power of radio to sell—especially WPAM radio.

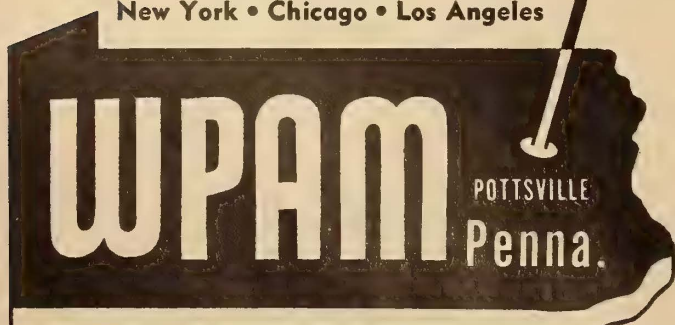
We took this ad to show you timebuyers that WPAM radio reaches 293,470 people—to prove that the 53,200 radio homes should be included in that schedule you're working on right now.

For five consecutive years, WPAM has held the number one spot in Crossley, BMB and Conlan surveys conducted in the Southern Anthracite Trading Area of Pennsylvania. Number one in total of listeners in every segment of the broadcast day. That's why . . .

90% of the national advertising in Pennsylvania's industrially rich Southern Anthracite region is on WPAM.

CONTACT:

Everett-McKinney, Inc.
 New York • Chicago • Los Angeles



250 WATTS • MUTUAL BROADCASTING SYSTEM

ALLIED STORES-WPAM DEPARTMENT STORES STUDY

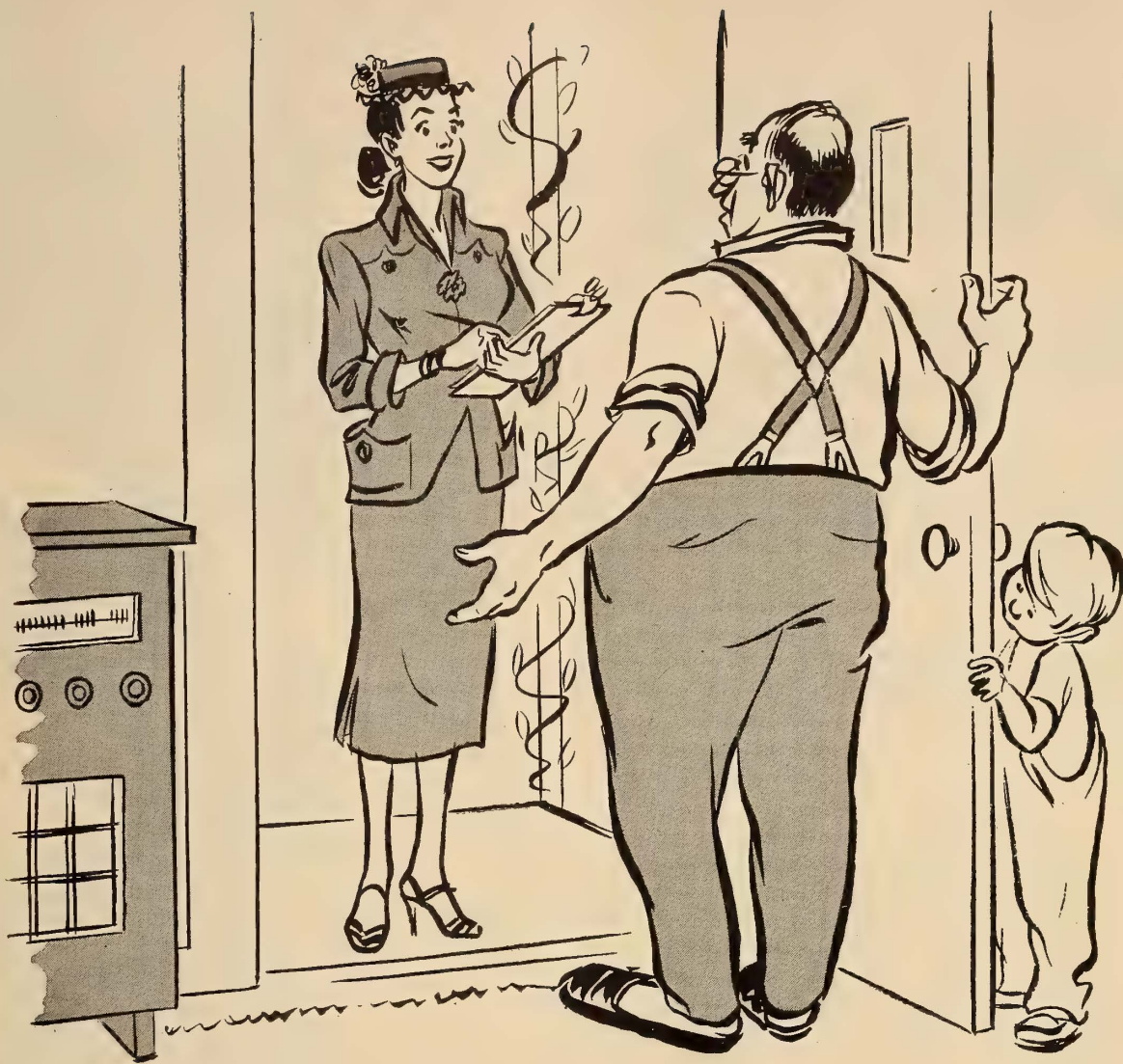
Available

- Your station can obtain monthly releases of the Pottsville Studies prepared by Sam Cuff, radio and television consultant to Allied Stores for as little as \$15.00 per month.
- These studies are complete saleable radio packages, designed for local market department stores. Study includes: description of merchandise advertised, sales gimmicks used, actual copies of successful continuity—plus detailed analysis of costs and sales results.
- You can walk this study intact into your own top department store prospect and talk business.

Write, wire, call Field Office.

DEPARTMENT STORE STUDIES
 106 So. Centre Street
 POTTSVILLE, PENNSYLVANIA

(Subscriptions available on a month-to-month basis)



"Radios??? — we've got 'em EVERYWHERE!"

69% of Metropolitan Louisville families have radio sets
 in their living rooms . . . 47% have sets in bedrooms . . . 41% in autos
 . . . 40% in kitchens . . . 7% in dining rooms — an average
 of 2.4 sets per family!

This means millions of hours of *extra* listening —
another reason why WAVE radio delivers 1000 sales impressions for 37¢!

Check with Free & Peters!

*Facts above are from scientific, authoritative survey
 made by Dr. Raymond A. Kemper (head of the
 Psychological Services Center University of Louisville)
 in WAVE area, March, 1952.*

WAVE LOUISVILLE

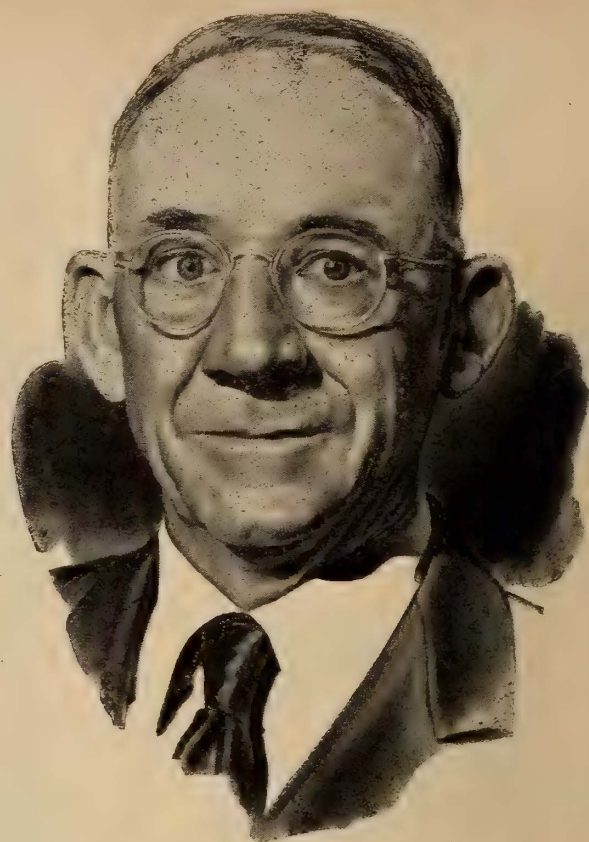
5000 WATTS

• **NBC** •



Free & Peters, Inc., *Exclusive National Representatives*

“KWKH produces phenomenal returns”



Says R. W. HODGE

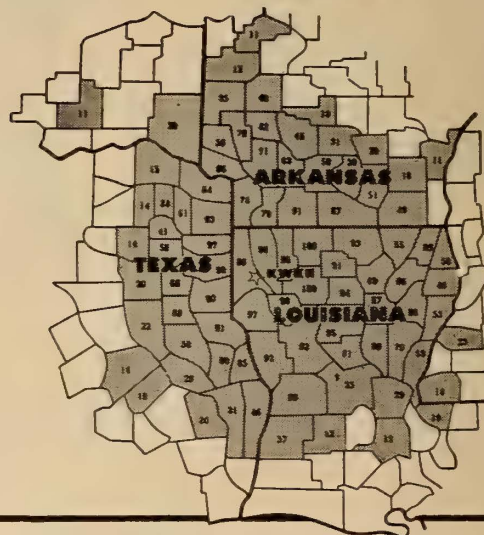
Vice-President, National Automotive Maintenance Ass'n

As a successful automotive maintenance operator, and a top official in the NAMA, Mr. R. W. Hodge is doubly qualified to discuss KWKH's advertising value for member garages in the Louisiana-Arkansas-Texas area. Here's what he recently wrote us:

“KWKH's *Louisiana Hayride* produced \$140,000 in financed business for the members of the Shreveport Chapter NAMA during the year ended Feb. 1, 1952. This was directly traceable to the *Hayride* since our finance plan was not advertised in any other way. We cannot say, definitely, how much cash business the show influenced, but all agree it was considerable.

“This phenomenal return was in addition to the prestige value of the advertising. I sincerely believe that KWKH's *Louisiana Hayride* is the most productive advertising we could possibly have bought.

(Signed) R. W. Hodge”



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners”. (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT

Texas

LOUISIANA

Arkansas

The Branham Company
Representatives

Henry Clay, General Manager

50,000 Watts • CBS Radio •

CBS HEEDS AFFILIATES

Rate Decision Deferred

AT LEAST a respite in the current radio rate crisis appeared won by CBS Radio affiliates last week in a two-day united stand in which they not only condemned talk of rate reductions but came out for restoration of last year's 10% cut and proposed a minimum 20% daytime boost on top of that.

At the suggestion of CBS President Frank Stanton, the approximately 150 assembled affiliates designated a 10-man committee to canvass the entire situation jointly with CBS officials. Date for the first meeting of the two groups was not set—July 17 and 18 reportedly were being considered though there was a likelihood that the session would be deferred until after the Democratic Convention the week of July 21—but it was generally accepted that CBS Radio would make no rate decision before the conference.

The committee delegated to represent the affiliates was the nine-man group which convened last week's "Crisis Conference," plus I. R. Lounsberry, of WGR Buffalo, chairman of the Columbia Affiliates Advisory Board. The committee is headed by George B. Storer of Storer Broadcasting Co., who was called away from last week's meetings by the death of a sister. It was thought Mr. Storer might make some additional ap-

pointments to the committee.

The affiliates' sessions, limited to themselves on Tuesday but with top CBS officials participating on Wednesday, were marked by overwhelming agreement that network radio rates not only must be maintained but must be strengthened, despite the network's apparent feeling that a cut—perhaps ranging as high as 50% in the case of

nighttime charges, according to speculation—is necessary.

Rallying to the keynote appeal of WHAS Louisville's Victor A. Sholis that "respectability" be restored to the network business, the affiliates with



Mr. Storer

only a handful of dissenters went on record with a resolution (see text, this page) which called upon CBS to:

- Initiate "sound qualitative research" immediately to show radio's real value and impact as an advertising medium, and forget program ratings as a sales tool.

- Join affiliates in taking the lead to strengthen the standards and practices of good broadcasting.

- Refrain from exercising its recently acquired right to adjust

network rates of affiliates without prior notice and consultation.

- Rescind the 10% general rate reduction put into effect a year ago, stand up against advertisers' pressures for reduced rates, and reject "any business practice to stimulate sales in the industry by rate cutting."

Daytime Rates

- "Immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to" the July 1951 cut.

Virtually all of the affiliates present endorsed—and, more than that, personally signed—the resolution, which was delivered to CBS at the end of the Tuesday meeting.

A suggestion of compromise tending in the direction of network thinking—reduction in nighttime rates, increase in daytime—was espoused by President John S. Hayes of WTOP Washington, President Donald W. Thornburgh, of WCAU Philadelphia, and President Fred Weber of WFPG Atlantic City, but was voted down by the majority.

Messrs. Hayes (whose station is

owned 45% by CBS), and Weber were among the few said to have declined to sign the resolution, while Mr. Thornburgh (whose station formerly was allied in ownership with CBS) was reported to have signed "with reservations."

Leaders of the affiliates group were jubilant over the strong show of unity among the stations represented, and "simply amazed" at the turnout, which they said represented more than 90% of the dollar volume of the network. A total of 143 persons registered for the first day's session, some representing more than one CBS Radio affiliate, and these were joined by a few

(Continued on page 24)

Text of Resolution

TEXT of the resolution adopted and signed unanimously by the 143 representatives of CBS Radio affiliated stations and sent to network officials, is as follows:

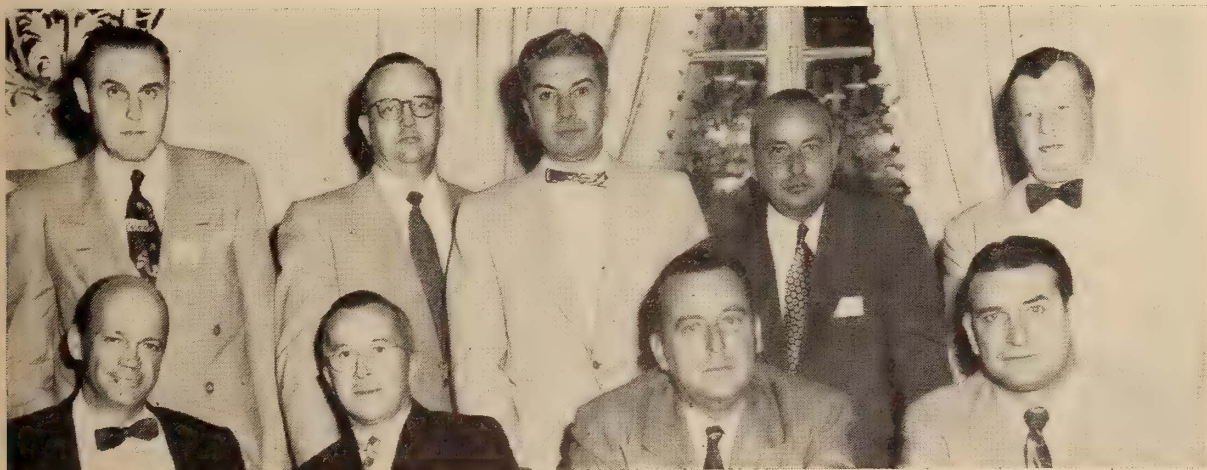
Whereas, radio broadcasting in the United States is today the medium of mass communication which reaches and serves more people in more ways, at more times, and in more places, with wider impact, and at a lower cost than any other basic medium, and

Whereas, for more than 10 years past, despite sharply rising costs of operation, the rates charged network advertisers remained virtually constant and unchanged until July 1, 1951, when all radio affiliates of the Columbia Broadcasting Radio Network reluctantly accepted a 10% reduction in network station rates in an effort to stimulate sales, eliminate cut-rate industry selling practices and to restore basic sales integrity in radio network broadcasting, and

Whereas, during this same period of sharply rising costs, the rates and charges of all other advertising media steadily increased, keeping pace with progressively increasing costs of operation and the coincident decline in the purchasing power of the dollar, and

Whereas, it is the responsibility of each individual radio licensee to determine for itself the rate which it will charge for its program service, and it is neither sound business judgment nor equitable that any individual radio broadcasting station should relinquish this responsibility and right to any national network service and, in this respect particularly to grant to any such national network service the option, not only

(Continued on page 32)



HERE is the committee which will meet, on behalf of all CBS Radio affiliates, with officials of the network to canvass the rate question and related problems. Seated (l to r): Hulbert Taft, WKRC Cincinnati; John Poole, Storer Broadcasting Co. (substituting for George B. Storer, chairman of the committee, who was called away by the death of a sister); John F. Patt, WJR Detroit and WGAR Cleveland, who presided in Mr. Storer's absence; Kenyon

Brown, KWFT Wichita Falls, Tex. Standing (l to r): John E. Fetzer, WKZO Kalamazoo; Ray Herndon, KTRH Houston; Victor A. Sholis, WHAS Louisville, who delivered the keynote address; I. R. Lounsberry, WGR Buffalo, chairman of the Columbia Affiliates Advisory Board; and Saul Haas, KIRO Seattle. Committeeman William B. Quarton, WMT Cedar Rapids, was absent when photo was taken.

CBS Heeds Affiliates on Rates

(Continued from page 23)

others on the second day.

In addition to the signers of the resolution—described at first as “unanimous”—a “great” many stations sent word that they, too, felt the last rate cut had accomplished nothing and that another would do no more “except wreck the business,” spokesmen said. The resolution will be circulated for signing by affiliates not present at the meeting.

As evidence of their belief that the meeting was making progress toward its goal, the affiliates went on record continuing the committee in office for another year and calling for further conventions of affiliates on at least an annual basis. Last week's, held at the Ambassador Hotel in New York, was the first the affiliates had staged on their own.

Mr. Storer was elected permanent chairman of the committee. When he was called away, after getting the first session under way, John F. Patt of WJR Detroit and WGAR Cleveland, was designated to take over as acting chairman. In the meantime Mr. Lounsberry was added to the committee, whose other members are: Mr. Storer; Mr. Patt; Mr. Sholis; Saul Haas, KIRO Seattle; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Ray Herndon, KTRH Houston, and William B. Quarton, WMT Cedar

Rapids. Mr. Quarton was unable to attend the sessions.

There was little doubt that NBC, which twice has tried to cut rates but failed both times, was watching the outcome of the CBS proceedings closely. If CBS Radio—or any other network—cuts its rates, there is no question that the others will do likewise.

NBC's “economic plan” last fall, which originally was to have gone into effect the same day the CBS Radio affiliates opened their meeting (July 1), was rebuffed by a majority of NBC affiliates at their convention in Boca Raton, but it is deemed certain that this plan, or some variation, would be reinstated by the network should CBS Radio touch off another round of cuts.

The fact that President Stanton himself suggested appointment of a committee of affiliates to discuss the problems with network officials—on the ground that such complex discussions cannot easily be carried on with a group the size of that which attended last week's meetings—was taken as evidence that the network will not make a final decision pending those conferences.

The closed session with the CBS officials was “off the record” so far as network statements were concerned, but it was understood that Mr. Stanton assured the group that CBS was willing to explore the problems with a committee and, in fact, was willing to work straight

through the Fourth of July weekend if the committee wished.

Just when the conference will be held could not be ascertained. CBS authorities were hopeful that it can be soon, between the political conventions if possible, or, if not then, at an early date after the conventions.

Affiliates, however, were anxious to get the views of Chairman Storer, and many of them also expressed belief that participation by CBS Chairman William S. Paley would be highly beneficial. Mr. Paley, just completing 18 months assignment as chairman of President Truman's Materials Policy Commission, is slated to leave July 11 for a European visit until after Labor Day.

Mr. Stanton was principal speaker for the network at Wednesday's meeting. His talk consumed about an hour. Mr. Paley made a short speech in which he reportedly told the affiliates that he has “supreme confidence in our management” and that “I accept the responsibility” for developments to date.

At the second affiliates' session Wednesday afternoon, following the meeting with the CBS executives, there was discussion of further action through readoption of the broad resolution, thereby in effect making demands upon CBS to follow the formula outlined. This, however, it was reported, was voted down by a narrow margin on a standing vote. Thus, the original action of the preceding day, recommending the procedures to CBS, stood.

'Love and Kisses'

A TOUCH of humor was added to the serious CBS Radio affiliates meeting held in New York last week when the Affiliates Committee received the following wire: “Have important client desiring exclusive TV rights for CBS affiliate meeting July 1 and 2. Love and kisses” signed Reggie Schuebel. Miss Schuebel is a partner of Wyatt & Schuebel, New York.

Reports were current that CBS already had sold business to begin in the fall at discounts presumably approximating those it had proposed to recommend to the affiliates' session. In the absence of any understanding with the affiliates, it was assumed that, if this business had been sold at discounts, it would be up to the network to absorb the differential.

Despite the stations' strong stand against rate cuts and off-card deals, the meeting with network executives appeared highly amicable. Several affiliates expressed the view that, whatever the outcome of the battle against rate adjustments, the sessions had had a healthy effect upon network-affiliate relations. They also voiced appreciation for CBS' feeling that it is desirable to discuss its problems with affiliates rather than undertake an arbitrary change without consulting them.

CBS authorities on hand for the
(Continued on page 34)

'No Deal' Networks

IT HAPPENED in New York last week. Another round of radio rate cuts has been held in abeyance—maybe even thwarted. It came after 150 CBS affiliates voted overwhelmingly against any rate reductions and assumed leadership in seeking to get network radio back on the rate card, supported by “believable” research.

No matter what the ultimate outcome, the CBS-affiliates session brought a breath of fresh air to the atmosphere that for several years has besmogged network radio. It came from new blood among affiliates who refused to knuckle under to network proposals which, in their minds, would torpedo radio's respectability, eventually to the point of destruction.

Quite a few of the CBS affiliates had left their homes for New York in the manner of men attending a wake. They were resigned to their fate, concluding that only a miracle could stem the tide.

They hadn't counted on the spade work that had been done or the inspired leadership that was there. Victor Sholis, of WHAS-AM-TV Louisville, delivered the keynoter that held them spellbound, and brought them to their feet in a rousing ovation. The nine-man committee which had shouldered the responsibility for the sessions, brought in a resolution prescribing a course of action that won spontaneous and unanimous approval. And the CBS top echelon, headed by Chairman William S. Paley, withheld the projection of its cut-back plan, in what can only be construed as

an acceptance of the challenge and the bid for network-affiliate partnership in coping with the crisis.

Progress was made. There was the tacit admission that the crisis had been precipitated by lethargy, inaction and self-abuse inflicted via the radio-supported program rating services. There will be further discussions, which cannot reach full-dress stature until George B. Storer, chairman of the affiliates' group, hurriedly called away from last week's session because of his sister's death, can participate. And there was some thought that more definitive results could be achieved with the participation of Mr. Paley, scheduled to leave for Europe next Friday after an arduous year in Washington on high-level defense work. He returns about Labor Day.

The job that was done in New York was not for CBS alone. It was a job for radio. It will stimulate new thinking. As long as CBS holds fast, other networks presumably must, because CBS has the top business status in radio (as against NBC's No. 1 position in TV).

The Sholis keynoter is *must* reading. It is no mere conglomeration of platitudes pleading that the lines be held. It is the product of intensive research and reasoned fact. It is persuasive and logical. CBS couldn't summarily reject it without an admission by that network that it had lost faith in that which it was seeking to sell.

The affiliates covered the waterfront of sins of omission and commission that led to the current crisis. Mr. Sholis laid that ghost

AN EDITORIAL

too about television being responsible, citing how radio had been brought down before there was TV. Hence, it couldn't have caused the weakness, but merely “exposed” it.

The rating services were hit between the eyes by the CBS affiliates. The Sholis keynoter and the affiliates resolution demand tossing out of the “top tens” and the “top twenties” and other research “of questionable value” as the principal selling tools of the trade, to which we add our “amen.” For years radio has been slashing its own throat through ratings. Broadcasters have underwritten the device that has caused them grief. The fact that CBS affiliates, now enjoying most of the highest ratings, urge this summary action, is all the more significant.

We can think of no greater stimulus to radio selling than the abandonment of “top tens” and “top twenties” forthwith—ratings which make only the “preferred positions” an easy sale, and which stifle creative thinking and selling.

As a trade journal, it is our function to publish the news. Ratings constitute news because the advertisers and their agencies demand them—demand created by the broadcasters' support of them.

The CBS affiliates have handed their network a formula meticulously drawn to restore respectability and stability to network radio; to develop sound research, to end the price war and root out under-the-table deals.

It makes good, hard business sense. It should become the new credo for all radio.

UNWANTED at the GOP Eisenhower-Taft contested delegate issue, the radio and television industry becomes the most "wanted" guest at today's opening of the Republican National Convention in Chicago.

In a way, the decision of the GOP committee to bar radio-TV newsmen appeared to suggest a "greater" issue than that of the right of both broadcast media to equal access to the news—it provided the Democrats with good campaign fodder before the Republican meet even got under way.

The action also stirred a storm of protests from various quarters, industry and political, as broadcasters marshalled their forces to report the first party convention out of which, perhaps, the name of the next President might be placed in nomination.

But networks which had gathered their forces from many cities to cover the conventions found themselves barred by the Republican National Committee from covering "dirty linen" discussions on contested delegations as those between Gen. Dwight Eisenhower and Sen. Robert Taft (R-Ohio). Charges of fraud and vote-stealing filled the GOP air (see editorial page 52).

The fiasco took place as broadcasters convened in Chicago for pre-convention activities and prepared to set up special network radio-TV programs and facilities. Most of their plans were detailed in the B•T June 30 issue. AT&T worked feverishly to complete necessary cable and relay facilities.

Radio and television newsmen got the heave-ho when members of the Republican National committee voted 60 to 40 against introduction of cameras and microphones into pre-convention meetings.

Newsreel and still cameras were included in the closed-door policy, but newspaper reporters flocked to sit in on the hotly-debated dispute between Eisenhower and Taft forces for votes for delegates in seven southern states and Puerto Rico.

TV technicians, radio men, reporters, commentators and producers, primarily from NBC and CBS, were on hand early Tuesday morning as the first meeting came to order in the Conrad Hilton Hotel. Both networks carried feeds from the site, but program content was limited to commentary and the coming and goings of delegates.

The ban, which came shortly after the morning opener, was split along strictly factional political lines, in the opinion of broadcast representatives there. They reported that Taft backers, in the main, were against introduction of cameras and microphones, and

that Eisenhower delegates were in favor of the move.

Three NBC and two CBS live cameras were stationed in the North Ballroom and the adjacent third floor corridor for coverage of delegates as they moved about and for the committee hearing inside. After appraising the mass of cameras, cables, lights, technicians, newsmen and onlookers, Charles Hackett, convention sergeant-at-arms, announced the meeting would move to "a cooler," more private place, the Boulevard Room on the second floor.

The delegate "walkout" downstairs was followed by lumbering TV and radio men lugging equipment. As the sessions in the new room began, the committee banned all microphones and cameras.

Sinclair Weeks of Massachusetts proposed that Chairman Guy Gabrielson name a subcommittee to study the possibility of pooling radio and TV facilities. The subcommittee of five, named after a lengthy delay, recommended such a pool. This was later voted down. Mrs. Howard A. Coffin of Washington, a Taft supporter (and mother of Thad H. Brown Jr., NARTB TV operations director) voted in favor of admitting TV.

As Eisenhower and Taft factions took pro and con positions in the issue, Chairman Gabrielson read a telegram, on which he made no comment, from New York Gov. Thomas E. Dewey, who was attending the governors' conference in Houston. The ex-Presidential candidate said, "If I have influence with the committee, I request and direct that it open hearings to all media of communication so the American people can see and judge

the scandalous way that Taft delegates were chosen here in Texas and elsewhere." The chairman also received, but did not read, wires from the governors of New Hampshire and Oregon petitioning for TV coverage.

Sen. Taft's proponents, however, formed the largest bloc of dissenters. Rep. Clarence J. Brown of Ohio took the opposition lead, saying radio and TV audiences could get a distorted impression of proceedings. He noted that the House permits only pen and pencil coverage.

Gen. Eisenhower's campaign manager, Sen. Henry Cabot Lodge of Massachusetts, said the vote "is a positive demonstration that the Taft forces are afraid to have the public watch the proceedings."

The ban on Tuesday affected, in addition to five network TV cameramen, some 40 still picture cameramen and six newsreel men, among whom was a representative of Telenews. One enterprising NBC reporter followed the move to the Boulevard Room, climbed a pillar and planted a hanging microphone from a balcony. The wire was cut after two words.

NBC President Joseph H. McConnell wired Chairman Gabrielson Wednesday night urging reconsideration of the radio-TV ban. He scored contentions that TV interferes with proceedings, branded as "unfair" the admission of one medium and rejection of another, and pointed out that TV and sponsors have gone to "great expense" in covering the campaign to date.

He said, in part:

Ever since the beginning of the political campaign the various candidates

Convention Broadcast Data

Event: Republican National Convention, International Amphitheatre, Chicago, July 7 (today) to conclusion, afternoon and evening sessions.

Estimated Viewers: 60-65 million in 17 million TV homes.

Estimated Radio Sets in Use: 106 million.

Direct Coverage: 107 out of 108 TV stations in 65 cities; over 1,200 radio outlets.

Coverage: All major radio and TV networks (pool).

Sponsors: ABC radio-TV, Admiral Corp.; CBS Radio and Television, Westinghouse Electric Corp.; DuMont TV Network, Westinghouse; NBC radio-TV, Philco Corp.; MBS, co-op.

Pool Operations: Between \$35,000 and \$40,000 for each TV network; about \$10,000 for each on radio (both conventions).

Overall Network TV Costs: About \$7 million (both conventions).

Radio-TV Representatives: About \$2,000 for network and stations (both conventions).

and their supporters have used television facilities extensively to show themselves and present their views to the public. This has been done at great expense to the television industry and to commercial sponsors.

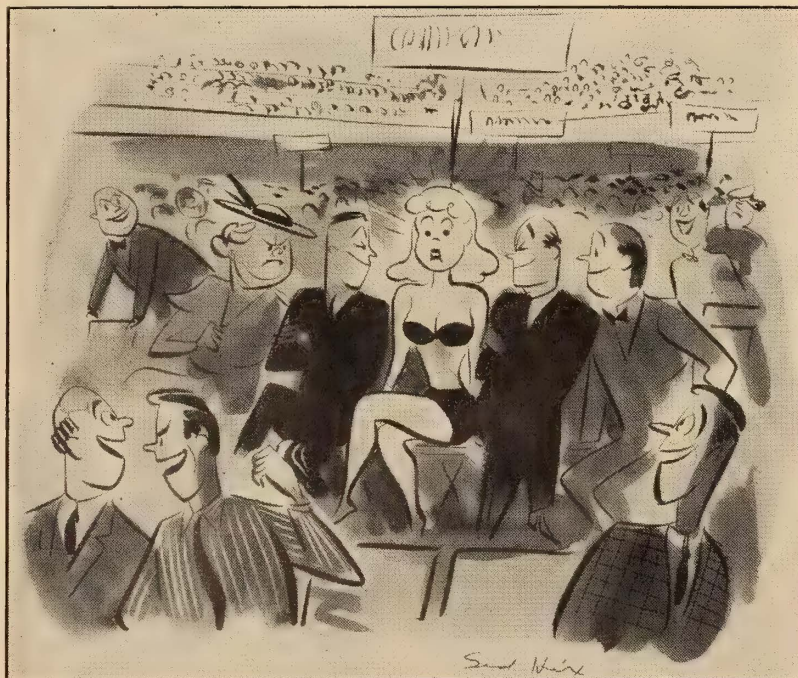
Now we are giving extensive coverage to the Republican and Democratic Conventions. This will cost NBC and its sponsor alone [Philco Corp.] approximately \$3 million. It is obviously unfair to permit one news medium to cover an event and to deny that right to another news medium. It is equally unfair to arbitrarily tell the television industry that it may cover one part of the proceedings but may not cover another part to which the public is admitted. We feel the American public is entitled to view any event of this importance. . . .

The argument that television coverage interferes with the proper conduct of your meetings cannot be sustained. Television, unlike newsreels, does not require any additional lighting. Also, with any kind of advance notice we can install television cameras so that they will not interfere with either the movement or deliberations of the committee.

The issue the Credentials Committee is now considering is one in which the American Public is deeply interested. In the interest of fair play to the public and to the broadcasting industry we urge your committee to permit radio and television coverage of the Credentials Committee hearings and any other convention activities to which the press is admitted.

The decision by the committee followed pointed telegrams from NBC and CBS to Chairman Gabrielson, urging permission for radio-TV coverage of the hearings. Both networks pointed out that

(Continued on page 38)



Drawn for BROADCASTING • TELECASTING by Sid Hix
"Someone told her it was going to be a pool telecast."

ABC SALES MOVE

Meets With Station Reps

IN A MOVE unprecedented in broadcasting history, a network has approached a group of station representatives seeking aid in selling time on the network's owned and operated stations.

ABC top executives last week held preliminary meetings with representatives of Free & Peters, Edward Petry & Co. and Paul H. Raymer Co., with John Blair & Co., The Bolling Co. and perhaps others to meet with the network this coming week, to discuss ways in which these station sales representatives might help ABC to increase the spot business of the network's radio and TV properties.

Network spokesmen stressed the point that there is no intention to discontinue or curtail either the radio spot sales force, headed by Warren Jennings, or the TV spot sales force under Don Kearney. Plan, they averred, is rather intended to explore the possibility of a cooperative set-up between the network's own sales crews and the salesmen of one or more station representatives.

While the idea is still in the formative stage and no details have as yet become definitely settled, the thinking of the ABC executives is understood to lean toward an experimental appointment of an outside sales representative organization for one or two of the ABC owned and operated radio stations and perhaps for one ABC-owned TV station.

ABC's radio holdings include WJZ New York, WENR Chicago, WXYZ Detroit, KECA Hollywood and KGO San Francisco, each AM station having also an FM associate which duplicates the former's programs.

The ABC-TV lineup comprises the video associates of those same stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco.

LEWIS APPOINTED

WCCO Sales Manager

PHIL LEWIS, assistant sales manager in charge of local sales at WCCO Minneapolis, CBS-owned outlet, has been named sales manager, according to Gene Wilkey, general manager. He succeeds Roy W. Hall, who has joined the CBS Television Network sales staff in New York as account executive.



Mr. Lewis joined WCCO's sales staff in 1947 and was given the local sales post last August. He is a U. of Minnesota graduate, member of Assn. of Mfrs. Representatives, and Minneapolis Ad Club board.



CBS RADIO film presentation, *More Than Meets the Eye*, was previewed in Chicago at a cocktail party-buffet in the Drake Hotel [B•T, June 30]. Hosts included (l to r) Adrian Murphy, president, CBS Radio; H. Leslie Atlass, CBS Central Div. vice president, and John J. Karol, vice president in charge of CBS Radio network sales; and Wrigley Offield, account executive, William Wrigley Jr. Co., and Howard Ketting, vice president, Ruthrauff & Ryan.

AD DEPTH

ADVERTISING needs to develop depth with addition of a third dimension to sell ideas to Americans as well as it sells products. This was the assertion of Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, as he spoke Tuesday at the luncheon meeting of the National Industrial Advertisers Assn. More than 1,500 members of the group met at the Palmer House in Chicago for the 30th annual convention Sunday through Wednesday.

Mr. Cone, concerned with what he termed a prevailing paradox concerning American business that its "success is failure" in the minds of many people, called upon advertisers and agency men to broaden and deepen the two-dimensional functions of advertising, using the same techniques which have moved successfully consumer goods off shelves.

Three-dimensional advertising, using the proved techniques of commercial advertising in "selling" ideas, is the highest type of public relations for all business, Mr. Cone said. Methods should be the same, he claimed, citing as basics, "an appeal to the individual's best self-interests with unqualified and unmistakable integrity," an avoidance of the propaganda label and propaganda techniques, presentation of facts and the truth.

Four Days of Meetings

The NIAA, believed to be the largest advertising association in the world, met during Industrial Advertising Week in Chicago, proclaimed by the mayor. For four days, clients, agency men and suppliers sat in on a full program schedule of luncheons, dinners, speeches and panels concerned with all phases of industrial advertising and the nation's economy.

The keynoter, J. L. Singleton, vice president of the General Machinery Div. of Allis-Chalmers Mfg. Co., Milwaukee, told conventioners the actual capacity of the U. S. economy today is 50% greater than it was 10 years ago. Speaking of the frequent practice of dividing a sales operation from an advertising plan, Mr. Singleton advised NIAA members to "closely cooperate and coordinate your advertising

Cone Gives Selling Pitch At NIAA Meeting

ing program with your actual direct sales efforts, so that those areas where activity seems likely will get concentrated attention."

Advertising, he concluded, is "as much of an integral part of the total sales effort as the sales force itself."

Among numerous awards given were the "Topper" citations, made to companies for all kinds of industrial advertising in 12 classifications with three bests in each.

Four leading winners, chosen from 36 bests in 390 entries, went to International Harvester Co., Chicago, agency for which is Leo Burnett, same city; General Electric Co., Schenectady, N. Y., through G. M. Basford Agency, New York; Crucible Steel Co. of America, New York, Basford Agency, and Hewitt-Robins, Stamford, Conn., Fuller & Smith & Ross.

Among the speakers were Henry W. Tymick, Buchen Co. agency, Chicago; Bennett S. Chapple Jr., U. S. Steel; J. C. Maddox, Fuller & Smith & Ross, Cleveland; J. Wesley Roseberg and H. I. Orwig, Buchen Co., Chicago, and Robert R. Dunwody, manager of the Chicago international department for McCann-Erickson, Chicago.

Tuesday evening *America's Town Meeting of the Air* was originated at the hotel, with Quincy Howe as moderator.

Bing Crosby Signed

COCA-COLA Co., New York, has signed a contract with Bing Crosby [B•T, June 23], to sponsor the star in a half-hour radio series effective early in the fall. Program, which will be similar in format to his present radio show, will most likely be heard on CBS Radio, although time and day are not yet set. Plans for television appearances are still in the formulative stage, although Coca-Cola has rights for a Crosby TV show. D'Arcy Adv., New York, is the agency.

FALL BUSINESS

Nine Major Firms Planning

NINE major advertisers, B•T learned last week, are lining up radio and TV spot campaigns, three to begin in July, the remainder in the fall. Significant features of this robust action are: (1) all of the accounts include radio, three of them employing the medium exclusively; and (2) each of the fall starters will go into a minimum of 100 markets.

Among the trio of July sponsors, Procter & Gamble's Lilt (permanent wave), effective July 1 started an eight-week radio-only campaign using five-minute spots, across-the-board in some markets. Campaign is being placed in 50 markets through Biow Co., New York.

On July 14 General Foods (Satina, a wax for hot starch) starts a schedule of one-minute E.T.'s in eight radio-only markets. Foote, Cone & Belding, New York, is the agency.

Another early-July starter is Five Day deodorant pads, through Grey Adv., New York, which will use three radio markets and one TV market for 13-week campaigns.

Seeck & Kade, New York (Pertussin cough remedy), which has increased its radio and TV budget 15% over last fall's, launches its annual spot campaign on participation shows in the middle of September using 100 radio and TV markets. Contracts are for 17, 26 or 30 weeks. Erwin, Wasey & Co., New York, is the agency.

Two weeks later, in October, Musterole Co., Cleveland, through the same agency, Erwin, Wasey, starts its campaign using minutes and participation shows in 100 radio and television markets, employing chain breaks, minutes and programs. Contracts are for 22 weeks. Harry B. Cohen, New York, is the agency.

Lydia Pinkham starts its daytime-only campaign on radio and TV in 125 markets, effective Aug. 18. Firm takes a hiatus during December and then returns early in January to proceed through June. Harry B. Cohen, New York, is the agency.

Vick Chemical Co., through Morse International, New York, for its four products will be using over 100 radio markets. Starting dates vary for product and market from Sept. 29 to Oct. 17. The precise identities of the products are being kept secret and in contracts are referred to simply as product A, B, C & D.

Am. Chicle Renewals

AMERICAN Chicle Co. (Clorets), New York, under ABC's radio Pyramid Plan, renewed its participation in *Defense Attorney* (Thursday, 8:30-9 p.m.) and *The Top Guy* (Friday, 8-8:30 p.m.) effective July 3 and 4 respectively. Dancer-Fitzgerald-Sample, New York, is the agency.

NEW RADIO ACT

Will Give Greater Protection to Broadcasters

GREATER protection for broadcasters is forecast as the McFarland Bill (S 658) amending the Communications Act awaited the President's signature Thursday. The final bill was passed by the Senate and House Wednesday, following agreement on differences by Senate-House conferees earlier last week.

This will be the first major overhaul of the Communications Act of 1934. The bill passed the Senate in February 1951, the House on June 17 this year [B•T, June 23].

As finally compromised by a conference committee of Senate and House members, the bill does not contain the House recommended newspaper provision, Horan amendment, or equipment purchase section. Nor does it contain the Senate's provision regarding declaratory orders.

[For salient provisions, see "Highpoints" on this page.]

Industry reaction was generally favorable. Feelings expressed by several close observers were that there is more in the final bill that is favorable to broadcasters than not.

Only sections in the final version which broadcast spokesmen regret are (1) authority given the FCC to issue cease and desist orders and (2) prohibition against charg-

ing political candidates premium rates.

They also regret the absence of that part of the Horan amendment exempting broadcasters from damages for defamation uttered by political candidates. They also feel that the Senate section dealing with declaratory orders could have been beneficial to broadcasters.

Newspaper provision would have forbidden the FCC from discriminating against newspaper applicants solely because they were newspapers. The conference report (H Rept. 2426) stated it was dropped because it was unnecessary. The report said in part:

It is the view of the conference committee that under the present law the Commission is not authorized to make or promulgate any rule or regulation the effect of which would be to discriminate against any person because such person has an interest in, or association with, a newspaper or other medium for gathering and disseminating information. Also the Commission could not arbitrarily deny any application solely because of any such interest or association.

According to Sen. Ernest W. McFarland (D-Ariz.), author of the bill and also Senate Majority Leader, the FCC is not discriminating against newspapers now and so the provision is unnecessary.

It also is understood that the White House objected to the newspaper clause and some conferees felt that the bill might be vetoed by the President if that provision were retained.

The newspaper section was one of the provisions to which the White House objected early in June when the McFarland Bill was first scheduled for House debate. It was

displaced at that time, but put back on the House schedule the following week after Sen. McFarland and others interested in the measure brought pressure to bear [B•T, June 16].

In reporting the deletion of the political liability section of the Horan amendment—inserted in the House bill by a floor vote—the conference committee said:

The committee of conference agreed to omit the provision with respect to liability of licensees in civil or criminal actions and the extension of the present law to include spokesmen for candidates because these subjects have not been adequately studied by the Committees on Interstate & Foreign Commerce of the Senate and House of Representatives. . . . The proposal involves many difficult problems and it is the judgment of the committee of conference that it should be acted on only after full hearings have been held.

The section was submitted by Rep. Walt Horan (R-Wash.) during the House debate and would have taken broadcasters off the horns of the Section 315 dilemma.

Section 315 of the Communications Act provides that where a station permits a political candidate to use its facilities it cannot censor his speech.

Libel Exemption

The Horan amendment would have specifically exempted stations from the libel laws of states if defamation were uttered by a candidate over the air.

Sharp disagreement with the Horan amendment was offered by Rep. Joseph P. O'Hara (R-Minn.) during the debate in the House. Mr. O'Hara questioned the constitutionality of the proposal, and offered instead an amendment which would have permitted the broad-

caster to censor the speech of a political candidate. This was defeated and the Horan amendment accepted when the House voted on the bill.

Reason given for deleting the equipment purchase provision in the House bill—this would have required a successful applicant to buy the equipment of the unsuccessful bidder for license renewal—was that it was "too important and far-reaching a provision to enact into law unless interested persons were given the opportunity to present their views on it in a public hearing."

In discussing the elimination of the House-passed suspension and fine authority, the conferees said:

It is believed that the authority to issue cease and desist orders will give the Commission a means by which it can secure compliance with the law and regulations by licensees. As an alternative to revoking the license in case of failure to obey a cease and desist order, the Commission will be able to invoke the aid of the courts, under section 401(b) of the act, to secure compliance. The courts will be able to enforce compliance through their power to punish for contempt.

Revocation of the double jeopardy clause of the present Section 311 of the Communications Act—which was in the Senate Bill but not in the House version—accomplishes a long-standing aim of major networks and stations.

Double Jeopardy

The provision permitted the FCC to revoke the licenses of broadcasters found guilty of anti-trust violations in the radio-communications business. Objections on the part of broadcasters were to the fact that it gave the FCC authority to punish anti-trust violators after they had been penalized by a federal court.

The conferees quoted the Senate report's reasoning for the deletion of the double jeopardy clause from the Communications Act:

... the Commission's existing authority under law to examine into the character of a licensee or permittee in granting a license or a renewal is in no way impaired or modified by the change here recommended. . . .

Final version permits the review staff to make recommendations to Commissioners up to point of oral argument. Thereafter, it is forbidden to suggest courses of action to the Commissioners.

Significantly, the conference report provided that staff personnel who have worked on a hearing case, including such Commission aides as those in the Offices of General Counsel, Chief Engineer and Chief Accountant, may not consult with the Commission—unless the other parties are permitted to participate and refute any recommendations.

Final McFarland Bill also contains a section on fraud by radio which makes such an offense punishable by a fine of \$1,000 and/or five years in jail.

Referring to the one-year pro-

(Continued on page 32)

S 658 BACKGROUND

Many Years in Making

REVISIONS of the Communications Act, which are due to become law with the President's signature on the McFarland Bill (S 658), were five years in the making—and in some instances, 10 years.

In 1947 the White and Wolverson bills were introduced (S 1333 and HR 3595, 80th Congress). Senate Interstate and Foreign Commerce Committee reported the White Bill out in 1948, but it did not pass the Senate. The House held no hearings and issued no report on the Wolverson companion bill.

In 1949, the McFarland Bill was introduced (S 1973) and passed the Senate. The House Interstate & Foreign Commerce Committee held hearings, but did not report the bill.

In 1950, the McFarland Bill was reintroduced (S 658) and passed the Senate in February 1951. It passed the House last month. Last week's conference committee action assured final approval (see main story).

Several provisions in the bill go back to the Sanders Bill (HR 5497, 77th Congress) which was heard by the House Commerce Committee in 1942, and the White-Wheeler Bill (S 814, 78th Congress) which was heard by the Senate Commerce Committee in 1943. Neither of these bills was reported out of committee.

McFARLAND BILL HIGHPOINTS

Significant Changes in Final Version

FINAL version of the McFarland Bill (S 658) as thrashed out by Senate-House conferees makes these significant changes in the Communications Act:

- Permits FCC to issue cease and desist orders. This is in addition to present power to revoke licenses.

- Deletes that portion of Communications Act which permits FCC to revoke licenses of those found guilty in federal court of anti-trust violations (double jeopardy clause).

- Forbids Commissioners who resign to practice before FCC for one year from date of resignation.

- Prohibits broadcasters from charging political candidates more than "the charges made for comparable use of such station for other purposes."

- Requires FCC to act on a case within three months of filing, or within six months after a hearing is concluded, or report reasons why to Congress.

- Forbids staff personnel involved in a case in hearing to recommend

actions to Commissioners; also prohibits General Counsel, Chief Engineer and Chief Accountant from consulting with Commissioners on same basis. Except, that if Commissioners consult with staff they must permit interested parties to participate and refute staff recommendations.

- Provides for review staff which is permitted to make recommendations up to point of oral argument, thereafter forbidden.

- Provides each Commissioner with a legal and engineering assistant.

- Burden of proof that licensee is not qualified for renewal is put on FCC.

- If grant cannot be made without hearing, FCC must notify applicant and other interested parties reasons why. If after answers, Commission still feels hearing necessary can then set case for hearing.

- Protests against grants may be made up to 30 days after grant.

- Protests or petitions for rehearing must be answered by FCC within 15 days after filing.



IN REVIEW . . .

ANNOUNCEMENT that *Information Please* was to make its TV debut last Sunday as a summer replacement for the *Fred Waring Show* evoked a mood of eager anticipation for those who remembered the program as one of the most sparkling, explosive and altogether enjoyable half-hours of radio a few years back. To them, at least, the first telecast of *Information Please* was a disappointing letdown.

It's not that it was a bad show, for it wasn't. It's just that it wasn't a good one. When one is expecting a vivid display of pyrotechnics, a small firecracker is not enough.

Why it wasn't a good show is somewhat hard to explain. The regular experts were the same who had captivated us on radio—Messrs. Adams and Kiernan—and so was the interlocutor, Clifton Fadiman. The guest expert—James Michener, was able and affable and altogether up to standard.

Dan Golenpaul, who originated the program and produced it during its long run on radio, is still at the helm for the video version. And—as a special added TV attraction—cast included two agreeably long-legged girls, costumed in the traditional tights of female vaudeville prop handlers, who set up and removed the cards used for the program's visual questions.

The prizes—a \$10 book certificate plus a General Electric toaster for a question used, a \$50 certificate plus a GE refrigerator for stumping the experts—seemed large enough to insure a continuing flow of questions from viewers. The commercials, skilfully handled by Red Barber, were informative and reasonably brief.

All the ingredients of a top-ranking program were there, but what appeared on the viewers' screens was a lot less than that. Maybe questions could be visualized in some better fashion than by pictures and letters on view cards. Maybe the experts should be made to rise from their chairs to exer-

~~~~~  
**Program:** Information Please, CBS-TV, Sunday, 9-9:30 p.m.  
**Sponsor:** General Electric Co.  
**Agency:** BBDO, New York.  
**Producer & Editor:** Dan Golenpaul.  
**Assoc. Editors:** Ann Golenpaul, Sophie Lippman, Gordon J. Kahn.  
**Director:** Bruce Andersen.  
**Visual Art Director:** Laverne Mock.  
**Set Designer:** Jo Mielziner.  
**Commercial Set Designer:** Samuel Leve.  
**Cast:** Clifton Fadiman, John Kiernan, Franklin P. Adams, James Michener.  
**Announcer:** Bud Palmer.  
**Commercial Announcer:** Red Barber.  
**Music:** Jack Kahn.  
 ~~~~~

cise their bodies as well as their minds. Or maybe—perish the thought—*Information Please* is not translatable to television.

EMERGENCY RULES

FCC Okays for Amateurs

RULES covering a Radio Amateur Civil Emergency Service were finally approved last week by the FCC, effective Aug. 15. The service, new under FCC rules, will permit amateurs to provide radio communication for civil defense purposes during the present emergency. It covers local, regional and national service and was coordinated with government, military and civil defense agencies.

Existing amateur rules are not changed, a new sub-part being added to Part 12. The new provisions are substantially the same as those proposed last Dec. 19 by the FCC (Docket 10102).

Frequencies in the regular amateur bands will be used. These frequencies were announced jointly last Jan. 17 by FCC and the Federal Civil Defense Administration. After Aug. 15 amateur licensees may apply to FCC for right to operate in the emergency service, in conformance with civil defense plans and on a shared basis with normal amateur operation. Civil defense drills are contemplated.

CONTEMPT CASE

Radio-TV Issue Studied

QUESTIONS of a federal judge regarding coverage of the Senate Crime Investigation Committee hearings by radio and TV were being studied this week to give a clue to his thinking in the contempt-of-Congress trial in Washington of alleged gamblers Morris Kleinman and Louis Rothkopf.

Messrs. Kleinman and Rothkopf appeared before the Kefauver Crime Committee in March 1951, refused to answer any questions because of TV cameras and radio microphones [B•T, April 2, March 26, 1951]. Sen. Kefauver offered to have the TV cameras turned away from the two men, but they continued to refuse to answer questions while radio mikes and newsreel cameras were present in the Washington hearing room.

In the second day of the trial last Wednesday, U. S. District Court Judge Henry A. Schweinhaut asked Joseph L. Nellis, who was associated counsel for the committee, why the committee permitted the hearings to be broadcast and telecast.

Mr. Nellis replied: "The committee felt that the American people had a right to know the setup of organized crime in this country."

Judge Schweinhaut also asked Mr. Nellis if it was necessary for the committee to inform the public in that manner, and if the committee felt the public would be more apt to listen and view the hearings that way.

Mr. Nellis replied that the committee felt that radio and TV were a "proper" means of informing the public. He said newspapers did not have space for verbatim reports of committee meetings.

Mr. Nellis also declared that TV operators had approached the committee and not the other way around.

Defense Attorney William A. Collins argued that the committee hearings "had all the aspects of a trial without the safeguards usually enjoyed by defendants," thus subjecting his clients to "cruel and inhuman punishment."

Mr. Collins also mentioned that the programs were sponsored.

Unless it was proved that the committee's actions were unjustifiable, there did not seem to be any defense against the contempt citation, Judge Schweinhaut indicated.

Newhouse Named

WALTER S. NEWHOUSE Jr. has been appointed to the radio sales staff of The Katz Agency, New York, national advertising sales representative, effective today (Monday). He has been with WQXR New York as an account executive since 1940, handling sales, market research and sales promotion activities.

COURT ORDER

To Stop Unit Rate Ads

DECREE ordering the Times-Picayune Publishing Co. (WTPS-AM-FM New Orleans, La.) to refrain from selling advertising space under a combined rate only for its two newspapers was issued against the firm last Tuesday.

Judgment was handed down by Federal District Judge Herbert W. Christenberry, who ruled previously that the company's morning *Times-Picayune* and evening *States* and its officials had violated the Sherman Anti-Trust Act. Suit was brought by the Justice Dept. Enforcing decree becomes effective 30 days after the date it is final.

Preliminary steps in a similar action have been taken against the Kansas City Star Co., according to the *Star's* management. Its attorneys are expected to confer sometime this month with Justice Dept. authorities. A subpoena was served last month for all records and contracts, including those of the publishing firm's WDAF-AM-TV Kansas City, Mo., to be presented to a federal grand jury in July.

WMAL SHIFTS

Kelly, Glascock Named

CHARLES L. KELLY has been promoted to the post of assistant general manager of WMAL-AM-FM-TV Washington, and Mahlon A. Glascock to that of director of radio and television sales. Appointments were effective as of last Tuesday.

These appointments were announced last week by Kenneth H. Berkeley, general manager of the Evening Star Broadcasting Co., licensee of WMAL-AM-FM-TV.

The shifts resulted from the resignation of Ben Baylor Jr., as assistant general manager and director of sales [B•T, June 30].

Mr. Kelly has been program director of the WMAL stations since 1949. Previously, he was program-production manager for DuMont from 1943-1946. He held the same position with WNBW (TV) Washington, from 1946 to 1949.

Mr. Glascock left Kal, Ehrlich & Merrick, Washington advertising agency, where he had been an account executive, to accept the WMAL post. Prior to that he was with the R. D. Wiley, the Robert N. Taylor and the Lewis Edwin Ryan advertising agencies.



Mr. Glascock



Mr. Kelly

REBROADCAST RULE

Hearing May Be Held

NBC 'Liberates'

PROSPECT of oral argument or hearing on the FCC's rebroadcast rule developed last week as the Commission postponed effective date of the order 60 days, or until Aug. 30.

The rule, interpreting rebroadcast provisions of the Communications Act [B•T, May 19, et seq.], was starting to develop snowballing opposition as broadcasters and telecasters became aware of problems that apparently had escaped the FCC.

In effect the FCC's interpretation threw on stations the burden of justifying a refusal to let another station rebroadcast its programs, with the threat that unconsenting stations might be cited under public interest provisions of the Act.

Requests to delay operation of the rule, with its implications of "legalized larceny," had come from NARTB, NBC and CBS. The NARTB Radio and Television Boards had adopted critical resolutions. The government itself, through the Budget Bureau, had criticized the order, which puts a station on the Commission carpet if it denies any rebroadcast request. The bureau contended FCC had failed to clear its decision with the bureau as required under the Federal Reports Act of 1942.

Whereas broadcast opposition had objected to the FCC rule on the theory that it encouraged widespread pirating of property rights, two petitions filed last Wednesday opposed the NBC, CBS and NARTB requests for delay. The petitions were filed by Rep. Harry R. Sheppard (D-Calif.) and Gordon Brown, operating WSAY Rochester, N. Y. They have been associated in efforts to gain access to network programs.

Program Control

Rep. Sheppard is sponsor of bills (HR 10, 73) designed to legislate control of programs away from networks into the hands of sponsors and package owners.

The Sheppard-Brown petitions were dated June 27 but not made public until July 1, date of the FCC postponement.

At the Commission it was indicated unofficially that the delay had been ordered to permit study of comments on the rebroadcast order.

Rep. Sheppard charges NBC, CBS and NARTB with "conspiracy" in opposing the rebroadcast rule on the ground they would "deprive the public of its rights to that which the public has seen fit to loan them the use of, essentially the radio channels of our country." The conspiracy, he charged, "has been brought about through the station relations department of the networks; a few network stooge stations who make up the TV and the Radio boards of the network-controlled NARTB,

and with the editorial assistance of certain others."

Noting the CBS claim that the FCC action is "in effect legislating," Rep. Sheppard declared, "Such a statement and philosophy is as absurd as it is fantastic, particularly in view of the concise and rabid Congressional intent of the Act and the language of the Act itself to control restraint, monopoly, and to make sure that the entire concept of radio broadcasting be in the public interest, convenience and necessity."

Damage to Public Interest

He claimed CBS would eliminate "the complete responsibility of a licensee to answer to the FCC for his actions. . . ." and estimated tremendous damage to public interest, radio and TV programming as well as the economy of radio stations by network practices. He reminded that network once said "that if the FCC network rules were enforced by the FCC that the industry would be in a state of chaos. The final result was just the opposite."

Mr. Brown followed a similar vein in his opposition to the NBC, CBS and NARTB petitions, charging network practices had cost his station "hundreds of thousands of dollars in recent years" and deprived millions of high-quality radio and TV programs. WSAY alone, he said, "loses from \$500 to \$800 per day" for lack of rebroadcast privileges. He suggested that networks, under the rule, "will lose their ability to restrain trade, to bulldoze their affiliates into unfair affiliation contracts and to control

the rates the affiliates charge to advertisers for their own facilities."

Commenting on the NBC belief that the rule imposes an onerous burden on licensees, Mr. Brown reminded he is forming a trade association of rebroadcast proponents to be set up "on a blanket basis." He insisted few problems would have to be considered by FCC under the blanket idea, with reports required only where the station "is purposely attempting to restrain trade or rebroadcasting."

As to NARTB, Mr. Brown said he was awaiting an answer to a telegram asking the association if its board has authority "to make such a policy decision in the name of all its members." He alleged the association filed its petition "on directives from a handful of board members. Such misrepresentation is typical of the way the officers of this corporation sell the members of their association out to the network monopolies," he said, adding that NARTB's petition mimicked the thoughts of NBC and CBS.

Stronger Bargaining Power

Mr. Brown contended the rebroadcast rule would give affiliates stronger bargaining power with networks. He scoffed at claims by NBC that the rebroadcast rule raised difficult questions of labor, music, literary and talent contractual rights. He recalled the network and NAB claims a decade ago that the network monopoly rule would stir up industry chaos and charged the networks are now intimidating sponsors and agencies on the matter of clearances.

SET OUTPUT

748,344 Radio Receivers In May, RTMA Reports

PRODUCTION of home radio receivers increased slightly in May, totaling 288,927 sets compared to 286,164 the previous month, according to estimates for the entire industry compiled by Radio-Television Mfrs. Assn.

TV receiver output dropped from 332,878 in April to 309,375 in May, not far below the production of 339,132 TV sets in May of last year. Total radio output in May, including home, portable, auto and clock models, comprised 748,344 sets compared to 1,372,609 in the same 1951 month.

Of home radios produced in May, 35,102 had FM tuning facilities with another 7,432 TV receivers having FM-band tuners.

Sales of receiving tubes totaled 23,636,484 units in April, compared to 26,247,258 tubes sold in May,

according to RTMA. In May of last year 34,074,356 tubes were sold. Sales for the first five months of the year were 135,818,064 tubes.

May sales of TV picture tubes to set manufacturers exceeded the total a year ago but fell below April. RTMA found that 247,724 picture tubes were sold in May compared to 270,781 in April and 229,250 in the same 1951 month.

Radio and TV set production for May and the first five months of 1952 follows:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March	510,561	357,689	99,720	343,314	175,169	975,892
(5 weeks)	322,878	286,164	110,529	275,250	176,003	847,946
April	309,375	288,927	128,351	215,478	115,588	748,344
May	1,957,084	1,534,208	479,899	1,296,968	653,015	3,964,090

AUTO RADIOS

In 63% of Cars—BAB

SOME 24,500,000 passenger cars, more than 63% of the nation's automobiles, are equipped with radios. This is one of the outstanding facts contained in an interim report entitled, "Listening on Wheels," now being distributed by Broadcast Advertising Bureau to its members.

The report notes that the number of radio-equipped automobiles now stands at almost twice the percentage for 1946 (33%). The 22-page brochure also reveals that more than 22% of all radio sets in the U. S. are now in automobiles.

In addition to this interim report, BAB will issue later this summer the results of the first national survey on automobile ownership and listening. Both presentations are designed to assist member stations in selling the large audience available in automobiles.

NETWORK RADIO

Gets More Money from 13

THIRTEEN of the top 20 advertisers spent more in network radio than in magazines or television in 1951, CBS' director of sales extension, Edward F. Lethen Jr., noted last week.

In a letter to advertisers and agencies, Mr. Lethen referred to published reports that General Foods reached peak sales for the nineteenth year in a row in 1951. General Foods, Mr. Lethen pointed out, has spent \$77 million in network radio over the last 10 years and continues to be a heavy radio user.

Further, Mr. Lethen asserted, network radio is the best advertising medium for small-budget advertisers as well as for those with large budgets.



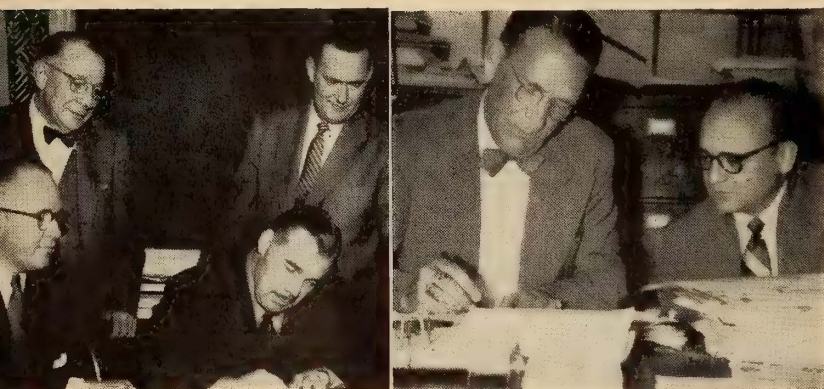
On the dotted line...

CHARLES Chevrolet Co., Worcester, Mass., buys coverage of Olympic Rowing Trials on the local WTAG. L to r: Bernie Morley, WTAG sales dept.; Mario Baratta, Baratta-Wardell Agency; Charles Maykel, treasurer, Charles Chevrolet; Edward Molinari, firm's gen. mgr., and James Ghize, Charles passenger car and truck mgr.



INTERNATIONAL Trust Co. Pres. Eugene Adams signs for 52 weeks of KOA Denver newscasts. L to r: Bill Kostka, pres., MacGruder-Bakewell-Kostka Inc., agency; Mort Thorp, KOA acct. exec., and KOA Gen. Mgr. Charles C. Bevis Jr.

EXCLUSIVE contract to 1952 football games of Georgia Tech on WGST Atlanta is signed by Vance Woodcox (r), pres., Kenrow Inc., Motorola distributors. John Fulton, WGST mgr., and Bruce Woodcox (standing), Kenrow ad mgr., look on.



ALTERNATE sponsorship of True Detective Mysteries on 550 MBS stations is signed by Ellis Redden, dir. of adv. and sls. prom., Motorola Inc. Others are Adolf Hult (seated, l), MBS vice pres. in chg. of sls.; Robert C. Marley, (standing, l), vice pres., Aubrey, Finlay, Marley & Hodgson, and Carroll Marts, MBS Central Div.

BILL MANN (l), adv. mgr., General Electric Supply Corp. in Louisville, completes arrangements with Jim Nathan, WINN Louisville acct. exec., for daily quarter-hour Diamond Dope. General Electric tested effectiveness of sports broadcasting with U. of Kentucky basketball on WINN last winter.

FRANK VITALE (seated), gen. mgr., Bohemian Distributing Co., Los Angeles, completes contract for 707 60-second and station break announcements on KNX Hollywood. Standing (l to r): Edwin W. Buckalew, assistant gen. mgr. in chg. sls., CBS Pacific Network; William Shaw, CPN gen. mgr.; Sherman Slade, acct. exec., Foote, Cone & Belding; George Stellman, CPN acct. exec.



STEEL DISPUTE Casts Shadow on Future Radio-TV Sets, Stations

STEEL OUTPUT emerged last week as the big question mark in the future of radio-TV set production and station construction in the twin fields of broadcast reception and transmission.

A continuation of the steel industry dispute—it had moved into the fifth week of disruption—has government allocation authorities in a quandary as they await the outcome. At stake are materials quotas for set-makers and building-minded broadcasters for the fourth quarter of 1952—starting Oct. 1. Third quarter quotas became effective last Tuesday.

Any appreciable loss of steel could serve to negate the easing of restrictions on copper and aluminum these past few months and force a downward revision of estimates on materials for receivers and new major station construction, particularly for the latter.

It was learned that the National Production Authority, which doles out metals under the Controlled Materials Plan, is currently withholding action on at least four radio-TV building projects because of the steel impasse. Applications are processed by NPA's Industrial Expansion Div.

Inventory controls on copper and aluminum already have been suspended, and four quarter allotments were expected to approximate those for the third quarter. Some advance steel allotments for after Oct. 1 were for 90% of the present quarter. Radio-TV set allotments this quarter are 50% of base for copper and 55% for aluminum.

Steel and other factors were weighed in a conference last Tuesday between the Radio-TV Manufacturers Industry Advisory Committee and NPA's Electronics Div. NPA forecast less cobalt and nickel for permanent magnets and tubes and continued scarcity of selenium for rectifiers.

Technical Shortage

Industry representatives reported their largest stumbling block arose from difficulty in getting and holding trained technical help. Increasing military needs also were cited.

Among those applications still pending because of the steel shortage were two by NBC New York for radio-TV studios; one by Desert Television Co., Las Vegas, Nev., which is a TV station applicant, and one by WHUM Reading, Pa. (Eastern Radio Corp., Summit, Pa.) applicant for an experimental TV station. In all instances, the applications cover first quarter materials. NBC's cover projects of \$85,000 and \$90,000, and Desert \$173,942.

There were nine applications still pending as of last April 11, with the list now watered down to four. Of those receiving NPA consideration, three were granted, and two other applicants were advised they probably could receive sufficient material by self-certifying orders. New construction grants and further easing of restrictions

★ were announced earlier by NPA [B•T, June 23, 16].

NBC Hollywood, which pegged its radio-TV studio project at \$67-, 000, was so informed, as was Lycoming TV Co., Williamsport, Pa., which installs large antennas for community TV projects. New approvals included WJBK-TV Detroit (\$299,504) for second and third quarters; Southern Radio-TV Co., Miami Beach, Fla. (\$50,000), for third quarter metals to make antennas; and Havens & Martin, Richmond, Va. (\$165,000) for third quarter on TV broadcasting.

TV antenna-makers have become increasingly active in bids for controlled materials, what with growing importance of TV reception in fringe areas and community TV relay systems.

Telematics Industries Inc., Brooklyn, N. Y., was the latest such firm to appeal an NPA allocation but its plea was rejected. Telematics asked for an adjustment of its base period to use more aluminum but Appeals Board ruled that the NPA Electronics Div. had already made a "fair and equitable" adjustment of the base.

Earlier, the government was advised that demand for selenium rectifiers will continue to mount through 1953 because of increasing military needs, TV broadcasting facilities and radio-TV purchases.

The National Production Authority, in turn, informed a selenium manufacturers' advisory group that allocations of the material for rectifiers will be lower this month than during May and June.

Manufacturers reported they will have to curtail production "in the near future" because of work stoppages in the steel industry rather than for a present lack of materials. Demand for production will increase for the next 18 months, allowing for reduced seasonal demand, they said.

EDUCATIONAL SERIES

Starts on ABC in Fall

ANOTHER educational series similar to ABC-TV's forum, *Horizons*, is planned for the fall by ABC and the Columbia U. Press, Dr. Grayson L. Kirk, acting president of Columbia U., announced last week.

Dr. Kirk hailed *Horizons* as a series exemplifying "The spirit of the campus and the freedom of inquiry that is so important to education in and for a democratic society." He said the fall series will again place the emphasis "on the student and spontaneous discussion" with guests and faculty members. The program was a special feature of the ABC Public Affairs Dept., in cooperation with the communication materials center of the Columbia U. Press.

RECRUITING FUNDS

Hill Outlook Improves

FATE of paid recruitment advertising and military public information radio-TV shows may not be as dim as believed last spring, on the basis of a defense appropriations bill passed by the Senate and sent to conference last week.

While overall recruiting activities apparently will suffer, it appeared that paid radio-TV spot programs would evade the economy axe on Capitol Hill for fiscal 1953, which began last Tuesday.

Increased funds for public information personnel in the Dept. of Defense also seemed to indicate that production of certain "orientation" or military "prestige" shows would not suffer as drastically as first imagined.

Main developments on the defense funds bill (HR 7391) last week, as the measure was referred to a joint Senate-House conference group, were these:

● The Senate voted \$4.3 billion-plus for Army maintenance and operation, under which an estimated \$1 million is earmarked for recruitment advertising.

● The Senate also approved \$750,000 for OPI personnel in the Defense Dept. and imposed a ceiling of \$6,004,851 on public information and public relations funds for all military branches—thus overriding drastic House cuts.

While the funds bill still was tied up in conference, a Military Personnel Procurement Service official said the Army and Air Force expect the \$1 million to remain untouched and thus enable the services to proceed with recruiting plans. He estimated that radio-TV probably would derive about 50% of this sum.

The Senate Appropriations Committee boosted funds for Defense Dept. OPI personnel from \$312,000 to \$750,000—still short of the \$1.25 million sought in the budget—but perhaps enough to prevent any wholesale abandonment of such shows as *Defense Report*, *Armed Forces Review*, *Time for Defense* and *Pentagon-Washington* [B•T, May 26].

An interim radio-TV spot campaign has been underway in recent months, financed from fiscal '51 monies. Hope for authority to use another estimated \$2 million for advertising, tied up in '52 expenditures, has virtually been abandoned, according to Pentagon authorities [B•T, May 19, April 14].

A FORMER BBDO executive, Egbert White, with the agency from 1916-1946, has received a citation from the Philippines Veterans Legion for cementing friendship with the United States in performance of his duties with the State Dept. He is now chief of the Far East Regional Production Center for the department in Manila and assists the State Dept. in preparing leaflets, pamphlets and other material.



SPEAKERS TABLE group at 28th convention of Radio-Television Mfrs. Assn., held in Chicago (l to r): B. L. Graham, Allen B. DuMont Labs.; F. R. Lack, Western Electric Co.; John T. Koehler, chairman, Renegotiation Board; Robert C. Sprague, Sprague Electric Co., retiring RTMA board chairman; Glen McDaniel, RTMA president, and A. D. Plamondon, who is to succeed Mr. McDaniel.

RTMA PRESIDENT

Special Group Scans Field

SCANNING of the electronics manufacturing industry for a new president of Radio-Television Mfrs. Assn. has been started by a special committee named to find a successor for Glen McDaniel, RTMA president, who told the association at its recent Chicago convention that he was resigning effective Oct. 1 [B•T, June 30].

While Mr. McDaniel has not divulged his plans other than to explain he was resigning for personal considerations, it is understood he is considering legal practice in New York.

A. B. Plamondon Jr., new RTMA board chairman, will serve in a dual presidential-chairmanship role after Oct. 1 if a president has not been selected by that time. Robert C. Sprague, retiring board chairman who heads the special presidential committee, served in a similar dual capacity prior to selection of Mr. McDaniel. James D. Secrest is RTMA secretary and general manager.

HOUSE INQUIRIES

Vote Foundation Study

WEALTHY foundations will get a looking over by Rep. Eugene E. Cox (D-Ga.) and a select committee, it was assured last week when the House voted \$75,000 for the probe into whether tax-free foundations were engaged in un-American or subversive activities [B•T, June 23]. Roll call on approval saw the House divide 247 to 99 in favor of the appropriation. Rep. Cox, who headed a select committee investigating the FCC in 1943, has been a consistent critic of that agency ever since.

Companion to Harris subcommittee investigation of radio-TV program "morality" is the special committee headed by Rep. E. C. Gathings (D-Ark.) to investigate pornography in books, magazines and comics [B•T, June 23]. Gathings committee got \$25,000 in the House vote last week. Originally Rep. Gathings' resolution asked for the establishment of a special committee to investigate radio-TV programs and printed media, but the House Interstate & Foreign Commerce Committee took over the broadcasting probe.



NEW BOARD CHAIRMAN of Radio-Television Mfrs. Assn., A. D. Plamondon Jr. (l), of Indiana Steel Products Co., congratulated by Frank M. Folsom, RCA president.

SMITH PETITION

Opposition Filed with FCC

OPPOSITION to the petition of Rev. J. Harold Smith asking the Supreme Court for a writ of *certiorari* to argue the FCC and U. S. Court of Appeals decision denying a license for WBIK Knoxville was filed a fortnight ago by the FCC.

The Commission claimed that it had the right to consider Rev. Smith's speeches, writings and broadcasts in judging his character as a licensee. It pointed out that denial of WBIK's license application was also made on the ground that Rev. Smith had misrepresented his financial arrangements in his application.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947, denied Aug. 11, 1949. U. S. Court of Appeals later sustained the FCC's action [B•T, Oct. 29, 1951].

Rev. Smith's appeal to the Supreme Court last month was based on the question of whether the FCC has the right to deny a license because of "religious beliefs, speeches, writings and activities . . . which occurred prior to the grant of any broadcast authorization." This is against the provisions of the First Amendment, the Tennessee minister alleged.

Also at issue, Rev. Smith stated, was procedural question of whether the FCC can actually revoke a CP by denying a license application.

BLACKLISTING

ACLU Asks FCC Rehearing

FCC was asked last Wednesday by the American Civil Liberties Union to rehear its complaint on alleged blacklisting in the radio-TV industry and to revoke an earlier order involving license renewals of three networks and a station.

ACLU's petition noted that the Commission had renewed the licenses of ABC, and WCBS-TV-CBS, WNBT (TV)-NBC, WPIX (TV), all New York, which filed answers to its first complaint last April. FCC rejected the charge June 11 but did not rule on ACLU's request for a probe on alleged blacklisting practices. Complaint also cited DuMont and KOWL Santa Monica.

A rehearing should be held, the group explained, to give it an opportunity to present oral argument in support of the complaint. The licenses should not be granted, ACLU held, unless the networks "cease discriminating against performers on the basis of alleged political beliefs and associations." It branded the FCC order as "erroneous" and claimed it should be "revoked, reversed and rescinded in its entirety."

ACLU said the licenses were renewed despite FCC's request that it file a brief discussing its charges and the networks' answers. "The Commission obviously will consider the relevancy of similar instances of blacklisting" in determining whether licenses of other stations named by ACLU last April should be renewed. It added:

Doubtless this Commission action [of June 11] would, unless reconsideration is forthcoming, be considered—as indeed it has already been—yielding to pressures of the very sort that have resulted in the blacklisting our complaint is designed to remedy.

ACLU's petition was prepared by Herbert M. Levy, its staff counsel, and John Finerty, New York attorney and member of the ACLU board of directors. Illness of James Lawrence Fly, who helped prepare the original complaint, prevented him from signing the petition.

NARTB DISTRICTS

Initial Committees Named

FIRST of a series of 17 District Membership Committees was appointed Wednesday by NARTB President Harold E. Fellows. The committees were authorized June 12 by the NARTB Radio Board [B•T, June 16]. They will work directly with the NARTB Station Relations Dept., of which William T. Stubblefield is director and William K. Treynor assistant director.

First committee will represent District 10 (Ia., Mo., Neb.) in seeking closer liaison between NARTB and broadcast stations. Named by E. K. Hartenbower, KCMO Kansas City, District 10 director, it consists of Mahlon Aldridge, KFRU Columbia, for Iowa; Edward Breen, KFVD Fort Dodge, for Iowa; Harry Burke, KFAB Omaha, for Nebraska.

Text of Resolution

(Continued from page 23)

to utilize more than 50% of the station's most valuable time, but coupled with it the unrestricted right also to sell such station time to advertisers at any rate it so determines or chooses, and

Whereas, while it is to be assumed that no national network service would either deliberately or capriciously fix or establish rates at an unreasonable or unprofitable level, the best guarantee that such action will never be taken is to provide that the fixing of rates shall remain a matter of bilateral agreement between individual radio broadcasting stations and national networks, and

Whereas, it is now generally recognized that the rate reduction effected by the CBS Radio Network on July 1, 1951 has accomplished none of its primary purposes and in particular has resulted in less income for both the network and its affiliated radio broadcasting stations and, further, that such rate reduction is in fact inconsistent with the present level and trend of the economy generally, and inconsistent also with the effective service presently rendered by radio broadcasting to its listeners and advertisers, and

Whereas, finally there is a definite continuity of interest between the network and its affiliated stations, and between both, operating soundly and harmoniously, and the listening public they serve,

Now, therefore, be it resolved by the radio station affiliates of CBS in meeting assembled this first day of July, 1952, that the following recommendations be submitted to CBS as reflecting a consensus among its radio affiliates, and as being carefully considered and directed by them in what they most earnestly consider to be in the best interest of radio broadcasting and its future:

1.

That CBS as the leading radio network service, 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 of radio, all present purely quantitative rating systems and other research data of limited, temporary and questionable value.

2.

That CBS and its affiliates take the initiative in strengthening the standards and practices of good broadcasting.

3.

That CBS abandon any present or future effort to establish network service rates on a unilateral basis for its affiliated radio network stations, and that it will hereafter establish such rates on a bilateral basis as a matter of contract with each individual radio broadcasting station with which it is affiliated.

4.

That the concerted effort of certain advertisers to achieve further reductions in the rates charged for radio broadcasting network programs be firmly and finally rejected and that the CBS Radio Network abandon and reject any business practice to stimulate sales in the industry by rate cutting and in this respect, that



TAKING oath of office for second consecutive term is FCC Comr. Rosel H. Hyde (l), before Chief Judge Harold M. Stephens of the U. S. Court of Appeals for D. C., last Monday. Ceremony was held at FCC headquarters in Washington's New Post Office Bldg., with other Commissioners and FCC staff executives attending.

the rate reduction established July 1, 1951 be rescinded and that such rates be restored immediately.

5.

That CBS immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to July 1, 1951.

SECURITY GUARDS

Pratt Confers With Truman

HARADEN PRATT, telecommunications adviser to the President, conferred last Tuesday with the Chief Executive on progress made by Mr. Pratt.

While the discussions were termed "classified" by Mr. Pratt's office, it was reported that the telecommunications adviser briefed Mr. Truman on actions taken thus far, and on "telecommunications problems relating to the national security."

It was believed that Mr. Pratt and the President discussed certain international frequency matters outside the realm of commercial radio-TV, and on the role being played by the Interdepartment Radio Advisory Committee. IRAC determines spectrum needs among various government agencies, with FCC represented in its membership and advises on private broadcast and non-broadcast channel requirements.

Mrs. Martha Goddard

FUNERAL services were held in Chicago last Wednesday for Mrs. Martha Goddard, 61, sister of George B. Storer, head of the Storer Broadcasting Co. Burial services were held on Thursday in Zanesville, Ohio. Mrs. Goddard died Tuesday in Chicago. Mrs. Goddard was the widow of insurance executive Converse Goddard. She is survived by two children and a sister, Mrs. J. Harold Ryan, wife of the senior vice president of the Storer Broadcasting Co., and Mr. Storer.

REYNOLDS RENEWS

\$9.5 Million Shows on NBC

RENEWALS representing some \$9.5 million in gross annual billings have been signed by the R. J. Reynolds Tobacco Co. with NBC and NBC-TV, John K. Herbert, vice president in charge of radio network sales, and Edward D. Madden, vice president in charge of TV network sales and operations, announced last Tuesday.

The renewal business was placed through William Esty Co., New York.

Mr. Herbert announced that the tobacco company again will sponsor the *Vaughn Monroe Show* starting Sept. 3 at a new time, Wednesday 8-8:30 p.m. EDT, over NBC radio. The other radio renewal is for another 52 weeks of the time period currently occupied by NBC's *Grand Ole Opry*, Saturday, 9:30-10 p.m. EDT.

On television, Reynolds has renewed for 52 weeks the *Camel News Caravan* (NBC-TV, Mon.-Fri., 7:45-8 p.m. EDT). The tobacco firm also will resume sponsorship of the first half-hour (9-9:30 p.m.) of NBC-TV's *Your Show of Shows* on Saturday when the program returns in the fall.

PRIZE FIGHTS

Radio-TV Rights Cut to D. C.

PRIZE FIGHT promoters in the nation's capital will start sharing their income from the sale of radio and TV rights with the District of Columbia Boxing Commission, following Congressional passage last week of HR 5768 [B•T, June 23].

Bill amended the D. C. Boxing Act, provided that 10% of all income, including revenues from the sale of radio and TV rights, must be paid to the local Boxing Commission. Exempted from this payment are bouts arranged by the Amateur Athletic Union. The bill passed the House on May 26, the Senate June 21, and was repassed by the House and Senate June 30. Reason for conference was the exemption for the AAU, proposed by the Senate.

"Disastrous" was the word used by John Russell Young, former president of the D. C. Board of Commissioners, in describing the effect of TV on boxing receipts in Washington. In a letter to Congress in 1951, when the bill was first introduced, Mr. Young showed that the Boxing Commission's income, based on 10% tax on admissions only, had fallen from a high of \$37,900 in 1944 to \$13,031 in 1950 and \$12,548 in 1951.

BAB Membership

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, announced Wednesday that BAB has gained 78 radio outlets since April 1 and membership now stands at 650 stations. April 1 was the beginning of BAB's fiscal year.

New Radio Act

(Continued from page 27)

hibition against practice before the Commission of Commissioners who resign before their term is up, the conferees said:

The members of the committee of conference feel that, for this purpose, representation of persons before the Commission includes appearance as a matter of record on applications, briefs, and other matters, as well as personal appearances.

This provision was in the Senate version and included key staff men as well. It was strongly urged by long-time FCC enemy Rep. Eugene E. Cox (D-Ga.), but the House did not include it in its version.

The provisions of the McFarland Bill become effective immediately upon the President's signature. Procedural changes will not affect any proceedings under way before enactment, and review revisions will not apply to those cases in court before enactment.

NARTB DRIVE

Special Committees Named

SPECIAL "Register and Vote Committees" have been named by 13 state broadcast associations, according to Harold E. Fellows, NARTB president.

Committees will work with NARTB in the nationwide register-vote drive being conducted by NARTB in conjunction with the American Heritage Foundation. The drive seeks to help bring out a record number of votes this autumn.

Seven Committees Appointed

Seven new committees were announced as follows:

South Dakota—B. J. McElligott, KSDN Aberdeen, chairman; Robert Tincher, WNAX Yankton; Ray Eppel, KORN Mitchell; Keith Nighbert, KUSD Vermillion.

Kentucky—J. W. Betts, WFTM Maysville; F. E. Lackey, WHOP Hopkinsville; George W. Norton, WAVE Louisville; Gilmore Nunn, WLAP Lexington.

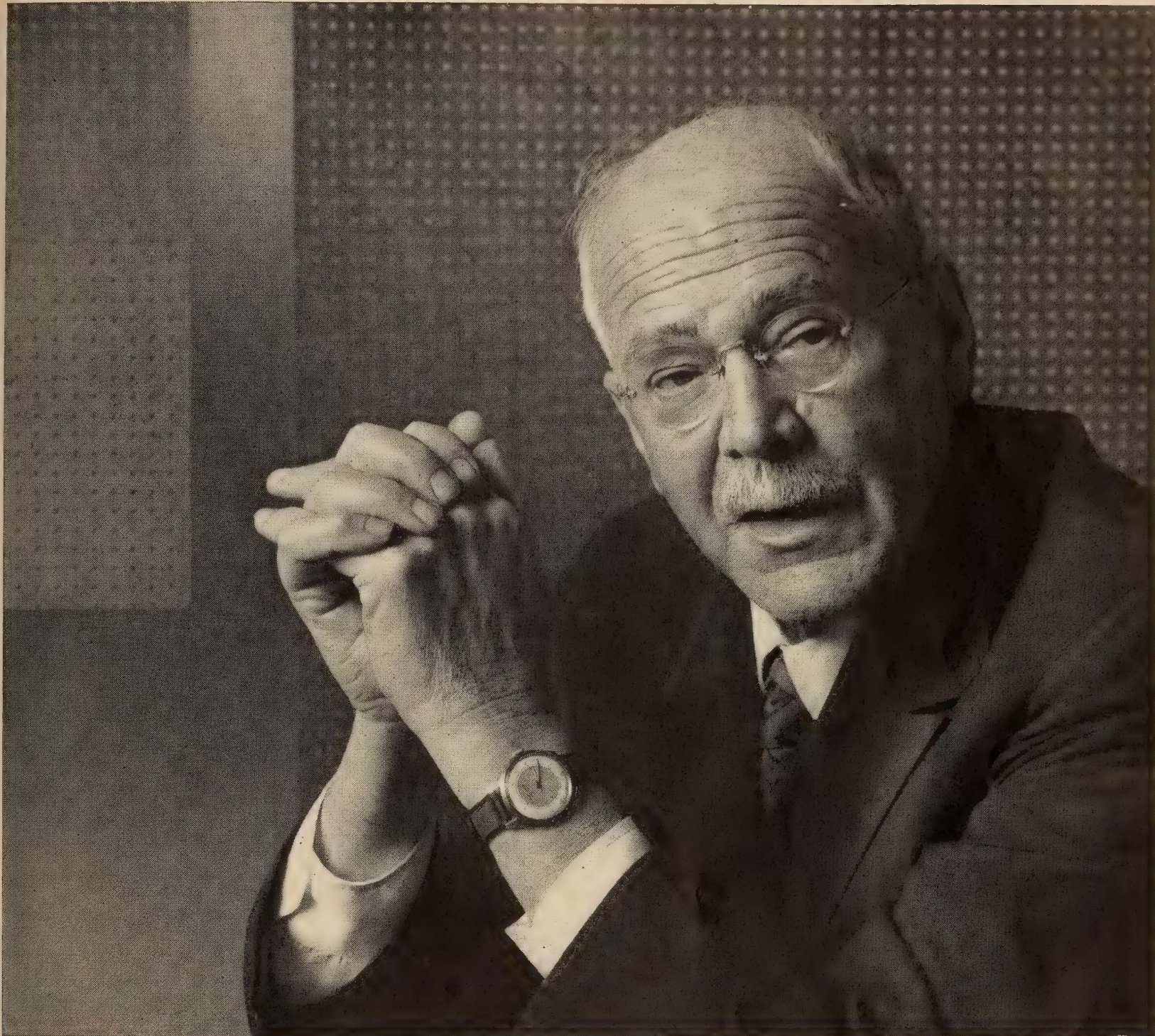
Kansas—Fred Conger, WREN Topeka, chairman; Frank Webb, KFHWichita; Wendell Elliott, KGNO Dodge City; Robert L. Pratt, KGGF Coffeyville.

Maryland-D. C.—John E. Surrick, WFBF Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; William Paulsgrove, WJEJ Hagerstown; Joseph L. Brechner, WGAY Silver Spring.

Mississippi—Wiley P. Harris, WJDX Jackson, chairman; Mrs. Norma H. Leggett, WLAU Laurel; Phillip D. Brady, WAPF McComb; Robert F. Wright, WTOK Meridian; Charles Newman, WCJU Columbia.

Montana—J. P. Wilkins, KFBB Great Falls, chairman; V. V. Clark, KOOK Billings; Marion Dixon, KGVO Missoula; Ed Cooney, KOPR Butte.

Wisconsin—Ben A. Laird, WDUZ Green Bay, chairman; Bruce Wallace, WTMJ Milwaukee; George Frachette, WFHR Wisconsin Rapids; Michael Henry, WKOW Madison; Bruce Bickel, WOBT Rhinelander.



Photograph by RALPH STEINER

"The situation is tragic—but not serious?"

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang Kai-

Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on PURE OIL NEWS TIME, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company of newsmen,

Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America



SNAPPED during the luncheon interlude at the Tuesday session of CBS Radio affiliates were (l to r): J. J. Bernard, KOMA Oklahoma City; J. W. Woodruff Jr., WRBL Columbus, Ga.; Earl W. Winger, WDOG Chattanooga, and Hoyt B. Wooten, WREC Memphis.

CBS Heeds Affiliates on Rates

(Continued from page 24)

Wednesday session, in addition to Messrs. Paley and Stanton, included Joseph H. Ream, CBS executive vice president; Adrian Murphy, president of CBS Radio; Herbert V. Akerberg, vice president in charge of station relations; Louis Hausman, administrative vice president, and John J. Karol, vice president in charge of network sales.

In their own session the affiliates made clear that they saw no justification for a cut in network rates; that, on the other hand, rising costs and inflationary dollars make increases justifiable; that radio was down-grading itself even before television emerged; that strict maintenance of the card rate is vital; that a reduction in network prices will engulf the entire radio industry, and that reductions will no more serve to stabilize the business than last year's did.

CBS Radio's business is down by more than the 10% by which rates were reduced a year ago, leaders noted. They estimated that affiliates now are getting approximately 80% as much money from the network as they did before the 10% cut went into effect. On the other hand, they reported local and spot volume higher today on most stations than a year ago.

In his speech, which drew a standing ovation from the other affiliates, Mr. Sholis decried rate-cut talk and under-the-counter deals, and prescribed "a formula of sound business practices without which no medium can remain important and healthy."

This formula, he said, "is neither as easy nor as quick nor as simple as cutting the rates would be. It demands a powerful faith in radio as a great advertising medium. It involves vision, intelligence, ingenuity, hard work and courage. But it will encourage wholesome competitive selling and provide better service to the listener. And it is the only formula that can succeed."

Mr. Sholis spelled out the formula as follows:

(1) CBS Radio officials should "face up to their responsibility to

end their reckless price war by telling us tomorrow there will be no rate cut."

(2) They should "tell us that as of this minute CBS has become a 'No Deal' network. Nothing could be more salutary, nor contribute more toward stimulating our business than an announcement by CBS that henceforth no advertiser can expect any rate concession, special discount, talent contribution, or anything else not published on the card and offered to all advertisers."

(3) They should "tell us that CBS will immediately take the lead in underwriting and developing sound research that will measure all the dimensions of radio . . . It's ironic and it's tragic that after 30 years we still don't really know what radio is worth . . ."

(4) They "should take the lead in stripping network salesmen of that Frankenstein of the radio industry—the rating pocketpiece. . . . All of us are carrying programs whose ratings wouldn't merit a small-type footnote in the pocket-piece; but they sell products and pay off the advertiser who doesn't give a hoot about the rating. . . . Selling by ratings as we do now is just plain stupid. It is a sales tool that misleads the advertiser to his own disadvantage and certainly cheats us."

(5) CBS Radio "should take the initiative in restoring the standards of good broadcasting they were so instrumental in getting the industry to accept years ago. . . ."

Cites Purpose of Meeting

At the outset of his address Mr. Sholis made clear that those who called the meeting possess "sincere respect" for CBS Board Chairman William S. Paley and his associates. The meeting, he said, "stems primarily from the fact that we have unshakable confidence in radio, and that we take great pride in being affiliates of the nation's No. 1 radio network."

But with leadership goes responsibility, he declared.

The meeting, he made plain, was motivated by alarm over reports—publicly undenied by the



AT another table following the opening CBS Radio affiliates meeting, attended by approximately 150 persons, were Gilmore Nunn, WCMI Ashland, Ky.; Hugh Terry, KLZ Denver; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; and Howard Lane, KOIN Portland, Ore.

network—that CBS Radio was planning, or already had promised advertisers, rate cuts ranging as high as 50% in nighttime periods.

Alluding to the 10% rate cut touched off by CBS Radio in 1951, when advertisers were informed before the affiliates were, Mr. Sholis said that again "apparently . . . we are learning about the selling of our nighttime schedule at a bargain basement rate after it is an accomplished fact." He continued:

"Sixteen months ago we were told that the rate cut was the cure-all for our network's problems. We didn't believe it, but we went along, willing to be shown. The ensuing months proved us right. If the price of network radio wasn't the answer then, it would be fantastic to be told it is the answer now. Price cutting was not the answer then, it isn't now, and never will be.

"You will find that, historically, price wars have never solved a competitive problem until someone has gone bankrupt."

In a reference which some affiliates considered highly significant, Mr. Sholis cited last year's spectacular price war between Macy's and Gimbel's department stores in New York, and declared:

"The only significant change is that a flock of the top officials of one of the stores is no longer with it."

Getting back to the subject of radio rates, and reviewing NBC's abortive attempts to reduce time charges, he continued:

"Here are two giants of our industry engaged in a brutal price war. The alarming fact is that they seem determined to fight this price war to the death—of the last affiliate.

"You know full well that if CBS initiates another round of rate cutting, the other networks will follow. Nobody will gain in the long run, certainly radio will be seriously injured and the advertisers' confidence in our medium will be further impaired.

"How long can you continue selling a 69-cent tube of toothpaste for 29 cents before people begin to believe it is only worth 29 cents?"

Mr. Sholis charged that radio's

"lack of business character—not the price of network radio—is responsible for the pressure of advertisers to reduce rates." This, he said, applies to radio stations as well as to networks.

"No advertising medium," he asserted, "can remain vigorous in the fire-sale atmosphere gripping radio today, or in the situation that will result from a reduction based on some arbitrary formula pulled out of the air. Our immediate problem is not that of selling out sustaining network time periods. Our problem is to restore respectability to the network business."

Mr. Sholis told the other affiliates that "no intelligent broadcaster is afraid of reducing his rates when he is convinced that he is overcharging the advertiser." But, he continued, it is "stupid" and "suicidal" to cut rates "out of fear, panic, intimidation, desperation or a misguided desire to keep up with a rate cutter down the street.

Find Fair Value

"Before we tinker with the rates," he advised, "let's find out why we want to do it, and *what* rate does represent a fair value. The advertiser isn't seeking an unfair advantage. He's as much concerned as we in keeping radio a healthy medium to help him sell his products at a profit."

The research which he proposed, Mr. Sholis said, should show "for the first time, the true value of radio as an advertising medium—its true value in terms of impact and results—its true value today in relation to other advertising media. Then and only then," he asserted, "will we have a sound basis on which to build our pricing problems."

"We're the advertising medium that has been researched to the hilt," he added. "We've misused the research we've had, and had yet to get the research we need."

Until now, he continued, radio hasn't had to "operate at its most efficient best," and its notable success thus far "is a tribute to the inherent power of radio—not a testimonial to management." Further, he contended:

"It would be foolish to underestimate the strength of the new competition with which radio is

(Continued on page 36)

NBC... NBC... NBC... NBC... NBC... NBC...

0.5 MV POPULATION AREA

1,709,000

GREATER THAN POPULATION
IN ANY OF 16 STATES

*Youngstown
Metropolitan Area*

541,600

(Mahoning, Trumbull & Mercer Counties)

POPULATION GREATER THAN EACH OF 5 STATES
RETAIL SALES GREATER THAN 6 STATES

**WFMJ sells merchandise
in America's 30th market**

Phone or Write
HEADLEY-REED CO.

or

WFMJ

5000 WATTS and 50,000 WATTS FM

101 West Boardman St.
Youngstown, Ohio

The NBC Station Serving Greater Youngstown, O.

CBS Heeds Affiliates on Rates

(Continued from page 34)

confronted. But it is equally foolish to overlook the fact that every fundamental superiority that made radio important and effective is still here and still intact.

"Radio's ability to inform, to entertain, to educate, to sell makes radio indispensable, not only to the listeners who depend on it, but to advertisers. They know that radio today still reaches more people, in more ways, at more times, in more places, and at a lower cost than any other basic medium. Only—they would also like to be shown the evidence. And in all the millions of rating statistics we not only fail to produce it—we obscure it."

Noting that radio in the past (through BMB) had tried two uniform national coverage measurements, and asserting that the proof of their benefit is at best "quite obscure," Mr. Sholis said that "our present situation is outstanding as an example of no progress at all."

Two Studies Under Way

He pointed out that two studies are under way concurrently, with CBS subscribing to one (Standard Audit & Measurement Services) and NBC to the other (Nielsen Coverage Study).

"Each," he said, "is studiously designed to measure the same thing, only with a guarantee that the figures will not match. There's the further guarantee that comparing their results will merely compound the confusion. They will contribute little, if anything, toward giving us sound business information on which we can base our rates."

He continued:

"In the beginning radio set its rates by instinct. Long before television got out of the laboratory stage, when everything else that advertisers bought was going up, we kept our rates down. The peak reached by network rates reflected a compromise between the obviously increasing values of radio, the advertiser's logical resistance to rising rates, and the networks' fear of being unable to maintain a virtually sold-out condition."

"The basic factor building up the advertiser's resistance—then as now—was radio's inability to supply believable evidence that it was worth more. Everybody knows that rates stood still while the medium continued growing. It grew despite its statistics, not because of them—and these are the very same statistics now being used to beat radio into submission."

"While radio was investing spectacular amounts of money to torture itself into smaller and smaller measurements of its audiences, the printed media were multiplying their ABC circulations by anything from 2½ to 10 times. They called it 'pass along readership' or 'cumulative audience.' . . . Radio's audiences are bigger, as everyone knows, but the printed media erased this advantage by describing their small potential so

attractively that advertisers could not resist the mere opportunity to reach their readers.

"Nobody knows today whether radio rates are too high, too low, or exactly right. Certainly, at its 'traditional' rates, advertisers found network radio an exceptionally effective medium for selling their products. Because those network rates remained static so long, however—and this is important—radio in 1952 is already actually selling for less than it did in the pre-television era. Sometimes I'm afraid that our industry is the only one that blindly or ignorantly refuses to recognize what the inflationary cycle has done to the value of a dollar."

"Newspapers, magazines and all other media have raised rates on the basis of increased costs as well as increased circulation. Only radio has been so timid as to be afraid to tell the advertisers that its operating costs have gone up."

Mr. Sholis said a CBS vice president—not identified—stated openly about a year ago "that he questioned whether radio could afford to expose itself to searching measurement." In answer, Mr. Sholis noted that *Life* magazine claims a potential of only 20% of the adult population, yet does a bigger dollar volume of business than CBS Radio.

"Why in the world," he asked, "should we be timid about our medium which has a potential audience in 96% of the nation's homes 365 days a year?"

"If we undertake an honest, conscientious measurement immediately—if we convince the advertiser we are finally going after sound research—the advertiser will be patient with us and will work with us—and we need fear nothing so long as radio continues to sell the advertisers' products profitably," the keynoter declared.

"Then, within the next year, we can develop a fund of new information about the power of radio that will enable the advertiser to use it more effectively and we can fix a price that will be logical and equitable."

In his denunciation of ratings as a sales device, Mr. Sholis declared:

"Each month we beat the tomtoms and do a war dance around the charmed circle of top-rated shows. And, in effect, we are telling 175 other advertisers that their radio programs are no good."

"Meanwhile, what about the new advertisers that network radio needs so badly today? Our addiction to ratings is an open invitation to them to stay away, because of the difficulty of crashing the charmed circle of the top 10 who seemingly are getting more out of their investment than they can. . . ."

"My friend, Andrew Heiskell, publisher of *Life* magazine, never blows the trumpet on Friday nights to announce the 10 adver-

tisements in his magazine that have enjoyed the largest readership . . . selling by ratings as we do now is just plain stupid."

Mr. Sholis argued that CBS Radio, "as the nation's leading network" [it had eight shows in the top 10 evening program Nielsen ratings for May 18-24, and nine in the top 10 weekday shows], "can drop the rating system without being accused of sour grapes." Then, he said, "we can return to real selling on the merits of our medium."

He cited as "a significant and cheering development" the case of "a certain auto manufacturer" who cut back his TV show from five to three days a week, putting the extra money into a CBS Radio evening show twice a week—"at the card rate"—which has paid off so well in sales that the sponsor is extending the radio contract from "seasonal" to regular term.

"Furthermore, his program is running in the same evening time bracket for which another advertiser is reported to have succeeded in getting a whopping rate concession for the fall on the basis that his ratings had dropped," Mr. Sholis asserted.

He also attacked some of the techniques networks have devised to improve "flexibility." Among them: Five-minute shows which "turn up at the oddest times" and which, he charged are just "glorified spot announcements"; and the multiple-program participation plans—"call it Tandem, call it Pyramid, call it a rose; it still smells."

Against Advertising Excesses

In his demand for network leadership in return to standards of good broadcasting, Mr. Sholis quoted CBS Board Chairman Paley's plea against advertising excesses during debates on the NAB code in 1946. He said Mr. Paley "was everlastingly right then and I don't believe he has changed his mind," but that somehow "the basic elements of good taste . . . have been degraded by our network."

"The standards we adhered to six years ago are still valid," he said. "CBS should revive them."

He found talk of programming economics "disturbing."

"Actually," he said, "we should maintain quality of programming as an investment in our confidence that good radio will survive this turmoil. The other course spells a death sentence for good radio. If we cheapen our product, we will lose listeners and then there'll be no debate about cutting rates. We won't be able to do it fast enough. . . ."

"Every radio station in the industry is in for it, if we ignore our better business judgment and instead embrace the rules and ethics of the hock shop. . . ."

In connection with demands for solid research to show radio's salesmanship, Ed Craney, of the "XL" stations of Montana, Oregon and Washington, submitted a compilation of results of 107 surveys made in 18 states, which showed

AFFILIATE UNITY

Seen in N. Y. Meeting

RADIO has gone a long way since the days of the thundering '30's and the furious '40's.

At the CBS affiliates meeting last Tuesday, the big surprise was the fact that the approximately 150 attending delegates voted unanimously against any rate revisions downward—and also were of one accord on all other issues. It had never happened before within memory of old-timers.

After Victor A. Sholis, WHAS Louisville, had delivered his ringing keynoter calling for an end to the price war and a return to prudent business operation, one of the first to commend him from the floor was Ed Craney, managing head of the XL Stations in Montana, Washington and Oregon, who asserted it was the "finest speech I've ever heard in all of my years in radio." Mr. Craney was the head of the Independent Broadcasters Assn. which fought clear channels for more than a decade. And Mr. Sholis, prior to joining WHAS, was the managing director of the Clear Channel Broadcasting Service.

Afterward, Mr. Craney seconded several motions made by Mr. Sholis. This brought from Mr. Sholis the observation that radio indeed has come a long way when Craney and Sholis could agree.

There were other eye-openers too, demonstrating the singleness of purpose of the affiliates. When George B. Storer, president of Storer Broadcasting Co., and chairman of the sessions, suddenly was called away from New York last Tuesday because of the death of his sister in Chicago, he turned the gavel over to John F. Patt, president of the Good Will stations. Mr. Storer owns WJBK-AM-TV in Detroit. Mr. Patt operates WJR Detroit.

that on an equal-dollar investment radio created 29.1% of store traffic compared to 27.6% created by newspaper advertising. From the standpoint of dollar sales, radio was credited with 36% against 26.2% for newspapers.


Mr. Craney also submitted a brochure asserting that "America's top advertisers . . . choose radio over all other media" and since 1936 "have put their greatest reliance on radio."

Affiliates Registration

FOLLOWING is the registration list of CBS Radio affiliates at their "Crisis Conference" in New York last Tuesday and Wednesday. Spokesmen noted that some of those named represent more CBS Radio stations than are shown here, "making the total number of stations represented greater than is indicated." The list:

KBOW, Mr. and Mrs. F. Reardon; KERN, Leo Ricketts; KDAL, Dalton

(Continued on page 38)



Reaching for the Sky

There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That the audience appreciates this is reflected in the fact that WREC has the highest average Hooper rating in Memphis—and actually costs less per person reached (10.1%) than in 1946.

Alert advertisers know WREC brings them more in sales—more in prestige.

**WREC**

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

RWG STRIKE

Three Networks Affected

THE RADIO Writers Guild called a strike early Wednesday morning against NBC and CBS and at 4 p.m. against ABC in New York City and Chicago in a dispute over union demands for extra fees for staff news, continuity and other writers when working on sponsored broadcasts.

Plans have been formulated by the union to picket the Republican Convention in Chicago today (Monday) unless a settlement is reached. Graham Grove, co-chairman of the strike committee, said that plans call for 100 pickets to march in front of the convention site and in front of the Merchandise Mart and the Wrigley Bldg., which house the networks in Chicago.

Negotiations between the union and the networks had been in progress intermittently since Sept. 30 when the contract expired. The disagreement that resulted in the strike came when the networks refused a union demand during a negotiation session last Tuesday for special fees for work on sponsored local broadcasts. The Guild claimed that staff announcers, directors, producers and others working on a sponsored show received fees above their salaries and said that writers should be entitled to a similar arrangement.

The union revealed that the networks were willing to negotiate for such fees on network programs but it pointed out that only a small number of writers would be affected by such a concession.

Ira Marion, eastern region vice president of the guild, said that 67 writers in New York and 8 in Chicago were involved in the dispute but that he expected 1,200 other guild members across the country to support the walkout.

100 Programs Affected

An estimated 100 news and other programs were affected by the strike but network spokesman said that no programs were missed. Supervisory personnel prepared the shows and said the situation was "well in hand."

All three networks said they would be satisfactorily staffed for the Republican Convention opening today (Monday). Both NBC and ABC in Chicago have a union contract with the National Assn. of Broadcast Engineers and Technicians and CIO. CBS holds a contract with the guild but said a large part of its convention coverage would be by commentators with their own writers under contract.

At NBC 9 radio news and 11 radio script writers were on strike and some NBC-TV news and script writers were also affected. ABC announced that nine news writers and seven continuity writers were involved in the dispute. CBS said that 28 employees were on strike.

Radio-TV Rebuff, Embrace in Chicago

(Continued from page 25)

radio and TV should have equal rights with other news media.

The NBC telegram was sent on June 27, by President Joseph H. McConnell. Acting for CBS in a similar role were Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. They all sent telegrams to Sen. Taft and Gen. Dwight D. Eisenhower asking for support of their position.

Sen. Taft notified NBC on Monday that he had "absolutely no objection to the use of television in hearings on contests and I have so informed Mr. Gabrielson, but I do not think I should attempt to dictate to the National Committee."

The four TV networks meanwhile had been urged on Monday by the American Television Society to protest the proposed action. ATS called on the broadcasting industry to "use its utmost power to obtain a reversal of any adverse decision."

Sig Mickelson, CBS-TV director of news and public affairs, issued this statement Wednesday:

Our primary concern in insisting on television coverage of the hearings was to provide the people with information we feel that they are entitled to first-hand, information on our democratic processes that only television can provide. In screening television out of the hearings, the committee is only refusing to recognize progress. . . .

Earlier the same day in a 30-minute interview on CBS-TV, Presidential hopeful Harold Stassen and United Auto Workers President Walter Reuther said they saw no reason why TV should not be admitted to the hearings. Mr. Stassen noted: "This is the proof; I'm before your cameras now."

The Democratic National Committee in its official publication, *The Democrat*, exclaimed gleefully: "Washington political observers believe the impact of television coverage of the bitter fight . . . will have an important effect on the vote in November." It added this punchline: ". . . even if the Republicans impose a television blackout on pre-convention hearings."

Sen. Estes Kefauver (D-Tenn.), another Presidential aspirant, called on the GOP to "reverse its position." He said his party "will not make the mistake [of refusing] to televise the pre-convention proceedings." He added: "Television has as much right to be present . . . as any other news medium."

Meanwhile, action on many other fronts pointed up the advent of the July political parade on radio-TV. Among previously unreported developments were these:

- AT&T beat its deadline for linking 10 new cities to the Bell System's inter-city TV transmission network. Miami and New Orleans received their first live programs Monday, with others scheduled to join during the week. Seattle was to hook up yesterday (Sunday) through KING-TV.

- NBC radio-TV confirmed that comedian Bob Hope will give his impressions of political actions at the conventions; ABC has signed up

Roger Pryor for comic relief.

- ABC-TV announced it will introduce a new "periscope eye" to "look over" the heads of crowds at the meets.

- Admiral Corp., ABC radio-TV convention sponsor, reported it had spent over \$10,000 and installed 5,500 feet of cable to furnish 20-inch sets for the conventions. Receivers will be loaned wire services and newspapers. Thirty sets will be used as monitors.

- Wells Church, CBS Radio news and public affairs director, announced major convention assignments for Edward R. Murrow, Lowell Thomas, Charles Collingwood, Don Hollenbeck, Dwight Cooke and Alistair Cooke.

- NBC will move a staff of 300 and \$2 million worth of facilities to Chicago, according to William McAndrew, network TV public affairs director. NBC will air 16 TV and 11 radio special convention programs.

- WKY Oklahoma City and WNBK (TV) Cleveland announced it would send crews to the GOP meet. Additionally, CBC was to dispatch correspondents there for the Trans-Canada and Dominion networks.

- Magazines (including the *Saturday Evening Post*) and many newspapers ran feature stories on radio-TV convention coverage last week. Look bought 32 spots on WJZ-TV New York during convention weeks.

- Major radio-TV networks announced lists of executives who will attend conventions.

Those listed follow:

ABC—Robert E. Kintner, president; Ernest Lee Jahncke Jr., vice president and assistant to the president; Thomas Velotta, vice president in charge of radio news and special events; Donald G. Coe, director of radio news and special events; John Madigan, director of TV news and special events; William Whitehouse, manager of radio special events; Paul W. White, managing editor of ABC-AM-TV network convention news staffs; Charles Underhill, national director of ABC-TV program department; Frank Marx, vice president in charge of engineering and general service; William Trevarthen, director of AM-TV engineering operations; Edward C. Horstman, ABC Chicago manager of engineering and general service department; and John Pacey, director of public affairs.

CBS—William S. Paley, board chairman; Frank Stanton, president; Adrian Murphy, president, CBS Radio Network; J. L. Van Volkenburg, president, CBS Television Network; Hubbell Robinson Jr., vice president in charge of TV network programs; Earl Gammons, vice president in charge of CBS Washington office, and William J. Fagan, administrative sales manager for CBS Television.

DuMONT TV—Rodney D. Chipp, director of engineering, who will supervise installation and operation of equipment, and James L. Caddigan, director of programming and production.

MUTUAL—William H. Fineshruber Jr., executive vice president in charge of Mutual-WOR AM operations; Milton Burgh, director of news; Arthur Feldman, director of special events, supervising all broadcast activities, and Francis X. Zuzulo, director of press information.

NBC—Niles Trammell, board chairman; Joseph H. McConnell, president; Sylvester L. (Pat) Weaver Jr., vice president in charge of radio and TV networks; Frederic W. Wile Jr., vice president and director of TV network

production; William R. McAndrew, director of TV public affairs; Davidson Taylor, general TV production executive; A. A. (Abe) Schechter, general TV executive and supervisor of *Today*; William F. Brooks, vice president in charge of public relations; Henry Cassidy, director of radio news, special events and public affairs; Sheldon Hickox Jr., director of TV station relations; Eugene Juster, general manager WRC-WNBW (TV) Washington; Francis McCall, director of TV news and special events; Joseph Meyers, manager of operations, radio news, special events and public affairs; John F. Royal, consultant; Frank Russell, vice president, Washington, D. C.; Adolph (Ad) Schneider, manager of TV news and special events operations; Frank Young, director of press, and Allan H. Kalmus, press TV manager.

Affiliates Registration

(Continued from page 36)

LeMasurier; KDSH, W. Whillock; KFAB, Harry Burke; KFBB, Jos. Wilkins; KFH, Frank Webb; KFRE, Paul Bartlett; KGLO and WTAD, Herbert Ohrt; KIMA, Lee Black; KIRO, Saul Haas; KLRA, William V. Hutt; KLYN, H. Roberson; KLZ, Hugh B. Terry; KMBC and KFRM, George J. Higgins; KMBY, Sil Aston; KOIN, Howard Lane; KOOK, V. V. Clark; KOMA, Jos. Bernard; KOTA, Nick Wyckoff and Robert Dean; KRDL, Clyde W. Rembert; KROY, C. F. Coombs; KSJB and KCJB, John Boler; KTBC, J. C. Kellam; KTRH, Ray Herndon; KTSa, Charles D. Lutz; KTTS, G. Pearson Ward; KTUL and KFPW, John Esau; KXLY, Ed Craney.

KWFT, Kenyon Brown; WADC, Allen T. Simmons and Robt. Wilson; WAKE, Arthur Beckwith and Wilkins Norwood; WAPI, Thad Holt; WBIG Gilbert Hutchison; WBNS, Richard A. Borel and William Orr; WBRV, J. Maxim Ryder; WBT, Charles Crutchfield and J. M. Bryan; WCAO, L. Waters Milbourne and Clyde Y. Morris; WCAU, Donald Thornburgh; WCAX, C. P. Hasbrook and J. D. Swan; WCHS, John T. Gelder Jr.; WCMI, Gilmore Nunn; WLAD, Charles Warren; WCOV, Hugh Smith; WCSC, John M. Rivers; WDAE, D. E. Smiley and L. S. Mitchell; WDAN, Robert J. Burrow; WDEJ, John W. Harkrader; WDOD, Earl Winger; WDNC, J. F. Jarman.

WDRC, Franklin M. Doolittle, Walter B. Haase, and William Mals; WELM, Walter Valerius; WFBL, Samuel Woodworth; WFBG, Fred Weber; WFBM, William F. Kiley; WFMA and WCEC, Josh Horne; WFMD, Laurence Leonard and Alan W. Long; WGAN and WGUY, Creighton Gatchell.

WGAR, Carl George and John Patt; WGBI, Mrs. Douglas Holcomb and George D. Coleman; WGWC, Oscar Covington; WGR, I. R. Lounsberry; WHAS, Victor Sholis, Lisle Baker Jr., and Neil D. Cline; WHEC, Clarence Wheeler and Gunnar O. Wiig; WHIO, Robert Moody; WHOL, J. F. Chambers; WHUM, Humboldt Greig; WIBW, Ben Ludy and W. L. McKee; WIBX, Elliott Stewart; WIOU, Carl Jeffrey; WISN, D. L. Provost; WJLS, Mrs. Virginia Cooper and Joe L. Smith Jr.; WJR, Gordon Gray and Worth Kramer; WKBN, J. L. Bowden and W. Williamson; WKRC, Hulbert Taft and David Taft; WKRG, F. E. Busby and Kenneth R. Giddens.

WKZO and WJEF, John Fetzer; WLAC, F. C. Sowell; WLBC, E. A. Burton and William Craig; WMAS, Gerald Harrison; WMAZ, W. F. Cobb and Frank Crowther; WMBD, Charles C. Caley; WMBR, Frank King; WMBS, Harry C. Burwell; WNAX, Robert Tinch.

WNBF, John Clark Sr., John Clark Jr., and Cecil Mastin; WNOX, R. B. Westergaard; WPAD, Pierce E. Lackey and R. Bryan; WPRO, William S. Cherry Jr. and Arnold F. Schoen Jr.; WRBL, J. W. Woodruff; WREC, Hoyt B. Wooten; WRVA, C. T. Lucy; WSBT, Robert Swintz; WSOY, Merrill Lindsay; WSPB, John Browning.

WTAG, Robert W. Booth and Herbert L. Krueger; WTHI, Joseph Higgins; WTOB, Jim Coan and John G. Johnson; WTOG, William T. Knight Jr.; WTOP, John S. Hayes; WTRY, W. W. Carter Jr. and Harry C. Wilder; WWL, Howard Summerville; WWNC, C. Hoskins; WWNY, Louis Saiff Jr.; WWPA, Woody Ott; WWVA, William E. Rine; CFRB, C. Vaison; Alaska Broadcasting System: C. E. Soden; Storer Broadcasting Co.: George B. Storer, Lee B. Wailes, and John Poole.

Streibert's Post

THEODORE C. STREIBERT, president of General Telecasting System [B•T, June 30], is also a board member of MBS. His name was inadvertently omitted in the list of directors released by the network following the June 26 board meeting.

**DON LEE'S
RADIO AUDIENCES
ARE SOARING, TOO!**

JAN. - FEB. 1952 vs. JAN. - FEB. 1949*


Daytime audience 16.2% higher

Evening audience 13.4% higher

...and network rates are currently
LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average
audience, Monday thru Friday.





**DON LEE GIVES THE MOST COMPLETE,
CONSISTENT, LOCAL COVERAGE OF
THE PACIFIC COAST AT THE LOWEST
COST PER SALES IMPRESSION
OF ANY SALES MEDIUM**

Pacific Coast rail yards bustle with business, serving more than 14 million people who live in this vast 323,866 square mile area. Only Don Lee can deliver your message clearly and consistently into each market from its own *local* network station. In addition to saturation, only Don Lee can offer you the *flexibility* of spotting your sales messages to your distribution pattern...with no waste.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...Don Lee.

The Nation's Greatest
Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California

Represented Nationally by John Blair & Company

On All Accounts

(Continued from page 14)

growing contribution to the agency's success.

Another policy has limited accounts to those which can employ fully the agency's talents and receive the direct attention of the principals. Although placing business throughout the United States and Canada and in foreign countries, Lewis & Gilman is a Philadelphia institution and has no branch offices. This also is in line with the belief that constant contact and intimate knowledge of the client's business are essential to the highest type of advertising and public relations operation.

With these principles, the Lewis & Gilman business has grown each year. Some radio and TV accounts among its list of clients are Frank H. Fleer Corp. which features *Pud's Prize Party*, a children's network show on ABC-TV, John J. Feline Inc. (John Corcoran, news commentator) and Central Penn National Bank (daily news and weather program). Other important accounts are Farm Journal Inc., General Refractories Co., Hygienic Products Co., Laros Fextules Co., Lehigh Coal & Navigation Co., Ocean City Mfg. Co., Montague Rod & Reel Co., Split Rock Lodge and Wyeth Inc.

Mr. Gilman is an alumnus of Amherst College and a trustee of Berwick Academy in Maine. He spent his early life in Berwick, Me., where he attended the academy. He is a past president of the Sales Managers' Assn. and a director and former president of the Philadelphia Society for Crippled Children and Adults and a director of the national association. An ardent fisherman, he is vice president and director of the Split Rock Hunting and Fishing Club, a director of the Automobile Club of Philadelphia, and a member of the Union League, the Racquet Club and Merion Golf Club.

Mr. Gilman, who lives in suburban Wayne, is married to the former Marie Randolph of New Brunswick, N. J. He has two married daughters, Mrs. Richard J. Skillman and Mrs. L. Barton Cannell and a son, Randolph, who is associated with him in the business as an account executive. The Gilmans have eight grandchildren.

Stearns Sues NBC

OSBORNE Putnam Stearns, *The Food Magician* on radio for many years, has filed a damage suit for \$500,000 against NBC in Federal district court, Chicago. He charges the network ordered him to change the show's format on WMAQ, where it was aired daily for six years until a few months ago. This resulted in low ratings and lost revenue, he asserted. He said officials insisted upon detailed recipes which were "monotonous and boresome," resulting in a lost audience.

BROADCASTING • Telecasting

Busy 'Battalion'

VOTERS' registration drive of KMBC-KFRM Kansas City, Mo. [B•T, June 16] has been such an outstanding success that the stations are now helping recruit workers for the election commission. As a result of a three-day campaign on the part of "Ballot Battalion" and KMBC-KFRM, the city picked up more than 28,000 registrants. Election commissioner's office confessed that it was concerned about being able to process new voters' papers in time for the state primary Aug. 4. Stations were forced to hold back a special scheme to set up 10 huge "drive-in" places of registration so that eligible voters could register without getting out of their automobiles. The avalanche of registrants was, perhaps, a case of too much success.

FEDERAL RESEARCH

Sen. Ferguson Asks Probe

INVESTIGATION into the research activities of government agencies (including the FCC) on whether there is duplication within the government or with private industries was asked June 26 by Sen. Homer Ferguson (R-Mich.). Resolution (S Res 340) was referred to the Senate Appropriations Committee.

In a table listing the research activities of Federal agencies, prepared by the Bureau of the Budget, the FCC is shown to have spent \$193,000 in this field in 1951. It plans to spend \$190,000 in 1952 and \$215,000 in 1953 on research, the table shows.

FCC research work is centralized under Chief Engineer Edward W. Allen. The FCC Lab. Div., located at Laurel, Md., is headed by Edward W. Chapin. The Technical Research Div. is headed by William C. Boese. Projects undertaken by the FCC are reported to the National Research & Development Board, Defense Dept., and the Central Radio Propagation Lab. National Bureau of Standards.

NEW AM OUTLET

WKOV Begins Operations

WKOV Wellston-Jackson, Ohio, began operations June 21. Owned by Steven H. Kovlan, who is general manager, the new station operates on 1570 kc with 250 w.

Other staff members are James D. Sinyard, commercial manager; Jack D. Daniels, salesman; James Wendling, program director; Andrew H. Kovlan, chief engineer; Betty Troutman, traffic director, and James Hubert, Ted Covat and Jim Darnell, announcers.

'SENSUOUS' TONE

Alleged by Nazarenes

DELEGATES to the 13th quadrennial general assembly of the Church of the Nazarene have taken a strong stand against "sensuous" programs which violate the "sacred precincts" of the home.

Meeting in Kansas City, Mo., June 19-28, some 625 delegates also concentrated their fire on "the low moral tone of much of the current literature, comic magazines and the contents of many books." The delegates represented about 250,000 members in 4,000 churches.

The assembly resolved to ask for "rigid safeguards" to "halt the further encroachments of the evils of the day into the sacred precincts of the home."

As for radio and television, the resolution stated: "We believe it to be detrimental to the welfare of our homes to listen to or view programs of the Hollywood-type of movies or shows of the vaudeville level."

WHBQ CHARGED

Cited in NLRB Order

CHARGE that WHBQ Memphis, Tenn., commercial station owned and operated by Harding College, has committed certain unfair labor practices was confirmed in a final order by the National Labor Relations Board June 28.

NLRB requested the Harding radio station to cease interrogation of employees with respect to their union activities and discouraging membership in the International Brotherhood of Electrical Workers (AFL) and to reinstate an engineer, Frank T. Edwards, it had "discriminatorily discharged" on grounds of economy.

WHBQ is licensed to Harding College Inc., has been on the air since 1925 and operates with 5 kw daytime, 1 kw nighttime on 560 kc. Station is affiliated with MBS.

Plans Building

BEN NEDOW, operator of KECK Odessa, Tex., and TV applicant there, has been granted steel by the National Production Authority to begin construction on a 10-story office building in Odessa. Seven stories of the million-dollar structure already have been leased by the Phillips Petroleum Co. Top three stories are under option to Phillips but may be used for KECK's radio and TV operations.

John C. Armstrong

JOHN C. ARMSTRONG, 79, who retired as partner of the Donovan-Armstrong advertising agency in 1941, died June 25 in Hahnemann Hospital, Philadelphia. He was a former member of the Poor Richard Club. Surviving are a son, John C. Jr., and three daughters, Mrs. Marjorie Carson and Mary R. and Janet G. Armstrong.

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.

**WFBR "HOME-GROWN"
SHOWS OUTSTANDING
IN AUDIENCE AND
RESPONSE!**

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

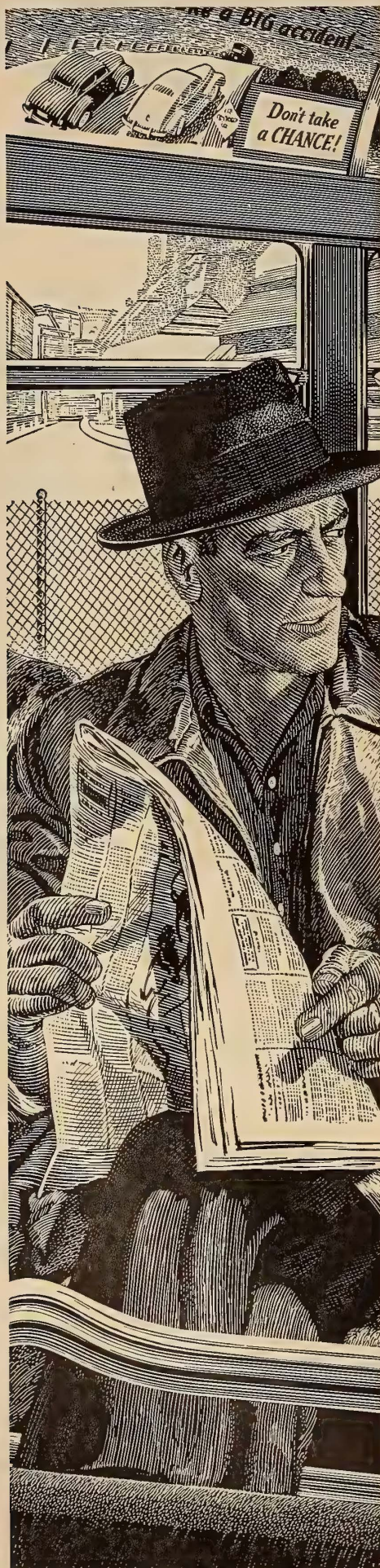
Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952
Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.



“Look what *I’m* reading!”

“No kidding, Ed . . . the EDITORIAL page!

“You know me, Ed . . . I’m strictly a sports page guy. But when I was home in bed last week with that blasted head cold, I didn’t have much to do but read the paper.

“So, with time to burn, I looked at everything but the recipes . . . which is Marge’s department, anyways. And, Ed, what I read in those editorials made me mad enough to forget I felt punk.

“One was about ‘Creeping Socialism’. It told what’s going on right under our noses . . . a lot of undercover work to turn us into a bunch of spineless dummies, instead of free citizens.

“It warned how we *could* lose some or all of our Freedoms . . . you know, free speech, press, vote and religion. And the right to work or live where we please. This editorial showed how other people abroad have let socialism, then communism, take over and make slaves out of them. And all the time these people thought all they had to do was let Government ‘take care of them’. And it sure did!

“Since then, Ed, I’ve been reading *all* the editorials and articles . . . in newspapers and magazines. Been learning to think, too. And to talk things over with my neighbors and the fellows we work with down at Republic . . . things like government ownership and wasteful spending that can bankrupt a whole nation and all its citizens. Yep, I’ve been learning to appreciate the Freedoms that *we* have and other people *don’t*. And best of all, yesterday I REGISTERED TO VOTE. . . and my wife did, too! That’s the BIGGEST American Freedom of ‘em all, and like a dope I’ve been too careless to protect my own and my family’s interests with a ballot!

“Funny, isn’t it? From a cold in the head, I got sense in the head.”

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* * *

[This message is one of a series appearing in national magazines; and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.]



Television Applications Filed at FCC June 27-July 2

*Indicates pre-thaw application refled

#Current Boxscore on page 62

† **BIRMINGHAM, Ala.**—The Birmingham News Co. (WSGN-AM-FM), UHF Ch. 42 (638-644 mc); ERP 1 kw visual, 500 kw aural; antenna height above average terrain 926 ft., above ground 560 ft. Estimated construction cost \$496,500; first year operating cost and revenue not estimated. Post Office address: WSGN Birmingham, Ala. Studio location: To be determined. Transmitter location: 0.7 mile NW of Rosedale on Red Mountain. Geographic coordinates 33° 29' 23" N. Lat., 86° 47' 58" W. Long. Transmitter RCA, Antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George E. Gautney, Washington. Principals include Chairman Ruth L. Hanson (10.84%), President James E. Chappell (1.41%), Executive Vice President Henry P. Johnson (15.69%), Vice President Clarence B. Hanson Jr. (6.61%), Business Manager Harry B. Bradley (1.08%), Secretary-Treasurer J. C. Clark (.54%).

BIRMINGHAM, Ala.—Johnston Bestg. Co. (WJLN-FM), UHF Ch. 48 (674-680 mc); ERP 226 kw visual, 117 kw aural; antenna height above average terrain 646 ft., above ground 331 ft. Estimated construction cost \$234,578; first year operating cost \$200,000; revenue \$200,000. Post Office address: Box 147, Bessemer, Ala. Studio and transmitter location: 1817 11th Pl. South, Birmingham, Ala. Geographic coordinates: 33° 29' 02" N. Lat., 86° 48' 35" W. Long. Transmitter, GE; antenna, GE. Legal counsel, Pehle, Lesser, Mann, Riemer & Luxford, Washington. Consulting engineer, Craven, Lohnes and Culver, Washington. Principals include: George Johnston (40%), and George Johnston Jr. (60%).

† **MONTGOMERY, Ala.**—Capitol Bestg. Co. (WCOV-AM-FM), UHF Ch. 20 (505-512 mc); ERP 87.7 kw visual, 43.88 kw aural; antenna height above avg. terrain 525 ft., above ground 550 ft. Estimated construction cost \$275,000; first year operating cost \$300,000; revenue \$360,000. Post Office address: PO Box 1029, Montgomery. Studio and transmitter location: 3 mi. SE of Montgomery on Narrow Lane Rd. Geographic coordinates, 32° 20' 27.5" N. Lat., 83° 17' 30" W. Long. Transmitter, RCA antenna, RCA. Legal counsel, Welch, Mott & Morgan, Washington. Consulting engineer, W. J. Holey, Atlanta, Ga. Principals include: President Oscar P. Covington (13.889%), Vice President Clara R. Covington (13.889%), Secretary-Treasurer Hugh M. Smith (2.778%), Margaret Covington Milwee (13.889%), Ethel Covington (13.889%), Peggy Milwee Carlton (13.889%), Hazel C. Davies (13.889%), Earl B. Covington (13.889%). Figures will represent holdings upon TV grant.

PHOENIX, Ariz.—KTAR Bestg. Co. (KTAR), VHF Ch. 3 (60-66 mc); ERP 16 kw visual, 8 kw aural; antenna height above average terrain 1586 ft., above ground 200 ft. Estimated construction cost \$512,595.23; first year operating cost \$350,000; revenue \$350,000. Post Office address: 71 Heard Bldg., 116 North Central Ave. Studio location: 1101 N. Central, Phoenix, Ariz. Transmitter location: South Mountain Park, Mt. Suappa, Phoenix, Ariz. Geographic coordinates 33° 19' 56" N. Lat., 112° 03' 49" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer: George C. Davis, Washington. Principals include: Chairman John J. Louis (22.57%), President Richard O. Lewis (17.32%) and Secretary-Treasurer B. R. Fulbright (1.24%).

† **TUCSON, Ariz.**—Arizona Bestg. Co. (KVOA), VHF Ch. 4 (66-72 mc); ERP 10.9 kw visual, 5.4 kw aural; antenna height above average terrain 224 ft., above ground 500 ft. Estimated construction cost \$249,033; first year operating cost \$180,000; revenue \$180,000. Post Office address: P. O. Box 2911, Tucson, Ariz. Studio location: N. 10th Avenue and Lee St. Transmitter location: Same. Geographic coordinates 32° 14' 32" N. Lat., 110° 58' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include: President R. B. Williams (10.13%), Vice President Richard O. Lewis, chairman of Board John J. Louis, and Secretary-Treasurer B. R. Fulbright.

TUCSON, Ariz.—Catalina Bestg. Co. (KCNA), VHF Ch. 9 (186-192 mc);

ERP 25.4 kw visual, 12.7 kw aural; antenna height above average terrain 68.5 ft., above ground 344 ft. Estimated construction cost \$255,000; first year operating cost \$160,000; revenue \$140,000. Post Office address: PO Box 2348, Tucson. Studio and transmitter location: Swan Rd. extension, 6.5 mi. NE of Tucson. Geographic coordinates 32° 17' 33" N. Lat., 110° 53' 40.3" W. Long. Transmitter GE, antenna GE. Legal counsel: Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer, Millard M. Garrison, Washington. Principals include: President Erskine Caldwell (31.9%), Vice President William A. Small (8.2%), Secretary-Treasurer George W. Chambers (9.1%), Clare Ellinwood (6.6%), William H. Johnson (7.1%), John B. Mills (17.5%) and J. N. Harber (17.5%).

BAKERSFIELD, Calif.—Lemert Bestg. Co., VHF Ch. 10 (192-198 mc); ERP 61.7 kw visual, 30.8 kw aural; antenna height above average terrain 548 ft., above ground 342 ft. Estimated construction cost \$296,629; first year operating cost \$200,000; revenue \$180,000. Post Office address: Hotel Padre, Bakersfield. Studio location: Several locations under consideration. Transmitter location: Alfred Harnell Highway, 4 mi. NE of Bakersfield. Geographic coordinates 35° 24' 41" N. Lat., 118° 56' 25" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Lyon, Wilner & Bergson, Washington. Consulting engineer, Millard M. Garrison, Washington. Principals include: President Lewis F. Blumberg (32.2%), employee of Motion Pictures for Television Inc.; Vice President Morris E. Harrison (10%), employee, part owner, Harrison's men's retail store, Bakersfield; Secretary-Treasurer Pearl Lemert (10%), no business occupation; Harry W. Lange (medicine & surgery, Bakersfield) and Robert W. Sheldon (lieutenant in Navy medical corps), both together, 10%; Milton Rudnick (10%), cattle & sheep rancher (owner), Bakersfield, V. M. Cattle Co., (50%) and Kern Valley Packing Co. (part owner); Jack Benny (8.9%) radio motion pictures and TV entertainment; William Goetz (8.9%), chief of production, Universal-International Pictures, Hollywood.

† **FRESNO, Calif.**—California Inland Bestg. Co. (KFRE), VHF Ch. 12 (204-21 mc); ERP 252 kw visual, 126 kw aural; antenna height above average terrain 1943 ft., above ground 174 ft. Estimated construction cost \$428,957; first year operating cost \$355,236; revenue \$415,000. Post Office address: T. W. Patterson Bldg., Fresno, Calif. Studio location: Van Ness & Tulare Sts. Transmitter location: Meadow Lake, Fresno, Calif. Geographic coordinates 37° 04' 44" N. Lat., 119° 25' 47" W. Long. Transmitter GE, antenna GE. Legal counsel: Pierson & Ball, Washington. Consulting engineer, Craven, Lohnes & Culver, Principals include: Board Chairman J. E. Rodman (60%), President-Treasurer Paul R. Bartlett (24%), Vice President-Treasurer William C. Crossland (16%).

† **SACRAMENTO, Calif.**—KCRA Inc. (KCRA), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 596 ft., above ground 650 ft. Estimated construction cost \$517,896; first year operating cost \$576,000; revenue \$603,000. Post Office address: 1010 11th St., Sacramento 14, Calif. Studio location: 1010 11th St., Sacramento. Transmitter location: Six miles NW of center of Sacramento. Geographic coordinates 38° 38' 20" N. Lat., 121° 33' 25" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Loucks, Zias, Young & Jansky, Washington. Consulting engineer, Jansky & Bailey, Washington. Principals include: President Ewing C. Kelly (50%), Vice President C. Vernon Hansen (16.68%), Secretary-Treasurer Gerald Hansen (16.66%), and K. W. Hansen (16.66%).

† **SACRAMENTO, Calif.**—Sacramento Broadcasters Inc. (KXOA), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost \$350,613, first year operating cost \$480,000, revenue \$500,000. Post Office address: P. O. Box 94, Sacramento 15, Calif. Studio location to be determined. Transmitter

location: N. Sacramento Freeway. Geographic coordinates: 38° 35' 57" N. Lat., 121° 23' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President and Executive Director Lincoln Dellar (100%), 100% owner KXOB Stockton, KXOC Chico and KDB Santa Barbara, Calif.; Vice President-General Manager Robert W. Dumm and Secretary Robert B. Gaylord Jr.

SACRAMENTO, Calif.—Sacramento Telecasters Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,508 ft., above ground 500 ft. Estimated construction cost \$417,731, first year operating cost \$258,400, revenue \$299,000. Post Office address: 716 California State Life Bldg., Sacramento 14. Studio location: 30th & L Sts., Sacramento. Transmitter location: 4.5 mi. SE of Salmon Falls, El Dorado Co., Calif. Geographic coordinates: 38° 43' 10" N. Lat., 120° 59' 22" W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include President William P. Wright (10.26%), president & 25% owner Wright & Kimbrough Real Estate, Sacramento, and secretary & 25% owner Wright Holding Co. Real Estate, Sacramento; Vice President John H. Schacht (15.38%), secretary & 50% owner Radio Modesto Inc. (licensee of KMOD Modesto, Calif.), Modesto, Calif. and general manager Amphlett Printing Co., San Mateo, Calif.; Secretary Henry Teichert (2.56%), sole owner Henry Teichert Law Office, 1/10th of Del Paso Rock Products Co., vice president and 1/10th owner A. Teichert & Son Inc. (general contractors), and secretary & 1/24th Black Diamond Co. (lumber), all Sacramento; Andrew Henderson Jr. (5.13%), physician and surgeon, 50% owner of commercial building and 160-acre farm, Hanford, Calif., and president, American Buildings Materials Co. Ltd., Sacramento; Alan H. Pollock (5.13%), owner of KTTV (TV) Hollywood; Clarence H. Breuner (5.13%), president and 25% owner, John Breuner Co. (retail furniture), Oakland, Calif.; Robert H. Breuner (5.13%), treasurer & 25% owner John Breuner Co.; Edward M. Wright (5.13%), vice president & 25% of Wright & Kimbrough, vice president & 25% of Wright Holding Co.; Russell Galloway Jr. (10.26%), vice president & 2/7 of Hotel Senator Corp. (hotel), Sacramento, president & 100% of Freeport Insurance Co., Sacramento, and secretary-treasurer & 49% of Wright & Kimbrough; Adolph Teichert Jr., (7.69%), vice president, 25% of Del Paso Rock Products Co., president, 1/3 of A. Teichert & Son; Thomas H. Richards Jr. (5.13%), 50% partnership Sacramento Herefords (cattle), Sacramento; Nelson B. Morse, 51% Calif. Dehydrating Co., 50% Morse Bros. (realtors), San Leandro, Calif.

† **SAN LUIS OBISPO, Calif.**—The Valley Electric Co. (KVEC), VHF Ch. 6 (82-86 mc); ERP 19.8 kw visual, 9.9 kw aural; antenna height above average terrain 788 ft., above ground 140 ft. Estimated construction cost \$131,927; first year operating cost \$50,000; revenue \$80,000. Post Office address: 851 Higuera St., San Luis Obispo, Calif. Studio location: Mt. View and Hill Sts. Transmitter location: 1.5 mi. E. of city. Geographic coordinates 35° 16' 56" N. Lat., 120° 38' 01" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis; Washington. Consulting engineer, Craven, Lohnes & Culver, Washington. Principals include: Christina M. Jacobson (2/3) and Leslie H. Hacker (1/3).

WASCO, California—Maple Leaf Bestg. Co. (KWSO), UHF Ch. 33 (584-590 mc); ERP 15.996 kw visual, 7.998 kw aural; antenna height above average terrain 504 ft., above ground 521 ft. Estimated construction cost \$136,523, first year operating cost \$83,900, revenue \$93,900. Post Office address: P. O. Box 96, Wasco, Calif. Studio location to be determined. Transmitter location: 1.8 mi. from center of Wasco. (P. O. Box 366) Geographic coordinates: 35° 34' 21.25" N. Lat., 119° 19' 5.75" W. Long. Transmitter RCA, antenna RCA. Legal

(Continued on page 44)

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Television Applications Filed at FCC

(Continued from page 43)

counsel Steptoe & Johnson, Washington. Consulting engineer Bernard Assoc., Los Angeles, Calif. Sole owner is E. J. Peters.

YUBA CITY, Calif.—John Steventon, UHF Ch. 52 (698-704 mc); ERP 95 kw visual, 47.5 kw aural; antenna height above average terrain 174 ft., above ground 204 ft. Estimated construction cost \$181,886, first year operating cost \$138,000, revenue \$147,600. Post Office address: 320 A St., Yuba City, Calif. Studio & Transmitter location: B St., Yuba City. Geographic coordinates 39° 08' 12" N. Lat., 121° 36' 36" W. Long. Transmitter DuMont, antenna GE. Legal counsel none. Consulting engineer Paul E. Leake, Lafayette, Calif. Sole owner is John Steventon, owner and operator J. Steventon (grain), San Francisco, 75% of Yuba City Mills (feed, grain, seed mfr. and distributor), Yuba City, 25% owner Oroville Broadcasters (KMOR Oroville license).

DENVER, Col.—Colorado TV Corp. (KVOD), VHF Ch. 9 (186-192 mc); ERP 238 kw visual, 119 kw aural; antenna height above average terrain 946 ft., above ground 238 ft. Estimated construction cost \$394,011; first year operating cost \$444,632; revenue \$400,000. Post Office address: 1022 Midland Savings Building, 17th & Glenarm Pl., Denver. Studio location: 1100 California St. Transmitter location: Lookout Mountain Park, Jefferson County, Col. Geographic coordinates 39° 43' 46" N. Lat., 105° 14' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer, A. Earl Cullum Jr., Dallas. Principals include: President W. D. Pyle, Vice President B. H. Stanton and Secretary-Treasurer T. C. Ekrem.

DENVER, Col.—Metropolitan Television Co. VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 100 kw aural; antenna height above average terrain 1,104 ft., above ground 383 ft. Estimated construction cost \$521,028, first year operating cost \$525,000, revenue \$475,000. Post Office address: 730 Equitable Bldg., Denver. Studio location: 4620 W. 38th Ave., Denver. Transmitter location: Lookout

Mt., 0.2 mi. S. of Cody. Geographic coordinates 39° 43' 51" N. Lat., 105° 14' 03" W. Long. Transmitter GE, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Director Bob Hope; Hope Productions Inc. (50%); Quigg Newton (3.64%), mayor of Denver; President William Grant (9.84%), Denver attorney; Vice President James L. Saphier, owner of own radio-TV production firm and director and minority stockholder in Hope Enterprises Inc.; Executive Vice President Ralph Radetsky (0.82%), Denver public relations counsel; Secretary-Treasurer Richard M. Davis (1.36%), Denver attorney; Hendrie & Bolthoff Co. (14.18%), Rocky Mountain area maker and distributor of mining machinery and industrial equipment and distributor of autos, radios, TV sets and appliances; Director Thomas P. Campbell (3.64%), Denver manager of improvements and parks, also personal investment and other business interests.

BRIDGEPORT, Conn.—Southern Connecticut & Long Island Television Co. (WICC), UHF Ch. 43 (644-650 mc); ERP 82.5 kw visual, 46.6 kw aural; antenna height above average terrain 699 ft., above ground 478 ft. Estimated construction cost \$223,971; first year operating cost \$113,410; revenue \$100,000. Post Office address: 114 State Street, Bridgeport, Conn. Studio location: 114 State Street, Bridgeport, Conn. Transmitter location: Booth Hill, 6.9 miles N. of center of Bridgeport. Geographic coordinates 41° 16' 45" N. Lat., 73° 11' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer, Millard M. Garison, Washington. Principals include: President Philip Merryman (4.6%), Treasurer G. Gresham Griggs (5.7%) and J. Kenneth Bradley (5.7%).

† **HARTFORD, Conn.**—The Connecticut Bestg. Co. (WDRG-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above

ground 613 ft. Estimated construction cost \$454,800, first year operating cost \$695,216; revenue \$766,350. Post Office address: 750 Main St., Hartford. Studio location: 869 Blue Hills Avenue. Transmitter location: Deercliff Road, Avon, Connecticut. Geographic coordinates 41° 45' 41" N. Lat., 72° 48' 09" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Paul Godley Co., Upper Montclair, New Jersey. Principals include: President-Treasurer Franklin M. Doolittle (59.7%) and Vice President-Secretary Walter B. Haase (20%).

HARTFORD, Connecticut—Hartford Telecasting Co. Inc. VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 964.5 ft., above ground 605 ft. Estimated construction cost \$886,353, first year operating cost \$912,000, revenue \$1,072,000. Post Office address: 780 Windsor St., Hartford 1, Conn. Studio location: 780 Windsor St. Transmitter location: 390 ft. NE of junction of Avon-West Hartford Township line with Albany Avenue. Geographic coordinates 41° 47' 48.5" N. Lat., 72° 47' 52" W. Long. Transmitter RCA, antenna RCA. Legal counsel Edmund M. McCarthy, New York. Consulting engineer Jansky & Bailey, Washington. Principals include President Clifford S. Strike, also President of F. H. McGraw & Co., Hartford, engineers & constructors, President New England Steel Development Corp., Boston; Vice President-General Manager Charles F. Cannon; Secretary-Treasurer Francis J. McClean.

† **HARTFORD, Conn.**—Hartford Times Inc. (WHTT), UHF Ch. 18 (494-500 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 805 ft., above ground 190 ft. Estimated construction cost \$332,000; first year operating cost \$480,000; revenue \$325,000. Post Office address: 10 Prospect St., Hartford. Studio location: 855 Asylum St., Hartford. Transmitter location: Talcott Mtn., NW of Hartford. Geographic coordinates 41° 49' 26" N. Lat., 72° 47' 55" W. Long. Transmitter GE, antenna GE. Legal counsel: Arnold, Fortas & Porter, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President Frank E. Gannett, Vice President Frank E. Tripp (5%), Treasurer-Asst. Secretary H. W. Cruickshank, Vice President Francis S. Murphy (1.023%), Asst. Treasurer Latham B. Howard (0.14%), Asst. Secretary David R. Daniel (0.025%); Gannett Co. Inc. (80.842%).

NEW BRITAIN, Conn.—The New Britain Bestg. Co. (WKNB), UHF Ch. 30 (566-572 mc); ERP 178.5 kw visual, 89.25 kw aural; antenna height above average terrain 919 ft., above ground 545 ft. Estimated construction cost (No Estimate); first year operating cost (No Estimate); revenue (No Estimate). Post Office address: 213 Main Street, New Britain, Conn. Studio location: 213 Main Street, New Britain, Conn. Transmitter location: 3.3 mi. NE of New Britain. Geographic coordinates 41° 37' 36.5" N. Lat., 72° 49' 33" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Hogan & Hartson, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President Julian Gross, Vice President Harry Hatsing, Treasurer Chester Bland and Secretary William H. Ray.

CLEARWATER, Fla.—W. Frank Hobbs d/b as Pioneer Gulf Television Broadcasters, UHF Ch. 32 (578-584 mc); ERP 87.1 kw visual, 43.55 kw aural; antenna height above average terrain 318 ft., above ground 344 ft. Estimated construction cost \$179,186, first year operating cost \$160,000, revenue \$160,000. Post Office address: P. O. Box 1146, Clearwater. Studio and transmitter location: 3835 Gulf to Bay Blvd. Geographic coordinates: 27° 57' 36" N. Lat., 82° 42' 24.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McCullen & Goza, Clearwater. Consulting engineer W. J. Holey, Atlanta. Mr. Hobbs, an attorney, is sole owner.

FT. LAUDERDALE, Fla.—Gore Pub. Co. (WFTL), UHF Ch. 23 (524-530 mc); ERP 100 kw visual, 56 kw aural; antenna height above average terrain 269 ft., above ground 293 ft. Estimated construction cost \$311,100, first year operating cost \$250,000, revenue \$200,000. Post Office address: 231 SE First Ave., Ft. Lauderdale, Fla. Studio and transmitter location: 1785 SE 15th St., Ft. Lauderdale. Geographic coordinates: 26° 06' 10" N. Lat., 80° 07' 20" W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Wash-

WNOR Sea Side

WNOR Norfolk broadcast direct from the luxury liner, *United States*, by short wave ship-to-shore radio, originating some 150 miles out in the Atlantic, according to General Manager Earl Harper, who described the big liner's maiden voyage from Newport News to New York. Mr. Harper featured interviews by Gen. John M. Franklin, president of the U. S. Lines, and William Francis Gibbs, the ship's designer.

ington. Consulting engineer Weldon & Carr, Washington. Principals include President J. W. Dickey, Vice President J. W. Gore, Vice President-Treasurer R. H. Gore Jr., Secretary G. H. Gore, Chairman of the Board R. H. Gore Sr.; R. H. Gore Co. (100%).

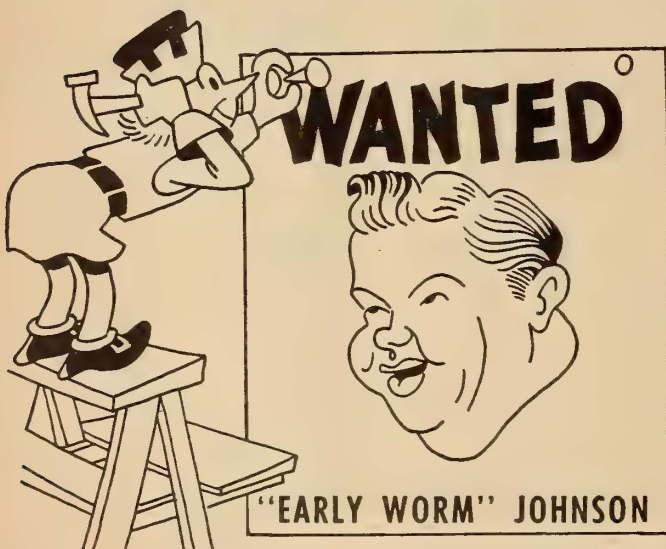
† **MIAMI, Fla.**—Storer Bestg Co. (WGBS-AM-FM), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 836 ft., above ground 874 ft. Estimated construction cost \$1,253,672; first year operating cost \$720,000; revenue \$720,000. Post Office address: 199 Pierce St., Birmingham, Mich. Studio location: Biscayne Blvd. and 21st St., NE, Miami, Fla. Transmitter location: 1 mi. N. of Ojus, Fla. Geographic coordinates 25° 58' 10" N. Lat., 80° 09' 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Pierson & Ball, Washington. Consulting engineer: A. Earl Cullum Jr., Dallas, Tex. Principals include: President George B. Storer (71.6%), Senior Vice President-Treasurer J. Harold Ryan (10.87%), Executive Vice President Lee B. Wailes (0.29%), Secretary John B. Poole (1.35%), Asst. Treasurer Harry A. Steensen (0.10%), Asst. Secretary Bertha C. Prestler (0.10%), Frances S. Ryan (13.75%) and the following vice presidents, each holding 0.23%: Stanton P. Kettler, William E. Rine, Allen Haid, J. Robert Kerns and Glen W. Harter.

PALM BEACH, Fla.—Palm Beach Bestg. Corp. (WWPG-AM-FM), VHF Ch. 12 (204-210 mc); ERP 57.7 kw visual, 31.07 kw aural; antenna height above average terrain 233 ft., above ground 274 ft. Estimated construction cost \$171,569; first year operating cost \$35,000 to \$50,000; revenue \$35,000. Post Office address: WWPG-AM-FM, Palm Beach, Florida. Studio and transmitter location: South Ocean Blvd. Geographic coordinates 26° 36' 41" N. Lat., 80° 02' 17" W. Long. Transmitter GE, antenna GE. Legal counsel: Clagett & Schilz, Washington. Consulting engineer: Robert M. Silliman, Washington. Applicant sole owner is Charles E. Davis.

† **PENSACOLA, Fla.**—Gulfport Bestg. Corp. (WEAR), VHF Ch. 3 (60-66 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 449 ft., above ground 458 ft. Estimated construction cost \$369,985, first year operating cost \$300,000, revenue \$420,000. Post Office address: 2nd & Hyer Sts., Pensacola, Fla. Studio location: 5 E. Gregory, Pensacola. Transmitter location: East side of F Street, between Maxwell and Bobe Sts. Geographic coordinates: 30° 26' 05" N. Lat., 87° 13' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Charles W. Smith (51%), Vice President, Secretary & Treasurer Mel Wheeler (25%), F. M. Turner Jr. (12%) and A. C. Johnson (12%).

ST. PETERSBURG, Fla.—Tampa Bay Area Telecasting Corp., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 520 ft., above ground 544 ft. Estimated construction cost \$501,304, first year operating cost \$437,500, revenue \$600,000. Post Office address: c/o Richard T. Earle Jr., 901-906 First Federal Bldg., St. Petersburg, Fla. Studio location to be determined. Transmitter location: Weedon Hammock 3.5 mi. NW of Weedon Drive, near St. Petersburg. Geographic coordinates: 27° 51' 29.6" N. Lat., 82° 36' 26.6" W. Long. Transmitter GE, antenna GE. Legal counsel Frank U. Fletcher, Esq., Washington. Consulting

(Continued on page 46)



The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listenership throughout the 24-county, Central Ohio area reached by WBNS... starts the day right for loyal WBNS listeners. They stay with WBNS to hear top local and CBS network shows... including all the top 20-rated programs!

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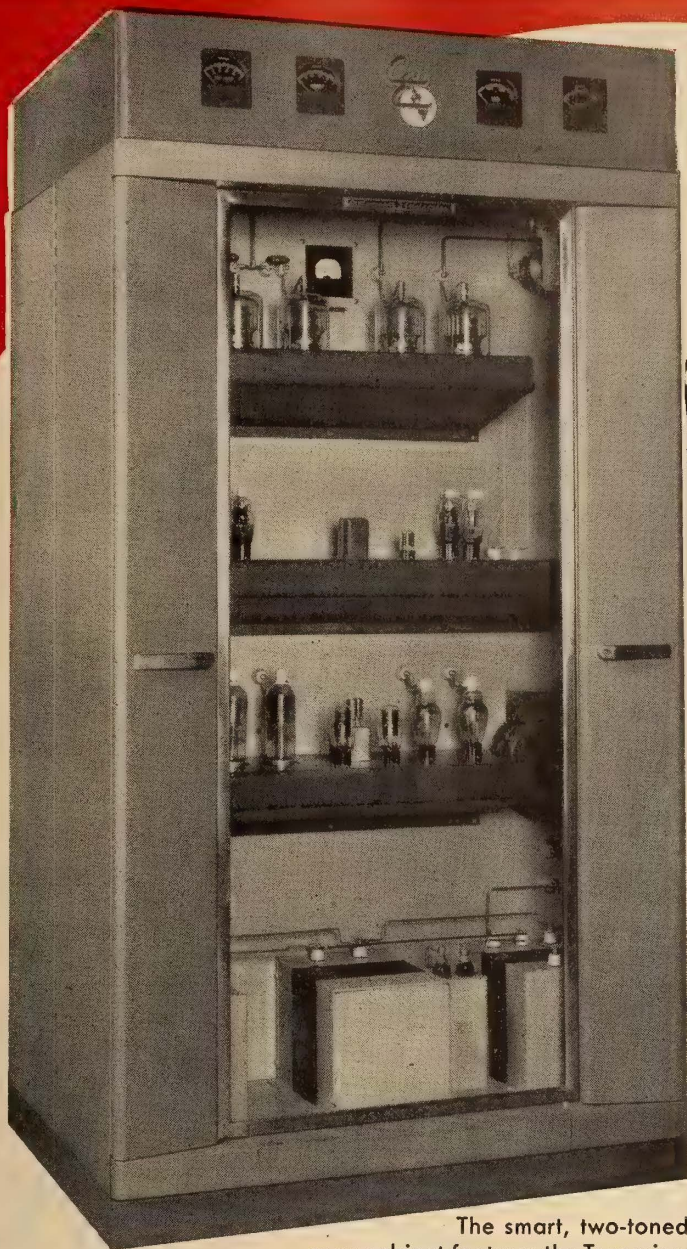
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COLUMBUS, OHIO

CBS OUTLET

Spotlighting another
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...the new 314-2 1 KW AM
TRANSMITTER*



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

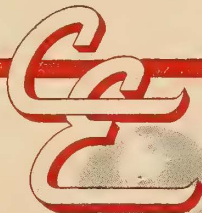
A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards



*Availability dependent upon defense requirements.

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Television Applications Filed at FCC

(Continued from page 44)

engineer Commercial Radio Equipment Co., Washington. Principals include President Robert James (12.7%), real estate and building; Treasurer R. W. Evans (12.7%), truck dealer; John Trevor Adams Jr. (8.2%), general manager, WJZ-TV New York; Harry W. Bennett Jr. (8.2%), vice president, Sherman & Marquette, N. Y.; Secretary Richard T. Earle Jr. (8.2%), attorney; John S. Houseknecht (8.2%), TV department executive, William Esty Co. (Adv.), N. Y.; Hal James (8.2%), radio & TV vice president, Ellington & Co. (Adv.), N. Y. and 7.6% interest in Veterans Bstg. Co. Inc., licensee of WVET Rochester.

TAMPA, Florida—W. Walter Tison as Tampa Bstg. Co. (WALT) VHF Ch. 13 (210-216 mc); ERP 59.2 kw visual, 29.6 kw aural; antenna height above average terrain 510 ft., above ground 537 ft. Estimated construction cost \$340,870 first year operating cost \$360,000, revenue \$420,000. Post Office address: W. Walter Tison, Box 1077, Tampa. Studio location 401 W. Tyler Street. Transmitter location: Same. Geographic coordinates 27° 57' 04" N. Lat., 82° 27' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Mr. Tison is sole owner.

COLUMBUS, Georgia—Radio Columbus Inc. (WDAK) UHF Ch. 28 (554-560 mc); ERP 92.4 kw visual, 46.2 kw aural; antenna height above average terrain 700 ft., above ground 490 ft. Estimated construction cost \$252,900 first year operating cost \$240,000 revenue \$300,000. Post Office address Radio Station WDAK, Studio location Martin Bldg. Transmitter location 2.6 Miles W. of Columbus business district. Geographic coordinates 32° 27' 48" N. Lat., 85° 02' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Allen M. Woodall (33.3%), Vice President-Treasurer Howard E. Pill (23.3%), Vice-President-Secretary Er-

nest D. Black (33.3%) and Margaret A. Pill (10%).

COLUMBUS, Georgia—J. W. Woodruff and J. W. Woodruff Jr. (WRBL) VHF Ch. 4 (66-72mc); ERP 5.0 kw visual, 0.5 kw aural; antenna height above average terrain 442 ft., above ground 500 ft. Estimated construction cost \$220,054 first year operating cost \$120,000 revenue \$150,000. Post Office address 1350 13th Avenue, Columbus, Ga. Studio and transmitter location 1350 13th Avenue, Columbus, Ga. Geographic coordinates 32° 28' 20" N. Lat., 84° 58' 26" W. Long. Transmitter GE antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include Partners, each 50% J. W. Woodruff and J. W. Woodruff Jr.

URBANA, Ill.—Illinois Bstg Co., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 550 ft., above ground 525 ft. Estimated construction cost \$338,250; first year operating cost \$261,760; revenue \$270,890. Post Office address: Box 789, Decatur, Ill. Studio and transmitter location: Florida & Vine Streets. Geographic coordinates 40° 05' 53" N. Lat., 89° 12' 15" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include: President-Director F. W. Schaub (100%), vice president of Decatur Newspapers, Inc., which is owner Illinois Bstg. Co. (WSOY); Vice President-Treasurer F. M. Lindsay Jr., Secretary Ida W. Zoch.

EVANSVILLE, Ind.—On the Air Inc. (WGBF), VHF Ch. 7 (174-180 mc); ERP 105.3 kw visual, 52.65 kw aural; antenna height above average terrain 543 ft., above ground 508 ft. Estimated construction cost \$350,000; first year operating cost \$100,000; revenue \$190,000. Post Office address: 1001 Diamond Ave., Evansville 11, Ind. Studio location: 1001 Diamond Ave. Transmitter location: 1.1 mi. S on Chandler Road, Chandler, Ind. Geographic coordinates 38° 01' 31" N. Lat., 87° 21' 43" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer: Robert M. Silliman, Washington. Principals include: President Alvin Q. Eades (11.8%), Vice President Henry B. Walker (19.5%), Secretary Martin L. Leich and Treasurer H. B. Walker Jr.

FORT WAYNE, Ind.—News Sentinel Broadcasting Co., Inc. (WGL), UHF Ch. 33 (584-590 mc); ERP 267 kw visual, 140 kw aural; antenna height above average terrain 769 ft., above ground 798 ft. Estimated construction cost \$477,905 first year operating cost \$315,820 revenue \$366,400. Post Office address 201 W. Jefferson St., Ft. Wayne. Studio location 0.4 west of junction of State Blvd. with Grand Rapids & Indiana Railroad. Transmitter location 201 W. Jefferson St. Geographic coordinates 41° 05' 36" N. Lat., 85° 11' 42" W. Long. Transmitter GE antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Helene R. Foellinger for the News Publishing Co. (100%) of which she is publisher, First Vice President & Treasurer Henry C. Page, Second Vice President & Secretary Captain Pierre H. Boucheron.

FORT WAYNE, Ind.—Radio Fort Wayne Inc. (WANE), UHF Ch. 21 (512-518 mc); ERP 98.2 kw visual, 49.1 kw aural; antenna height above average terrain 473 ft., above ground 498 ft. Estimated construction cost \$197,900; first year operating cost \$195,940; revenue \$229,950. Post Office address: 1205 Fort Wayne Bank Bldg., Fort Wayne. Studio and transmitter location: 127 W. Berry St., Fort Wayne. Geographic coordinates 41° 04' 41" N. Lat., 85° 08' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President C. Bruce McConnell (54.985%), Vice President Robert B. McConnell (0.090%), Second Vice President Charles E. Kennedy, Treasurer Frank E. McKinney (14.535%), Secretary Earl H. Schmidt (14.010%) and Frank M. McHale (9.450%).

SOUTH BEND, Indiana—South Bend Bstg. Co. (WHOT), UHF Ch. 46 (662-668 mc); ERP 91.6 kw visual, 45.8 kw aural; antenna height above average terrain 418 ft., above ground 437.5 ft. Estimated construction cost \$206,285, first year operating cost \$192,600, revenue \$221,400. Post Office address 434

South St. Joseph St., South Bend, Ind. Studio transmitter location 434 South St. Joseph St., South Bend, Ind. Geographic coordinates 41° 40' 40" N. Lat., 85° 14' 50" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President C. Bruce McConnell (54.985%), Vice President Robert B. McConnell (0.090%), 2nd Vice President William H. Spencer, Secretary Earl H. Schmidt (14.010%), Treasurer Frank C. McKinney (14.535%).

TERRE HAUTE, Ind.—Wabash Valley Bstg. Corp. (WTHI-AM-FM), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 464 ft., above ground 549 ft. Estimated construction cost \$468,737, first year operating cost \$256,864, revenue \$250,000. Post Office address: 120 S. Seventh Street, Terre Haute, Ind. Studio and transmitter location: 120 S. Seventh Street, Terre Haute. Geographic coordinates: 39° 27' 54" N. Lat., 87° 24' 24" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George C. Davis, Washington. Principals include President Anton Hulman Jr. (81.65%), Vice President-Treasurer J. R. Cloutier (13.35%) and Secretary Lester C. Powa.

CEDAR RAPIDS, Iowa—The Gazette Co. (KCRG), VHF Ch. 9 (186-192 mc); ERP 35.5 kw visual, 17.8 kw aural; antenna height above average terrain 343 ft., above ground 334 ft. Estimated construction cost \$200,049, first year operating cost \$190,000, revenue \$210,000. Post Office address: 500 Third Avenue, SE, Cedar Rapids, Iowa. Studio and transmitter location: South of US 30, 6 miles E. of Cedar Rapids. Geographic coordinates: 41° 58' 21" N. Lat., 91° 32' 04" W. Long. Transmitter Dumont, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer E. C. Paige, Washington. Principals include President-General Manager James N. Faulkes (16.3%), Vice President-Secretary J. F. Hladky and Treasurer Louis J. Nilles.

DES MOINES, Iowa—Independent Broadcasting Co. (KIOA), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 643.5 ft., above ground 739 ft. Estimated construction cost \$471,872, first year operating cost \$535,000, revenue \$552,000. Post Office address % Ralph Atlass, 400 N. Michigan Ave., Chicago. Studio location W. 10th and Mulberry Sts., Des Moines. Transmitter location W. 10th and Mulberry Sts. Geographic coordinates 41° 35' 00" N. Lat., 93° 37' 37" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include President-Treasurer Ralph L. Atlass (65.99%), president-treasurer and general manager of WIND Chicago and director WMCA New York; Secretary John T. Carey (6.53%), vice president-secretary WIND; Director David J. Winton (9%), board chairman of Winton Lumber Co. and The Pas Lumber Co., Minneapolis; Director Charles J. Winton Jr. (9%), president of lumber firms and Wilhelmina M. Harre (5.41%).

SIOUX CITY, Iowa—Perkins Bros. Co. (KSCJ), VHF Ch. 4 (66-74 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 577 ft., above ground 519 ft. Estimated construction cost \$290,235, first year operating cost \$200,000, revenue \$225,000. Post Office address: P.O. Box 118, Sioux City, Iowa. Studio and transmitter location: Hilltop just N. of 46th and Polk Streets, Sioux City. Geographic coordinates: 42° 33' 05" N. Lat., 96° 22' 00" W. Long. Transmitter Dumont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President W. R. Perkins (24.40%) and Vice President-Secretary Clara P. Sammons (30.62%).

HUTCHINSON, Kan.—Hutchinson TV Inc. VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 59 kw aural; antenna height above average terrain 624 ft., above ground 574 ft. Estimated construction cost \$366,500 first year operating cost \$275,000 revenue \$300,000. Post Office address 601 Wolcott Bldg. Hutchinson. Studio and transmitter location Hutchinson. Geographic coordinates 38° 09' 05" N. Lat., 97° 57' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President W. D. P. Carey (10%), lawyer and holds stock and offices in a variety of other interests; Vice President J. H. Child

(7%), secretary-treasurer and holds interest in six automobile dealer concerns; Secretary R. E. Dillon (10%), holds offices and owns stock in a variety of financing interests and others; Treasurer John P. Harris (13%) and Sidney F. Harris (10%) holds offices and owns stock in several newspapers in Kansas and Iowa; James A. Davis is president and owns stock in six automobile dealer firms; Howard J. Carey (6%) is president of Carey Salt Co., Hutchinson, and owns stock and holds offices in several other interests; Charles E. Carey (5%) is president of Central Fibre Products Co. Inc., Quincy, Ill., and owns stock and holds office in several other interests; K. T. Anderson (23%) is engaged in the cattle business and owns stock and holds offices in several other interests; L. T. Child (7%) is vice president and holds 11 1/2% of stock in six automobile dealer firms.

HUTCHINSON, Kan.—The Nation's Center Bstg. Co. (KWBB), VHF Ch. 12 (204-210 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 295 ft., above ground 341 ft. Estimated construction cost \$176,257, first year operating cost \$120,000, revenue \$120,000. Post Office address: P.O. Box 1026, Hutchinson, Kansas. Studio and transmitter location: Harding & 17th Avenue West. Geographic coordinates: 38° 04' 22" N. Lat., 97° 57' 53" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner is Bess Marsh Wyse.

MANHATTAN, Kan.—Kansas State College of Agriculture & Applied Science (KSAC), VHF Ch. 8* (180-186 mc); ERP 52 kw visual, 26 kw aural; antenna height above average terrain 452 ft., above ground 273 ft. Estimated construction cost \$362,624, first year operating cost \$332,800, no revenue non-commercial educational station. Post Office address: Kansas State College, Manhattan, Kansas. Studio location: Kansas State College Campus. Transmitter location: 2.9 miles NW of Manhattan, Kansas. Geographic coordinates: 39° 13' 31" N. Lat., 96° 37' 10" W. Long. Transmitter GE, antenna GE. Consulting engineer R. G. Kloeffer, Dept. of Electrical Engineering, Kansas

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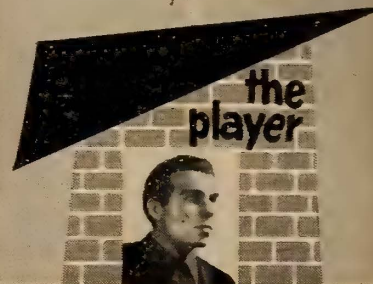
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State College. Applicant is Kansas State college which operates KA2XBD, experimental TV broadcast station. College president is James A. McCain.

† **PITTSBURG, Kan.**—Pittsburg Bestg. Co. Inc. (KOAM) VHF Ch. 7 (174-180 mc); ERP 105.0 kw visual, 52.5 kw aural; antenna height above average terrain 540 ft., above ground 574 ft. Estimated construction cost \$300,323, first year operating cost \$229,020, revenue \$237,890. Post Office address: P.O. Box 603, Pittsburg, Kan. Studio location: 4th & Broadway. Transmitter location: U.S. 69 at Lawton Road. Geographic coordinates: 37° 13' 40" N. Lat., 94° 42' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President E. V. Baxter (50%), Secretary Mrs. E. V. Baxter, Vice President Lester E. Cox (12½%), Vice President-Treasurer Lester Lee Cox (37½%).

WICHITA, Kan.—Taylor Radio & TV Corp. (KANS-KRUG) VHF Ch. 3 (60-66 mc); ERP 57.44 kw visual, 28.7 aural; antenna height above average terrain 500 ft., above ground 525 ft. Estimated construction cost \$576,452 first year operating cost \$624,000 revenue \$670,474. Post Office address 1015 North Broadway, Wichita. Studio and transmitter location 1015 North Broadway. Geographic coordinates 37° 42' 11" N. Lat., 97° 20' 08" W. Long. Transmitter RCA antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President O. L. Taylor (70.25%), Vice President Archie J. Taylor (10.04%), Vice President Byron W. Agle (4.46%), Secretary-Treasurer Fred A. Teed.

OWENSBORO, Ky.—Owensboro Pub. Co. (WOMI), UHF Ch. 14 (470-476 mc); ERP 184 kw visual, 92 kw aural; antenna height above average terrain 390 ft., above ground 424 ft. Estimated construction cost \$279,940, first year operating cost \$245,000, revenue \$255,500. Post Office address: 100-102 E. Third St., Owensboro. Studio and transmitter location Owensboro. Geographic coordinates 37° 44' 34" N. Lat., 87° 06' 57" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Lawrence W. Hager (27.2%), 40% of Owensboro Bestg. Co., licensee of WOMI-AM-FM Owensboro; 30.52% of Hager, Fuqua & Hager, partnership; Secretary-Treasurer W. Bruce Hager (16%), 40% of WOMI, 40% of Hager, Fuqua & Hager; Vice President George M. Fuqua (12%), 20% of WOMI, 20% of Hager, Fuqua & Hager; Mrs. Marlene Fuqua, (8%); Mrs. Anne H. Hagerman (8%) and Wilbur B. Hager (8%).

MONROE, La.—James A. Noe (KNOE), VHF Ch. 8 (180-186 mc); ERP 183 kw visual, 91.5 kw aural; antenna height above average terrain 739 ft., above ground 774 ft. Estimated construction cost \$331,920; first year operating cost \$214,690; revenue \$195,260. Post Office address: Bernhardt Building, Monroe, La. Studio location: Bernhardt Building, Monroe. Transmitter location: 22nd St. (0.4 mi. N. of U.S. 80). Geographic coordinates 32° 31' 37" N. Lat., 92° 06' 16" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Roberts & McInnis, Washington. Consulting engineer: McIntosh & Inglis, Washington. Sole owner is James A. Noe.

NEW ORLEANS, La.—James A. Noe (WNOE) VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,005 ft., above ground 1,045 ft. Estimated construction cost \$836,000; first year operating cost \$789,080; revenue \$784,519. Post Office address: St. Charles Hotel, New Orleans. Studio location: St. Charles Hotel, New Orleans. Transmitter location: 2.3 mi. E. of cutoff, S. of Miss. River. Geographic coordinates 29° 54' 38" N. Lat., 89° 56' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Roberts & McInnis, Washington. Consulting engineer: McIntosh & Inglis, Washington. Sole owner is James A. Noe.

NEW ORLEANS, La.—WSMB Inc. (WSMB), UHF Ch. 20 (506-572 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 580 ft., above ground 605 ft. Estimated construction cost \$351,900, first year operating cost \$288,000, revenue \$202,000. Post Office address: 901 Canal St., New Orleans. Studio location: 901 Canal St. Transmitter location: Behrman Highway. Geographic coordinates 29° 35' 15" N. Lat., 90° 02' 02" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Wash. Consulting engineer George C. Davis,



Planning Packers' broadcasts are (l to r) Russell J. Bogda and H. J. Bero, members of Packers' executive board; George Gill, assistant ad manager, Miller Brewing Co.; Gene Ronzani, Packers' head coach; Mr. Frechette, and John Torinus, Packers' executive board.

Wash. Principals include Pres. Gaston J. Dureau, pres. of Paramount Gulf Theatres which owns 50% of WSMB; Vice-Pres. H. M. Wheelahan, vice-pres. & gen. mgr. of WSMB; Vice-Pres. I. Newman, exec. vice-pres. of Maison Blanche Co. Dept. Store; Asst. Sec.-Treas. Carl F. Dixon, asst. secy. Paramount Gulf Theatres, asst. secy. WSMB; Asst. Secy. Robert H. O'Brien, sec.-treas. United Paramount Theatres; Asst. Sec. Leonard H. Goldenson, pres. United Paramount Theatres; H. J. Schwartz, pres. City Stores Co. which owns 50% of WSMB.

PITTSFIELD, Mass.—Greylock Bestg. Co. (WBK), UHF Ch. 64 (770-776 mc); ERP 1.32 kw visual, 0.713 kw aural; antenna height above average terrain 977.3 ft., above ground 120.6 ft. Estimated construction cost \$133,000; first year operating cost \$160,000; revenue \$170,000. Post Office address: 8 Bank Row, Pittsfield, Mass. Studio location: To be determined. Transmitter location: Osceola Mountain. Geographic coordinates 42° 23' 31" N. Lat., 73° 18' 37" W. Long. Transmitter GE, antenna GE. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer: James C. McNary, Washington. Principals include: President-Asst. Treasurer Leon Podolsky (51%) and Vice President-Treasurer Gardner S. Morse (49%).

EAST LANSING, Mich.—Michigan State Board of Agriculture (WKAR-AM-FM), UHF Ch. 60 (746-752 mc); ERP 243 kw visual, 122 kw aural; antenna height above average terrain 975 ft., above ground 1,034 ft. Estimated construction cost \$461,465; first year operating cost \$125,000; no revenue; non-commercial educational station. Studio location: Electrical Engineering Bldg. Transmitter location: 0.9 mi. E. and 1 mi. S. of Okemus on Dobie Road. Geographic coordinates 42° 42' 08" N. Lat., 84° 24' 51" W. Long. Transmitter GE, antenna GE. Legal counsel: Barnes & Nielson, Washington. Consulting engineer: William L. Foss Inc., Washington. Applicant Michigan State College, president of which is John A. Hanna.

MINNEAPOLIS, Minn.—Independent Bestg. Co. (WLOL), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 449 ft., above ground 500 ft. Estimated construction cost \$449,839, first year operating cost \$700,000, revenue \$1,014,000. Post Office address: c/o Ralph L. Atlass, 400 N. Michigan Ave., Chicago, Ill. Studio and transmitter location: 7th St. S and 4th Ave. S, Minneapolis. Geographic coordinates 44° 58' 38" N. Lat., 93° 15' 42" W. Long. Transmitter GE, antenna GE. Legal counsel: Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President-Treasurer Ralph L. Atlass (65.99%), Vice President Marvin L. Rosene, Secretary John T. Carey (6.53%), Assistant Secretaries Maurice Rosenfeld, Lloyd M. Hallett (0.74%) and Earl W. Pinck, David J. Winton (9%), Charles J. Winton Jr. (9%), Wilhelmina M. Harre (5.41%).

ROCHESTER, Minn.—Southern Minnesota Bestg. Co. (KROC), VHF Ch. 10 (192-198 mc); ERP 101.3 kw visual, 53.7 kw aural; antenna height above average terrain 620.5 ft., above ground 575.5 ft. Estimated construction cost \$241,162; first year operating cost \$115,000; revenue \$120,000. Post Office address: 100 First Avenue Building, Rochester. Studio and transmitter location: 2.8 mi. W. of Rochester on U.S. 14. Geographic coordinates 44° 01' 27" N. Lat., 92° 32' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Loucks, Zias, Young & Jansky, Washington.

Consulting engineer: Jansky & Bailey, Washington. Principals include: President Agnes P. Gentling (12.25%) and Vice President G. David Gentling (8.31%).

ST. CLOUD, Minn.—Granite City Bestg. Co. (WJON), VHF Ch. 7 (174-180 mc); ERP 23.36 kw visual, 11.68 kw aural; antenna height above average terrain 425 ft., above ground 466 ft. Estimated construction cost \$200,600, first year operating cost \$204,500, revenue \$175,250. Post Office address: 522 Lincoln Ave. SE. Studio and transmitter location: 522 Lincoln Avenue SE. Geographic coordinates 45° 33' 38" N. Lat., 94° 08' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President Max H. Lavine (89.5%), Vice President Frances H. Lavine (0.5%), and Secretary-Treasurer Roy H. Westman (10%).

JACKSON, Miss.—Lamar Life Bestg. Co. (WJDX), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 586

(Continued on page 48)

PACKERS' RIGHTS

Go To Wisconsin Network

EXCLUSIVE broadcasting rights to the 12 National Football League games of the Green Bay Packers have been granted to the Wisconsin Network Inc.

This was announced last week following the annual meeting of the network at Lake Geneva, Wis., June 24-25. Packers' football rights have been held by WTMJ Milwaukee for 23 seasons, it was added.

Directors were re-elected at a stockholders meeting. They were John Walter, WJPG Green Bay; A. H. Lange, KFIZ Fond du Lac; Sidney Blizz, WCLO Janesville and WGEZ Beloit; G. P. Richards, WHBL Sheboygan; Earl H. Huth, WHBY Appleton; W. C. Forrest, WIBU Poynette; Harold Newcomb, WRJN Racine and George T. Frechette, WFHR Wisconsin Rapids.

Following the stockholders meeting, the directors re-elected Mr. Walter president; Mr. Huth, vice president, and Mr. Frechette, secretary-treasurer and managing director. Network offices are at Wisconsin Rapids.

Broadcasting rights were granted after acceptance of sealed bids and proposals for coverage in the region.

Miller Brewing Co., Milwaukee, is to sponsor the series. Sixteen stations were used during the past two seasons, it was reported. Earl Gillespie, WEMP Milwaukee, is to handle the play-by-play.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

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Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Television Applications Filed at FCC

(Continued from page 47)

ft., above ground 479 ft. Estimated construction cost \$511,375, first year operating cost \$365,000, revenue \$340,000. Post Office address: Box 2171, Jackson. Studio location: Lamar Life Bldg., 315 E. Capitol St. Transmitter location: Red Hill, 3.4 mi. SE of Jackson. Geographic coordinates 32° 15' 48" N. Lat., 90° 06' 22" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Wash. Consulting engineer A. Earl Cullum, Jr., Dallas, Tex. Applicant is owned 100% by Lamar Life Insurance Co., licensee of WJDX there. Applicant will lease physical plant from parent firm.

MERIDIAN, Miss.—Southern Television Corp. (WTOK), VHF ch. 11 (198-204 mc); ERP 29.5 kw visual, 15.9 kw aural; antenna height above average terrain 622 ft., above ground 357 ft. Estimated construction cost \$177,948, first year operating cost \$102,000, revenue \$120,000. Post Office address: Citizens National Bank Bldg., Box 1771, Meridian, Miss. Studio and transmitter location: 1.8 mi. S. of Meridian on U.S. Highway 45. Geographic coordinates 32° 19' 40" N. Lat., 88° 41' 30" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Robert F. Wright (25.5%), Vice President William B. Crooks (12%), Secretary Thomas Y. Minniece (8.472%), Treasurer S. A. Rosenbaum (16.945%).

JOPLIN, Mo.—Air Time Inc. (KSWM), VHF ch. 12 (204-210 mc); ERP 10.6 kw visual, 5.3 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost \$143,401, first year operating cost \$100,000, revenue \$100,000. Post Office address: 1928 W. 13th St., Joplin, Missouri. Studio and transmitter location: 1928 W. 13th Street, Joplin, Missouri. Geographic coordinates 37° 04' 45" N. Lat., 94° 32' 9.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel None. Consulting engineer Austin A. Harrison, Joplin, Mo. Principals include President Austin A. Harrison (50%), Vice President Herbert Van Fleet (1.65%), Secretary-Treasurer Eleanor F. Harrison (46.7%).

† **ST. LOUIS, Missouri**—KWK Inc. (KWK), VHF ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 520 ft. Estimated construction cost \$594,000, first year operating cost \$1,094,424, revenue \$1,300,000. Post Office address: 1215 Cole Street, St. Louis 6, Missouri. Studio and transmitter location: 1215 Cole Street. Geographic coordinates 38° 38' 10" N. Lat., 90° 11' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President-Treasurer Robert T. Convey (45.61%), Vice President-Secretary Roy E. Dady (1.85%) and Vice President V. E. Carmichael (0.61%). St. Louis Globe-Democrat has 27.27% interest in applicant.

† **ST. LOUIS, Mo.**—KKOK Inc. (KKOK-AM-FM), VHF ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 547 ft., above ground 583 ft. Estimated construction cost \$553,802; first year operating cost \$700,000; revenue \$950,000. Post Office address: 800 N. Twelfth

Bldg., St. Louis 1. Studio location: 800 N. 12th St., St. Louis. Transmitter location: Boatmen's Bank Bldg., 314 N. Broadway, St. Louis. Geographic coordinates 38° 37' 40" N. Lat., 90° 11' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel: George O. Sutton, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President Elzey Roberts (79.25%), Vice President John C. Roberts (10.70%), Vice President-Secretary Elzey M. Roberts Jr. (0.0125%), General Manager Chester L. Thomas (0.0125%), Asst. Manager Aubrey D. Reid (0.0125%) and Isabella Wells Roberts (10%). Figures represent common stock.

† **LINCOLN, Neb.**—Cornbelt Bestg. Corp. (KFOR), VHF ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 248 ft., above ground 323 ft. Estimated construction cost \$300,781; first year operating cost \$170,000; revenue \$150,000. Post Office address: Stuart Bldg., Lincoln 8, Nebraska. Studio and transmitter location: 48th & Vine Streets. Geographic coordinates 40° 49' 30" N. Lat., 96° 39' 19" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Beghtol & Rankin, Lincoln, Nebraska. Principals include: President James Stuart, Executive Vice President George T. Bastian, Vice President George K. Smith and Secretary J. Lee Rankin.

OMAHA, Neb.—Herald Corp., VHF ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 869 ft., above ground 949 ft. Estimated construction cost \$838,239; first year operating cost \$691,723; revenue \$811,668. Post Office address: 14th & Dodge Sts., Omaha 2. Studio location: 1318 Capitol Ave., Omaha, Neb. Transmitter location: Sec. 20, Twp. 15, Range 12, Douglas Co., Neb. Geographic coordinates 41° 15' 44" N. Lat., 96° 05' 49" W. Long. Transmitter GE, antenna GE. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President Henry Doorly, president and 4.06% owner of World Pub. Co., publisher of Omaha World-Herald and 100% owner of applicant firm; Vice President W. E. Christenson, vice president, 0.83% of World Pub.; Vice President Ben H. Cowdery, vice president, 1.25% of World Pub., and Treasurer Jewell Hargleroad, secretary-treasurer, 0.26% of World Pub.

† **ALBANY, New York**—Hudson Valley Bestg. Co., Inc. (WROW-AM-FM), UHF ch. 41 (632-638 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1160 ft., above ground 323 ft. Estimated construction cost \$365,474, first year operating cost \$229,660, revenue \$250,000. Post Office address: 248 State Street, Albany. Studio location: 248 State Street, Albany. Transmitter location: Side of Mt. Heldberg, 2 miles W. of New Scotland. Geographic coordinates 42° 37' 20" N. Lat., 74° 00' 38" W. Long. Transmitter GE, antenna GE. Legal counsel: D. F. Prince, Washington. Consulting engineer: McIntosh & Inglis, Washington. Principals include President John J. Quinlan (11.5%), Treasurer Louis H. Gross (11.5%), Vice President Hyman Abrahms (7.2%), Executive Vice Presi-

dent Harry L. Goldman (11.4%) and Secretary Hyman Rosenblum (11.4%).

BINGHAMTON, N. Y.—Southern Tier Radio Service Inc. (WINR), UHF ch. 40 (626-632 mc); ERP 188 kw visual, 98 kw aural; antenna height above average terrain 566 ft., above ground 405 ft. Estimated construction cost \$245,714, first year operating cost \$202,625, revenue \$212,000. Post Office address: 58 Exchange St., Binghamton. Studio location: 58 Exchange St., Binghamton. Transmitter location: Hiner Rd., Kirkwood, N. Y. Geographic coordinates 42° 06' 53" N. Lat., 75° 51' 16" W. Long. Transmitter GE, antenna GE. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include President Donald W. Kramer (10%), Vice President E. R. Vadeboncoeur (2.65%), Secretary Donald J. Duval (9.28%), Treasurer Neldon L. Kidd (12.63%), A. G. Belle Isle (6.67%), Thomas W. Rourke (6.67%), Lewis C. Ryan (9.72%), James W. Colella (5%), Samuel M. Allerton (8.57%), George R. Ives, executor of estate of Robert E. Kelly, deceased, for beneficiaries Eileen and Patricia Kelly (8.57%) and Laura A. MacClary (5.75%).

† **ELMIRA, N. Y.**—Corning Leader Inc. UHF ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural; antenna height above average terrain 783 ft., above ground 324 ft. Estimated construction cost \$236,270, first year operating cost \$144,000, revenue \$192,000. Post Office address: 114 Walnut St., Corning, N. Y. Studio and transmitter location: 3.5 mi. WNW of Elmira Post Office. Geographic coordinates 42° 06' 20" N. Lat., 76° 52' 17" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President William Allen Underhill (50%), 50% of Elmira-Corning Bestg. Corp., licensee of WELM Elmira and WCLM-AM-FM Corning; Vice President Edwin Stewart Underhill III, asst. secretary of Elmira-Corning Bestg. Corp.; Secretary Matthew F. Carney Jr., Treasurer Edwin Stewart Underhill Jr. (50%), president & 50% owner of Elmira-Corning Bestg. Corp. Asst. Treasurer Mary M. King, asst. treasurer of Elmira-Corning Bestg. Corp.

† **ROCHESTER, N. Y.**—Veterans Broadcasting Co. (WVET), UHF ch. 10 (192-198 mc); ERP 26.2 kw visual, 13.95 kw aural; antenna height above average terrain 450 ft., above ground 325 ft. Estimated construction cost \$176,000, first year operating cost \$230,000, revenue \$315,000. Post Office address: Ervin F. Lyke, 17 Clinton Ave. South, Rochester 4. Studio location: 17 Clinton Ave. South. Transmitter location: Pineapple Hill, Brighton, N. Y. Geographic coordinates: 43° 08' 02" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna GE. Studio equipment, GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Stock is owned and subscribed by more than 100 persons, including Ervin F. Lyke, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; Paul C. Louthier, vice president 1.54%; Grantier Neville, attorney, secretary 0.76%; and Harold Carson, 1.2% owner KCOC Hamilton and 16.66% owner in CJVI Victoria and CKWX Vancouver, 1.61%.

TROY, New York—Troy Broadcasting Co. Inc. (WTRY), UHF ch. 23 (524-530 mc); ERP 12.0 kw visual, 7.0 kw aural; antenna height above average terrain 927 ft., above ground 189 ft. Estimated construction cost \$343,642, first year operating cost \$175,000, revenue \$110,000. Post Office address: 92 Fourth Street, Troy, New York. Studio location: 92 4th Street, Troy, New York. Transmitter location: Helderberg Mts., New Scotland Township. Geographic coordinates 42° 37' 58" N. Lat., 73° 59' 35" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Harry C. Wilder, president; Thomas W. Rourke, Vice President; Edward M. Sleighel, Treasurer; Samuel E. Aronowitz, Secretary.

† **CHARLOTTE, N. C.**—The Bestg. Co. of the South (WIST), VHF ch. 9 (186-192 mc); ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 814 ft., above ground 829 ft. Estimated construction cost \$663,169, first year operating cost \$500,000, revenue \$400,000. Post Office address: 112 South Tryon Street, Charlotte, N. C. Studio location: 112 South Tryon St. Transmitter location: 0.55 mi. W. of Charlotte to Derita Rd. 6 mi. from Charlotte city limits. Geographic coordinates 35° 17' 00" N. Lat., 80° 48' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson,

GENTLE APPROACH

WNMP Plugs Conservatism

WNMP Evanston, Ill., is asking its classical music audience to show appreciation for "conservative" commercials by buying WNMP sponsors' products.

To accentuate the difference between WNMP's "brief, quiet, conservative" sales approach, the station has aired fictitious "blatant, hard-driving" commercials. After showing the contrast, WNMP tells its listeners that if they approve of quiet commercials, buy our sponsors' products.

Samples of WNMP's version of blatant commercials:

"Have-A-Time Wine is better than new—just one sip will tell you why it outsells all other wines put together in a large vat.

"Fanny Grope-Up has a new magic reducing formula that she's imported from the continental shores of Iceland. . . This wonder wafer contains everything you need for a proper day's diet—bread and water."

Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President B. Calhoun Hipp (13.6%), Vice President-Treasurer F. M. Hipp (13.6%), Vice President H. N. Hipp (13.6%), and Vice President G. Richard Shafto (1.2%).

† **DURHAM, N. C.**—Durham Broadcasting Enterprises Inc. (WTIK), VHF ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 523 ft. above ground 500 ft. Estimated construction cost \$436,000, first year operating cost \$240,000, revenue \$350,000. Post Office address: P. O. Box 2009, Durham. Studio location: W. Chapel Hill and Duke St. Transmitter location: W. Chapel Hill and Duke St. Geographic coordinates 35° 59' 40" N. Lat., 78° 54' 35" W. Long. Transmitter DuMont, antenna DuMont. Studio equipment DuMont. Legal counsel: Frank U. Fletcher, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include Harmon L. Duncan, president-treasurer (25%), Virginia D. Duncan, assistant treasurer (25%), J. Floyd Fletcher, vice president - secretary (49.99%), and Mildred M. Fletcher, assistant secretary (0.01%). If TV is granted, stockholders will be increased to about 70, with present group retaining about 60% interest. Mr. Duncan is sole owner of WHIT New Bern, N. C.

† **WINSTON-SALEM, N. C.**—Mary Pickford Rogers, VHF ch. 12 (204-210 mc); ERP 117 kw visual, 58.5 kw aural; antenna height above average terrain 660 ft., above ground 574 ft. Estimated construction cost \$372,778, first year operating cost \$200,000, revenue \$250,000. Post Office address: 1143 Summit Drive,

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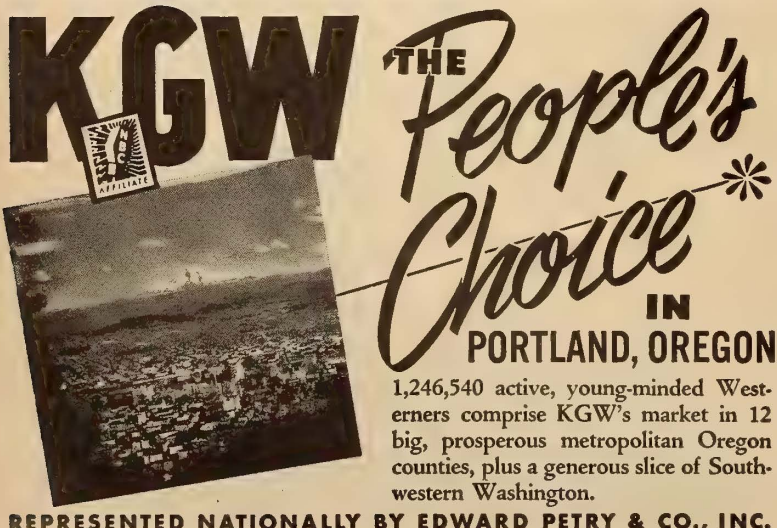
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Beverly Hills, California. Studio location: to be determined. Transmitter location: near Walkerton. Geographic coordinates: 36° 10' 00" N. Lat., 80° 08' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Sole owner is Mary Pickford Rogers, president Comet Productions Inc. and Triangle Productions Inc. and 25% owner of United Artists Corp.

† **WINSTON-SALEM, N. C.**—Piedmont Pub. Co. (WSJS-AM-FM), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 500 ft., above ground 490 ft. Estimated construction cost \$544,553, first year operating cost \$400,000, revenue \$450,000. Post Office address: 419-421 N. Spruce Street, Winston-Salem. Transmitter location: U. S. 421, 7 miles E. of Winston-Salem. Geographic coordinates: 36° 08' 00" N. Lat., 80° 07' 45" W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk Blume, New York. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer Gordon Gray (100%). Vice President William K. Hoyt, Vice President W. Harold Essex and Secretary William Pendleton Sandridge.

WINSTON-SALEM, N. C.—Winston-Salem Bestg. Co. (WTOB), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 363 ft., above ground 344 ft. Estimated construction cost \$412,093, first year operating cost \$329,040, revenue \$341,120. Post Office address: 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location: North Carolina Route 150. Geographic coordinates: 36° 05' 54" N. Lat., 80° 07' 23" W. Long. Transmitter: DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President James W. Coan (30%), Secretary-Treasurer John G. Johnson (30%), Vice President Robert V. Brawley (20%) and Asst. Secretary Archibald Craige (20%).

† **AKRON, Ohio**—Summit Radio Corp. (WAKR-AM-FM), UHF Ch. 49 (680-686 mc); ERP 145 kw visual, 72.5 kw aural; antenna height above average terrain 319 ft., above ground 434 ft. Estimated construction cost \$352,755, first year operating cost \$165,300, revenue \$175,000. Post Office address: 106 S. Main St., Akron. Studio and transmitter location: 106 S. Main St., Akron. Geographic coordinates: 41° 04' 56" N. Lat., 81° 31' 07" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President S. Bernard Berk, Vice President Roger G. Berk, Secretary-Treasurer Viola G. Berk; Beacon Journal Pub. Co. (45%).

LORAIN, Ohio—The Lorain Journal Co. (UHF Ch. 31 (572-578 mc); ERP 94 kw visual, 47 kw aural; antenna height above average terrain 410 ft., above ground 436 ft. Estimated construction cost \$358,300, first year operating cost \$295,000, revenue \$315,000. Post Office address: 205 7th Street, Lorain. Studio and transmitter location: 1100 ft. South of 2500 Colorado Avenue. Geographic coordinates 41° 27' 41" N. Lat., 82° 08' 43" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes &

Culver, Washington. Principals include President-Treasurer I. Horvitz (99.7%), president and 99.6% owner Mansfield Journal Co., president and 99.7% owner Lorain Journal Co.; S. A. Horvitz, vice president (0.1%), also vice president and 0.1% owner of the Mansfield Journal Co. and the Lorain Journal Co.

MUSKOGEE, Okla.—Tulsa Bestg. Co., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 707 ft. Estimated construction cost \$613,265, first year operating cost \$294,400, revenue \$347,000. Post Office address: 1850 South Boulder, Tulsa. Studio location: 15 E. Broadway, Muskogee, Okla. Transmitter location: Stone Bluff Twp., Wagoner Co., Okla. Geographic coordinates: 35° 51' 43" N. Lat., 95° 46' 01" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President John T. Griffin (56.5%), president, 49% common stock of Griffin Grocery Co., Muskogee; president, 49.5% common stock of Griffin Grocery Co. of Arkansas; president, 48% common stock of Denison Peanut Co., Muskogee; president, 54.5% common stock of Western Hardware Corp., Muskogee; president of applicant, licensee of KTUL-AM-FM Tulsa and KPFW-AM and KPFA-FM Fort Smith, Ark.; president, 57½% of common stock KOMA Inc., licensee of KOMA-AM-FM Oklahoma City; president, 53.58 common stock of Griffin Investment Co., Muskogee; president Griffin Foundation, a benevolent and charitable corporation, noncapitalized. Marjory Griffin (39.45%), holds average of 39-40% of common stock in each of above-mentioned firms.

† **OKLAHOMA CITY, Okla.**—KOMA Inc. (KOMA-AM-FM), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 887 ft., above ground 924 ft. Estimated construction cost \$676,152, first year operating cost \$500,000, revenue \$550,000. Post Office address: 228 W. Grand St., Oklahoma City. Studio and transmitter location: NE 75th St. & Highway 66 (7601 Lincoln Blvd.). Oklahoma City. Geographic coordinates 35° 32' 50" N. Lat., 97° 29' 45" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President John T. Griffin (54.9206%), Vice Presidents Bryan Cole (0.3174%) and James C. Leake (1.9047%), Vice President-General Manager J. J. Bernard, and Secretary-Treasurer (0.3174%), Marjory Griffin Leake (37.7777%).

HARRISBURG, Pa.—WABX Inc. (WABX-FM), UHF Ch. 71 (812-818 mc); ERP 166.8 kw visual, 90.45 kw aural; antenna height above average terrain 313.2 ft., above ground 432.9 ft. Estimated construction cost \$298,988, first year operating cost \$44,850, revenue \$70,000. Post Office address: 111 Blackberry St., Harrisburg. Studio and transmitter location: 2107 N. Sixth St., Harrisburg. Geographic coordinates 40° 16' 00" N. Lat., 75° 52' 00" W. Long. Transmitter GE, antenna GE. Consulting engineer H. O. Bishop, Harrisburg, Pa. Principals include President H. O. Bishop (50%), Vice President W. T. Wright (50%) and Secretary-Treasurer Hasbrouck S. Wright.

HARRISBURG, Pa.—WHP Inc. (WHP-AM-FM), UHF Ch. 33 (584-590 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 919 ft., above ground 160 ft. Estimated construction cost \$362,000, first year operating cost \$435,000, revenue \$550,000. Post Office address: 216 Locust St., Harrisburg. Studio location: 216 Locust St., Harrisburg. Transmitter location on Blue Mtn., near Harrisburg. Geographic coordinates 40° 20' 44" N. Lat., 76° 52' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer E. J. Stackpole, Vice President A. H. Stackpole, Secretary-Asst. Treasurer Bowman A. Brown, Vice President A. K. Redmond (3.5%), The Telegraph Press (96.5%).

HARRISBURG, Pa.—Kendrick Bestg. Co. Inc. (WHGB), UHF Ch. 27 (548-554 mc); ERP 109.8 kw visual, 62.15 kw aural; antenna height above average terrain 947 ft., above ground 246.5 ft. Estimated construction cost \$246,730, first year operating cost \$250,000, revenue \$200,000. Post Office address: 112 Market St., Harrisburg. Studio location: 112 Market St., Harrisburg. Transmitter location: 2 mi NE of Ft. Hunter, Pa. Geographic coordinates 40° 20' 43" N. Lat., 76° 52' 06" W. Long. Transmitter

DuMont, antenna RCA. Legal counsel Hennessey, Segal, Smith & Hennessey, Washington. Consulting engineer George P. Adair. Principals include President-Treasurer Herbert Kendrick (50%), Vice President-Secretary Roger W. Clipp; Triangle Pub. Inc. owns other 50%.

† **WILKES-BARRE, Pa.**—Louis G. Baltimore (WBRE-AM-FM), UHF Ch. 28 (554-560 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 1,223 ft., above ground 426 ft. Estimated construction cost \$438,572, first year operating cost \$340,000, revenue \$379,000. Post Office address: 62 South Franklin St., Wilkes-Barre. Studio and transmitter location: 4.5 miles SE of Wilkes-Barre on Wyoming Mt. Geographic coordinates 41° 11' 55.5" N. Lat., 75° 49' 05.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Willard M. Garrison, Washington. Sole owner is Louis G. Baltimore.

† **WILLIAMSPORT, Pa.**—WRAC Inc. (WRAC-AM-FM), UHF Ch. 36 (602-608 mc); ERP 20.6 kw visual, 10.3 kw aural; antenna height above average terrain 1,281 ft., above ground 242 ft. Estimated construction cost \$137,700, first year operating cost \$50,000, revenue \$70,000. Post Office address: 244 W. Fourth St., Williamsport. Studio location: 244 W. Fourth St., Williamsport. Transmitter location: N. White Deer Ridge Rd., near Williamsport. Geographic coordinates: 41° 11' 21" N. Lat., 76° 58' 53" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President E. N. Case, Vice Presidents Margarette T. Steele (3.8%) and John E. Person, Treasurer W. Van Person and Secretary-Asst. Treasurer George E. Joy (1.3%), Sun-Gazette Co. (66.6%); West Branch Bank & Trust Co. (27%).

PROVIDENCE, R. I.—Cherry & Webb Bestg. Co. (WPRO), VHF Ch. 12 (204-210 mc); ERP 26.7 kw visual, 13.4 kw aural; antenna height above average terrain 510.8 ft., above ground 457 ft. Estimated construction cost \$1,012,991, first year operating cost \$530,000, revenue \$600,000. Post Office address: 24 Mason Street, Providence 2, Rhode Is-

land. Studio location: 24 Mason Street. Transmitter location: Neutaconkanut Hill near highway 14, near Providence. Geographic coordinates 41° 48' 12" N. Lat., 71° 28' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer James C. McNary, Washington. Principals include President William S. Cherry Jr. (44.9%), Vice President Anna Cherry Gross (44.9%) and Treasurer Charles W. Knowles (10.2%).

COLUMBIA, S. C.—Palmetto Radio Corp. (WNOK), UHF Ch. 67 (788-794 mc); ERP 63 kw visual, 35.5 kw aural; antenna height above average terrain 494 ft., above ground 420 ft. Estimated construction cost \$253,246, first year operating cost \$266,000, revenue \$266,000. Post Office address: Hotel Jefferson, P. O. Box 5307, Columbia, S. C. Studio location: 1811 Main St. Transmitter location: 1819 Main St. Geographic coordinates: 34° 00' 34" N. Lat., 81° 02' 18" W. Long. Transmitter DuMont, antenna GE. Legal counsel: Ernest W. Jennes, Covington & Burling, Washington. Consulting engineer: Robert E. L. Kennedy (Kear & Kennedy), Washington. Principals include President Samuel Litman (20%), Vice President J. W. Lindau III (20%), Treasurer W. Croft Jennings (20%) and Secretary Carlisle Roberts (20%).

SPARTANBURG, S. C.—The Spartan Radiocasting Co. (WORD), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft., above ground 205 ft. Estimated construction cost \$376,671, first year operating cost \$430,470, revenue \$494,258. Post Office address: 291 East Main Street, Spartanburg, S. C. Studio location: 291 East Main Street. Transmitter location: Hogback Mountain, SW of Tryon, N. C. Geographic coordinates: 35° 10' 10" N. Lat., 82° 17' 29" W. Long. Transmitter, DuMont, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Walter J. Brown (39%) and Secretary-Treasurer D. S. Burnside (5.1%).

† **STIOUX FALLS, S. D.**—Midcontinent Bestg. Co. (KELO), VHF Ch. 11 (198-

(Continued on page 56)

THE QUILL

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WITH TOP RATINGS LIKE THESE:

- ★ DALLAS-FT. WORTH 55.0*
Highest rated show—all hours—all days—all week.
- ★ ATLANTA 28.8*
Highest rated show Friday night. Tops all non-network shows all nights.
- ★ TOLEDO 51.5*
Highest rated show Thursday night. Tops all non-network shows all nights.
- ★ CHARLOTTE 59.5*
2nd Highest rated show Thursday night. Tops all non-network shows all nights.
- ★ DETROIT 28.0*
2nd Highest rated show Thursday night on all 3 stations.
- ★ BOSTON 32.0*
2nd Highest rated show Saturday night all stations.

*All Ratings Taken From
"Videodex"





Platform

INCONSISTENCY is not a rare quality among politicians, but no more flagrant case of it could be imagined than that exhibited in the welcome being accorded to broadcasting at the Republican convention this week by the same men who were a party to its ostracism from the important National Committee session on disputed delegations last Tuesday.

If radio and television can be trusted to cover the national conventions themselves, at one of which the next President of the United States will be picked, there is no valid argument that they cannot be equally trusted to report such an important preliminary as the committee meeting, to which the press was given full access.

One cannot avoid the suspicion that the politicians' attitudes toward television are founded almost exclusively in self-interest. They are eager to participate in any television program which, they believe, will make them look good. If, however, the presence of such a faultless reporter is apt to make them look bad, well, there's only one thing to do: Kick out the reporter.

This basic attitude toward broadcasting underlay the ban against radio and television in the House and the attempt to ban it from the Senate. The old-line leaders of the majority party have feared that the televising of some government sessions would make the opposition look good.

Broadcasters must come to grips with this problem. A good way to start would be to urge both the Republicans and Democrats to include in their platforms a plank advocating freedom of access, equal to that enjoyed by the press, for radio and television.

It is time that politicians were made to quit courting broadcasting when it serves their personal purposes and kicking it out the door when it doesn't.

TV's Cimarron

IT WOULD APPEAR as if the TV dopesters, in and out of government, were all wrong. Instead of the 1,500 to 2,000 applications for new TV stations anticipated by July 1 the count is much, much less.

Instead of a stampede for assignments on the 70 UHF channel assignments, most openings now go begging. Instead of the quest for the 242 channels reserved for education, there are about a dozen applications on hand, in varying states of unreadiness.

July 1, of course, is a theoretical deadline. It simply triggers the processing of applications on hand. The FCC did not "freeze" the opportunity to file for facilities or to seek modifications.

What caused this crossing up of the so-called "dope"? Why the dearth of UHF applications? Where's all the "new money" that was to enter TV in the hundreds of millions?

The answers can be surmised only. First UHF is suffering from the FM experience regarded, rightly or wrongly, as a fiasco. The UHF situation is precisely the reverse of what transpired in FM. There, the FCC crammed FM down the throats of broadcasters. But the public, in sufficient numbers, wouldn't convert, adapt or switch over to another aural service. In UHF, while the FCC is encouraging its use, prospective applicants are disposed to let George do the pioneer-

ing. It's our prediction that UHF applications will pick up gradually—as stations go on the air and provide acceptable service, notably in non-intermixed VHF-UHF areas or in those with but one or two VHF assignments.

Much of that "new money" has gone into hiding to await developments. Only a small percentage of the new applications are from organizations not now in radio, again supporting our thesis that television is the heritage of the broadcaster—the same business with sight added.

We have no doubt that the primary reason for the dampened ardor of the newcomers is the experience of stations in such markets as New York, Los Angeles and let's say, Atlanta. New York has seven stations, of which at least three aren't making money. Los Angeles has seven and it's reported that four are in the red. Atlanta has three and one is running a deficit. Certainly this isn't the key to the mint.

There's going to be lots of investment in TV in the years ahead. The public will put billions into receivers. Invested capital in transmitters will run into the hundreds of millions. It will be a good business. But it isn't going to make many new millionaires anytime soon. All of which is healthy.

Television should profit by the errors of its radio contemporary, which, more and more is destined to become its blood-brother—not its competitor unto the end. Rates will be pegged in ratio to costs and a reasonable return (which wasn't done in radio). The very fact that a TV stampede hasn't materialized indicates that some modicum of prudence and economic reasoning has developed.

At Last

EXCEPT for its regrettable failure to relieve broadcasters of the political broadcast dilemma, the final version of the McFarland Bill strikes us as a remarkably healthy piece of legislation, considering the bureaucratic jostlings it had to survive in its long and sometimes disagreeable gestation period.

It is a pity that a major revision of the Communications Act would be made without the complete overhauling of the section on political broadcasting, which leaves the broadcaster in the be-damned-if-he-does and be-damned-if-he-doesn't position of being unable to censor a speech to protect himself from libel.

Though the Horan amendment which was added to the bill in the House was not entirely satisfactory, it still would have been better than no protection at all, especially in this feverish election year. Its section providing immunity from libel having been stricken, there is no chance now for immediate relief.

Most of the objectionable features contained in the House version which was passed a fortnight ago were eliminated in the final bill brought out by the Senate-House conference committee, an achievement due in very great measure to Sen. Ernest W. McFarland, whose baby it is.

Other sections included in both the original House and Senate versions could well have come out or been changed, but none of these is of serious nature. We should have liked to see retained the House version section prohibiting the FCC from discriminating against newspaper applicants for broadcasting licenses, but practically speaking, we must concede that this was probably a necessary excision, since the White House had let it be known that the President would veto a bill that included that measure.

On the whole it looks as though the bill, which is the first important modernization of the Communications Act since it was passed in 1934, is one that broadcasters can live with.



our respects to:



JOHN QUALE CANNON

EVERYBODY around Salt Lake City knew that young John Cannon, third generation of Cannons in the *Deseret Evening News* organization, would grow up to be a newspaperman just like his father and grandfather. After all, Grandfather Cannon was one of the famed journal's founders and John's father was editor. The youngest Cannon worked in his spare time as a reporter on the city room staff while majoring in English and economics at the U. of Utah.

Unfortunately for the *News*, but fortunately for RCA, which has just elected him secretary, the string of succession was broken because of his intense liking for law. After three years at the university he shifted to his chosen field. He shifted scenes, too, moving to Washington, D. C., where he was graduated in 1928 from George Washington U. with an LL.B degree.

Armed with some journalistic experience and the legal degree, John Cannon found an outlet for both at the *United States Daily*, now the *United States News & World Report*. At that time the *Daily* printed major government news, enjoying wide recognition as an official information source despite its private operation by David Lawrence under foundation sponsorship. The publication gave Mr. Cannon a chance to flex his legal muscles by reporting actions by all major courts in the nation. The legal operation later became the *U. S. Law Week*.

The call of government was strong, however, for he had been assistant secretary of the Public Buildings Commission prior to graduation, and also had been a business specialist at the Bureau of Standards. From the *Daily* he moved to the Civil Service Commission, remaining 13 years with the exception of one year as personnel director of the Securities & Exchange Commission.

At the Civil Service Commission he held a number of positions as he moved up the line. These included principal legal examiner, legal adviser and chief law officer. In the last-named post he was in charge of enforcing the controversial Hatch Act, the federal law curtailing political activities of government workers.

The Commission's job of running the world's largest personnel agency gave Mr. Cannon an insight into the problems of selecting and grading people. His Commission achievements came to the attention of the White House and he was appointed by President Franklin D. Roosevelt to serve on the President's board of Legal Examiners which

(Continued on page 55)

Serving the Community Well* without regard for reward rewards the servant richly with the Community's Regard

***Recent Telecasts in the Community Interest:**

EXPERIMENTAL TELECASTS OF MINNEAPOLIS SYMPHONY: The series earned a Pulse rating of 19 . . . on Saturday afternoons!

FIRST PUBLIC SCHOOL INSTRUCTION ON TELEVISION: When a janitors' strike closed schools during a winter semester . . . children watched teachers on TV, worked out lessons, sent them in. First such instruction in the United States. Entire programs planned and executed by school system. We supplied Channel 4 and technicians.

A MILE-LONG CHRISTMAS GREETING SCROLL TO JAPANESE SCHOOL CHILDREN: St. Paul and Minneapolis boys and girls were sold the idea just before Christmas. Whole schools were televised signing the scroll . . . which was flown to Tokyo.

TELEVISION USED FOR MASS INDUCTION OF 20,000 MEMBERS OF SCHOOL PATROL: Police officials conducted ceremony while school patrol units took oath watching the TV screen in schools.

*There's always more
on Channel 4!*

WTCN

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS



ST. PAUL
MINNEAPOLIS

DIRECTORS GUILD

Elects Bliss President

TED BLISS, freelance, has been elected president of Hollywood Local of the Radio and Television Directors Guild (AFL). He succeeds Max Hutto, NBC radio.

Kingman Moore, NBC-TV, was named vice president. Elected secretary was Mikel Kane, CBS-TV. Gil Faust, freelance, was named treasurer. Elected to the national board of directors were Ivan Green, freelance; Gordon Hughes, CBS Radio; Dick Mack, freelance and RTDG international president. Messrs. Hutto and Bliss also serve on the board.

New to the local's executive council are Elliott Lewis, freelance; Larry Robertson, ABC radio; Ed Hillie, NBC-TV; Robert Sheldon, ABC-TV.

CAB Adds Six Members

SIX Quebec province stations have been admitted to membership in the Canadian Assn. of Broadcasters, bringing the total of independent station members to 109. The new members are CJSO Sorel, CHAD Amos, CKRN Rouyn, CKVD Val d'Or, CKLS La Sarre and CHGB St. Anne de la Pocatiere. Membership of these French-language stations is due in part to increased CAB activities for French-language stations.

Hunting for the answer in St. Louis?



You'll find that LOW-low cost-per-thousand radio homes delivered makes

KWK the radio buy in St. Louis!

Aim your questions at your local Katz man. He has the answers!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY



HEAD-TABLE guests at organizational meeting of New England chapter, American Women in Radio & Television (l to r): Priscilla Fortescue, WEEI Boston; Connie Stackpole, Granite State Network, Manchester, N. H.; Heloise Parker Broeg, WEEI Boston, elected president of group; Doris Corwith, NBC, AWRT national president; Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president; Wynne Casey, WJOY Burlington, Vt.; Betty Stuart Smith, J. Walter Thompson Co.

front office



WALLY ENGLEHARDT, George W. Clark Inc., Chicago, station representative firm, to WPEO Peoria, Ill., as commercial manager July 15.

DAVE CARLISLE, WPTZ Philadelphia, to sales staff, WFIL same city.

JOE COFFIN, head of research, KLAC-TV Hollywood, transfers to sales as account executive. **AL FISCHLER**, account executive, Snader Telecriptions Sales Inc., Beverly Hills, to station in similar capacity.

KEITH TYE, commercial manager, KVER Albuquerque, N. M., to KXYZ-AM-FM Houston, Tex., on sales staff.

JAMES FOKES appointed sales service member of sales staff, WBTV (TV) Charlotte, N. C.

HOWARD WHEELER, account executive, KHJ Hollywood, shifts to KHJ-TV in similar capacity.

BUZZ HASSETT, KROS Clinton, Iowa, to WFMY-TV Greensboro, N. C., as account executive.

STEVE CROWLEY to sales staff of KGO San Francisco, after year in Army.

RICHARD COLBURN, sales staff of WTMA Charleston, S. C., to Free & Peters, Chicago, station representative firm, as TV salesman.

ANNE BERGIN, CBS Toronto and Ottawa, named assistant commercial representative of CBC Toronto.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., Cincinnati, named trustee of city's Bureau of Research. . . **THOMAS B. PRICE**, manager of WBVP Beaver Falls, Pa., appointed Beaver County radio chairman for 1952 Pennsylvania Week. . . **ROBERT O. REYNOLDS**, vice president-general manager; KMPC Hollywood, father of boy, Kirkwood, June 22.

WILLIAM T. STUBBLEFIELD, NARTB station relations director, father of boy, John Steven, June 29.

JIM HENSLEY, account executive, CBS Pacific Network, has returned to duties after convalescence period following surgery. . . **ED GARDNER**, TV salesman at Headley-Reed, Chicago, station representative firm, father of boy, Edward Everett, June 20. . .

SUMMER LISTENING

Canadian Panel to Measure

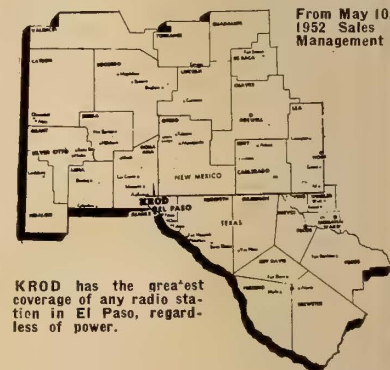
RADIO Representatives Assn. has appointed a committee to contact stations and to study the problem as to how Canadian stations could show advertisers that summer listening remained high. The committee is composed of Ken Davis, Omer Renaud & Co.; E. Towndrow Stephens & Towndrow, and Bill Mitchell, All-Canada Radio facilities.

This action took place at the June meeting of the Toronto station representative firms. At the same meeting, E. Palmer, radio-TV director, Walsh Adv. Co., Toronto, pointed out that while national rating reports showed a slump in summer Canadian listening, people were using radios, if not at home, at summer resorts or while traveling. Canadian stations were urged to obtain figures for out-of-the-home listening to show their clients that a slump in rating reports did not present a full picture.

Direct Mail Up 10½%

AMERICAN businessmen spent \$487,819,880 in direct mail advertising for the first five months of 1952, Frank Frazier, executive director of the Direct Mail Advertising Assn., reported last week. The volume represents an increase of more than 10½% over the same period of 1951, he said.

Here are the FACTS about KROD'S Market Area . . . the El Paso Southwest!



POPULATION	532,900
RETAIL SALES	\$508,523,000
FOOD SALES	111,255,000
GEN. MDSE. SALES	57,945,000
AUTOMOTIVE SALES	101,241,000
DRUG SALES	24,728,000

The El Paso Southwest is a steadily, soundly growing area. It's expanding economy is based on industry, agriculture, ranching and other important sources. You can sell it more completely and economically over KROD.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
Represented by The O. L. TAYLOR Company

WIST-AM-FM SHIFT

Vaughan Named Manager

GUY VAUGHAN Jr., former sales manager of WSPA Spartanburg, S. C., has been named managing director of WIST-AM-FM Charlotte, N. C. Announcement was made by G. Richard Shafto, vice president-general manager, The Broadcasting Co. of the South, owner of WIST, WSPA and of WIS Columbia, S. C.

Mr. Vaughan succeeds Ray A. Furr who is being shifted to the company's television staff. Changes were effective July 1.

The new WIST manager's experience in radio dates back 20 years when he entered the industry as a WSPA staff announcer.

Our Respects To

(Continued from page 52)

had been established under the chairmanship of the Solicitor General to improve the quality of the government's legal service.

A little later he was named by the President to serve on the five-man Interdepartmental Loyalty Board, organized in the early 40s to study and pass on cases involving the loyalty of government employees.

At the request of Francis Biddle, then Attorney General, Mr. Cannon left the Civil Service Commission in 1943 to join the Dept. of Justice as administrative assistant.

After a decade-and-a-half in government, he entered private industry as a member of the RCA Victor Div. legal staff, with headquarters in Camden, N. J. At RCA Victor his work dealt primarily with corporate law, concentrating on legal problems involving the Consumer Products Dept., handling radio, TV and Victrola phonographs. He was given the division's Award of Merit for his achievements.

Six years after joining the RCA organization he was elected assistant secretary of the parent company, moving up into the high post of secretary last May 9.

Today, John Cannon retains an interest in sports that started in his youth, when he held down third base for one of Salt Lake City's better baseball teams. For a time he had harbored dreams of a baseball career. Now he confines his sports activity to golf and shoots consistently in the 80s.

He married the former Anna Laura Stohl of Salt Lake City. They live in Bronxville, N. Y., and have three children—Jane, Jack Jr. and Ann Quayle. Jane is engaged in sociological work in Mexico; Jack Jr. is a student at Bates College and Ann Quayle attends Bronxville public schools.

air-casters



CORNELIUS K. SULLIVAN, director of men's division, United Hospital Fund, N. Y., to NBC there as public relations representative, succeeding **FRANK YOUNG**, who transfers to NBC press staff.

BURR LEE named acting program director, ABC radio, Chicago, succeeding **DICK WOOLLEN**, resigned. Mr. Lee is former producer, director and production manager there. Latter job assigned to **MAURY MURRAY**.

EVELYN SIBLEY LAMPMAN, author of children's literature, to KEX Portland, Ore., as advisor-consultant for station's educational activities.

MAURICE C. DREICER, head of Maurice C. Dreicer Gourmet Consulting Service, appointed travel editor for WMAN Marinette, Wis., KXGI Fort Madison, Iowa and WBEV Beaver Dam, Wis.

BOB CONLEY, WHIL Medford, Mass., to announcing staff, WAJR Morgantown, W. Va.



Mr. Dreicer

JOE GILMORE to WHBC Canton, Ohio, as promotion director replacing **MARIAN ZWALLEN**. **DONNA NEEL** added to staff as assistant continuity editor.

STAFFORD CLARK, log editor ABC Hollywood, promoted to junior publicist.

BILL HAYES, singer-m.c. on NBC-TV *Your Show of Shows*, assigned role in Warner Bros. feature film, "Back to Broadway."

BOB FLOURNOY, news director, KOTV (TV) Tulsa, Okla., to announcing staff, KVOO that city.

BOB CLAMPETT, creator-producer of KTLA (TV) Hollywood *Time for Beany*, cited for "best fantasy on television" by Science Fantasy Society, San Diego.

W. T. McCLARIN, promotion and merchandising manager, KVOO Tulsa, elected president of city's Optimist Club.

FREEMAN LUSK, moderator on KLAC-TV Hollywood *Freedom Forum*, assigned role in Paramount Pictures feature film, "The Stars Are Singing."

JERRY ROSS, ABC Western Division publicity director, on military leave as captain in USAF, promoted to rank of major.

WARREN EARL, head of commercial art department, Montebello Senior High School, Montebello, Calif., to KLAC-TV Hollywood as member of research-promotion department.

MARY FRANCES MORGAN, freelance writer and author of novel, *Teacher Lady*, to WDSU New Orleans for daily show, *Hightime for Ladies*.

CHARLES BULOTTI, director of program department, KLAC-TV Hollywood, to KTTV (TV) that city as director of production. **BERTIE HACKETT**, manager KTTV program operations, promoted to director of facilities. **BOBBE VALENTINE**, promotion department, named publicity manager for station. **GEORGE T. RUBY**, Academy of Motion Picture Arts & Sciences, to station as controller. He succeeds **MILTON DAY**, who returns to Times-Mirror Co.

CHARLEY CANTOR, radio-TV actor, assigned role in Warner Bros. feature film, "Stop, You're Killing Me."

RUTH BEAN, star of *Stop, Look and Cook*, WATV (TV) Newark, appointed assistant professor of home economics at Fairleigh-Dickinson College, Rutherford, N. J.

BOB HAYWARD, program director, KTTV (TV) Hollywood, and **DUDE MARTIN**, star of station's *Dude Martin Show*, have collaborated on song, "How Many Tears Make An Ocean," now being recorded.

RITA ZENZEN, advertising director, Boeing Airplane Co., Wichita, Kan., to KXYZ Houston, as promotion manager.

JACK BUNDY, former general manager of WMAW Milwaukee, to WFOX same city, as star on daily hour-long musical show, *Heinie and His Band*.

BEVERLY CARNAHAN, program-traffic manager, KFI Los Angeles, to KBIG Avalon, Calif., in similar capacity. She succeeds **PHYLLIS NUNGESTER** who resigned to move to Portland.

DON WILSON, Hollywood radio-TV announcer, assigned role in Paramount Pictures feature film, "The Stars Are Singing."

PATRICIA SCHERTZINGER, assistant photo editor, ABC Hollywood, promoted to publicist.

BARBARA KIMBRELL, press information department, CBS Hollywood, doubles for Katherine Hepburn in tennis tournament shots in M-G-M feature film, "Pat and Mike."

CLAIRE HIMMEL, director of research, WNEW New York, and Jacques Rene Horn will be married in August.

News . . .

ED KAUFMAN to news staff, WHBC Canton, Ohio.

JACK GARDNER, announcer, KFI Los Angeles, to KHJ-TV Hollywood as newscaster on *Alka-Seltzer Newspaper of the Air*.

EDMUND MacDONALD, professor at U. of British Columbia, to CKNW Vancouver for summer as news supervisor.

CHARLES ARLINGTON, newscaster, KHJ Hollywood, and **ELIZABETH ROOT**, radio actress, will be married July 10.

PAT BISHOP, newscaster, KFI Los Angeles, father of boy, Bruce Foster, June 14.



Gosh darn it!
I can't find the
number of
Radio Homes in
Cook County, Ill.
anywhere.

Don't cry, pal.
You'll find the
answer in the
BROADCASTING
MARKETBOOK.



Television Applications Filed at FCC

(Continued from page 49)

204 mc); ERP 57.5 kw visual, 28.8 kw aural; antenna height above average terrain 503 ft., above ground 527 ft. Estimated construction cost \$200,500, first year operating cost \$240,000, revenue \$260,000. Post Office address: Phillips Avenue at 8th Street, Sioux Falls. Studio location: Phillips Avenue at 8th Street. Transmitter location: 7 miles SE of Sioux Falls. Geographic coordinates: 43° 29' 16" N. Lat., 96° 38' 02" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Joseph L. Floyd (33 1/3%), Vice President N. L. Bentson (33 1/3%) and Secretary-Treasurer Edmond R. Ruben (33 1/3%).

CHATTANOOGA, Tenn. — **WDEF Bestg. Co. (WDEF-AM-FM)** VHF Ch. 12 (204-210 mc); ERP 120.2 kw visual, 60.1 kw aural; antenna height above average terrain 994 ft., above ground 378.5 ft. Estimated construction cost \$298,350 first year operating cost \$238,650 revenue \$304,100. Post Office address 419 Volunteer State Life Bldg., Chattanooga 2, Tenn. Studio location 419 Volunteer State Life Bldg. Transmitter location 6.3 miles N. of official center of Chattanooga on Hampton Rd. Geographic coordinates 38° 08' 05" N. Lat., 85° 19' 25" W. Long. Transmitter RCA antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Russell P. May, Washington. Principals include President Carter M. Parham (37.038%), now a director and president of WDEF Bestg. Co., Vice President John P. Gaither (7.408%), Secretary-Treasurer Edward Finlay Jr. (4.445%).

MEMPHIS, Tenn. — **WMPS Inc. (WMPS)**, VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,026 ft., above ground 1,074 ft. Estimated construction cost \$716,025, first year operating cost \$508,230, revenue \$550,000. Post Office address: 112 Union Avenue, Memphis. Studio location: Main & Union Sts., Memphis. Transmitter location: Dexter & Appling Rd., N. of Shelby Co. Penal Farm. Geo-

graphic coordinates: 35° 10' 12" N. Lat., 89° 49' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of Executive Committee Abe Plough (President of Plough Inc.) (100%), President-General Manager H. R. Krelstein, Secretary-Treasurer Charles A. Harrelson and Vice President-Station Director W. B. Rudner.

BEAUMONT, Tex. — **Enterprise Co. (KRIC-AM-FM)**, VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 531 ft. Estimated construction cost \$305,575 first year operating cost \$150,000 revenue \$125,000. Post Office address 380 Walnut St., Beaumont, Tex. Studio and transmitter location 3060 Blanchette, Beaumont. Geographic coordinates 30° 03' 52.02" N. Lat., 94° 07' 11.76" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President O. E. Davis Vice-President-Treasurer E. C. Davis (8.14%), Secretary Eva H. DuJuy (11.54%), Mrs. Florrie J. Paggi (5.70%), First National Bank of Beaumont, Tex., independent executor and trustee of the estate of Mrs. J. L. Mapes, deceased (63.82%).

CORPUS CHRISTI, Tex. — **Gulf Coast Bestg. Co. (KRIS)** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 411 ft., above ground 442 ft. Estimated construction cost \$254,092 first year operating cost \$125,000 revenue \$100,000. Post Office address P. O. Box 840, Corpus Christi, Texas. Studio and transmitter location Driscoll Hotel. Geographic coordinates 27° 47' 48" N. Lat., 97° 23' 48" W. Long. Transmitter RCA antenna RCA. Legal counsel A. M. Herman, Fort Worth. Consulting engineer George C. Davis, Washington. Principal owner is T. Frank Smith (99%).

FORT WORTH, Tex. — **Tarrant Television Co., UHF Ch. 20 (506-512 mc); ERP 272 kw visual, 159 kw aural; antenna height above average terrain 315.7 ft., above ground 394 ft. Estimated construction cost \$402,500, first year operating cost \$351,000, revenue \$360,000. Post Office address: 1101 W. 7th St., Ft. Worth. Studio and transmitter location: Fair Bldg., W. 7th St. & Throckmorton, Ft. Worth. Geographic coordinates: 32° 45' 10" N. Lat., 97° 19' 48" W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include General partners K. K. Kellam (30%), partner (11 1/2% owner, 16 1/2% of profits), Texas Motors (Ford distributor), Ft. Worth; A. H. Lightfoot (40%), 40% of Texas Motors, 40% of Southern Acceptance Corp. (automobile financing), Ft. Worth, and 40% of Blue Tag Car Co. (automobile business), Ft. Worth, and Basil S. Roper (30%), 11 1/2% of Texas Motors.**

GALVESTON, Tex. — **Gulf Television Co. VHF Ch. 11 (198-204 mc); ERP 58.5 kw visual, 29.3 kw aural; antenna height above average terrain 547 ft., above ground 580 ft. Estimated construction cost \$339,523 first year operating cost \$315,000 revenue \$270,000. Post Office address 801 Union Station Bldg., Galveston, Tex. Studio location to be determined. Transmitter location approx. 2 mi. W of Lamarque, Tex. Geographic coordinates 29° 22' 10.4" N. Lat., 94° 59' 37.4" W. Long. Transmitter GE, antenna Federal. Legal counsel Arthur W. Scharfeld, Washington Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include General Partners Paul E. Taft (55%), assistant to president & 3.55% of Duncan Coffee Co., assistant manager & 12.25%, Commodity Transport Co., both Houston; Francis Kirk Johnson (15%), individual oil producer, vice president and 16 1/2% of Texota Oil Corp. chairman of board and 1% (also 43% as trustee), Ute Royalty Corp., president, sole owner, Ambassador Oil Co. (inactive), president, 55% Leck Royalty & Oil Co., vice president, 50% Gibson & Johnson Inc. (inactive), all Fort Worth; chairman of board Lazy T M W Ranch, Pierre, S. D., chairman of board, 28% Central Airlines Inc., Fort Worth; James M. Stewart (15%), actor, oil and property investor, lessee of Franklin Ranch, Blanco, Tex., less than 25% Central Airlines; president, 98% Stewartair (airplane charterers), Beverly Hills, Calif., president, 100% Olympic Investment Co. Inc. (real estate), Beverly Hills; Ballinger Mills (15%), partner, Wigley McLeod, Mills & Shirley (attorneys), secretary, 27% Galveston Baseball Club Inc., less than 25% interest in following: Gulf, Colorado & Santa Fe Rwy. Co., Gulf & Interstate Rwy. Co., Union Passenger Depot Co. of Galveston, Gulf, Colorado & Santa Fe Hospital Assn., Texas Bus Lines, Galveston Transit Co., The Galveston Corp., Cotton Concentration Co., Bay Cotton & Bagging Co., Gulf Transfer Co., United States National Bank of Galveston, The Sealy & Smith Foundation for the John Sealy Hospital. All firms are in Galveston.**

GALVESTON, Tex. — **Mirador Television-Radio Corp., VHF Ch. 11 (198-204 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft., above ground 535 ft. Estimated construction cost \$616,817, first year operating cost \$411,527, revenue \$309,136. Post Office address: U. S. National Bank Bldg., Galveston, Tex. Studio location: Highway 75, between 71st & 72nd Sts., Galveston Island. Transmitter location: 0.75 mi. NW of Hitchcock. Geographic coordinates: 29° 21' 30" N. Lat., 95° 01' 35" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President R. Lee Kempner, president (25%); S. E. Kempner (25%); D. W. Kempner, vice president (25%), and A. H. Blackshear Jr., secretary. (Kempners have cotton and banking interests.)**

LUBBOCK, Tex. — **Bryant Radio & TV, Inc. (KCBT)**, VHF Ch. 11 (198-204 mc); ERP 93.1 kw visual, 46.6 kw aural; antenna height above average terrain 751 ft., above ground 786 ft. Estimated construction cost \$342,100 first year operating cost \$312,000 revenue \$350,000. Post Office address 1803 Broadway, Lubbock. Studio location On U. S. 87 btw. 50th & 66th Sts. Transmitter location same. Geographic coordinates 33° 32' 28" N. Lat., 101° 50' 15" W. Long. Transmitter RCA antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Joe H. Bryant, Vice President George Tarter and Secretary-Treasurer Robert L. Snyder.

LUBBOCK, Tex. — **Plains Radio Bestg. Co. (KFYO)**, VHF Ch. 5 (76-82 mc); ERP 8.55 kw visual, 4.28 kw aural; antenna height above average terrain 750 ft., above ground 750 ft. Estimated construction cost \$700,000, first year operating cost \$330,000, revenue \$350,000. Post Office address: 914 Avenue J, Lubbock, Texas. Studio and transmitter location: South College Avenue at 74th Street, Lubbock. Geographic coordinates: 33° 31' 29" N. Lat., 101° 52' 21" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President B. E. Walker, Secretary-Treasurer Tom Kritser, Vice President Parker F. Prouty, Globe News Publishing Co. (stockholder 81%), Globe News Employees Pool (stock 19%).

ODESSA, Tex. — **Odessa Television Co. VHF Ch. 7 (174-180 mc); ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 285 1/2 ft., above ground 358 ft. Estimated construction cost \$205,200 first year operating cost \$159,140 revenue \$180,000.**

STRIKE AVERTED

ABC, NBC Sign News Pacts

THREATENED strike of ABC and NBC Chicago Newswriters last Monday was averted as contracts were ready for signing with the National Assn. of Broadcast Engineers & Technicians (NABET-CIO). The union won its demands for a two-year escalator clause providing for a minimum of \$105 weekly as a starting wage, which would be raised to \$120 at the end of one year and to a maximum of \$135 at the end of two.

Salaries previously ranged from \$95 weekly to a top of \$500 monthly over a five-year period. Union was represented by George Smith of ABC, president, and George Maher, executive secretary of NABET, while management representatives were John H. Norton Jr., ABC, and Harry Kopf, NBC, both Central Div. vice presidents. Terms are retroactive to early April.

An unusual feature of the contract is a maternity clause, covering benefits during confinement. The local has one woman member.

The local contract is part of the master contract with both networks which expires Jan. 31, 1954. It provides for a wage re-opener in January 1953.

Post Office address Mercantile Securities Bldg., Dallas Tex. Studio and transmitter location Lincoln Hotel, Lincoln Ave. & 4th St. Geographic coordinates 31° 50' 43" N. Lat., 102° 22' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Texas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is Cecil Mills, owner of leasehold rights and producing oil properties in Texas, Oklahoma, California and Montana.

SAN ANTONIO, Tex. — **Alamo Television Co. UHF Ch. 35 (596-602 mc); ERP 234 kw visual, 123 kw aural; antenna height above average terrain 425 ft., above ground 491 ft. Estimated construction cost \$434,500, first year operating cost \$381,000, revenue \$240,000. Post Office address Kirby Bldg., Dallas, Tex. Studio and transmitter location 513 N. San Saba, San Antonio, Tex. Geographic coordinates 29° 25' 50" N. Lat., 98° 29' 57" W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include W. W. Lechner, sole owner, 100% owner W. W. Lechner Inc. (oil, gas exploration, production), Dallas, 50% owner Hamack Oil Co. (oil, gas exploration, production), Dallas, sole owner farm and ranch properties, Kaufman Co., Tex. Applicant also filing for**

Mr. Lou J. Boyce
Time Buyn' Boss
Fuller & Smith & Ross
Cleveland, Ohio.

Dere Lou:

Folks down here is rite excited these days about th' new baseball club we're a'gittin'. Kin you imagine AAA ball here with Chas. playin' alongside Milwaukee, Indianapolis, Louisville, K.C., and thim other clubs. H't it just goes to show that Chas. is really growin' up when we kin take place with thim fellers. Of course, you fellers haz knowed for yeres that WCHS with 5,000 at 580 makes a big hit with sponsors 'cause we hev more lisseners thim any other stashun in th' state. Chas. haz bin bigtime fer yeres and this ball club is just another way of showin' it.

Yrs.,
Algy.

WCHS
Charleston, W. Va.



OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

GEORGE P. HOLLINGBERRY CO.

Dollar volume of wholesale business in Jackson has increased more than 500 per cent since 1940. Get your share of this big market by using popular WJDX.

VHF channel in Ft. Worth, Tex., as Lechner Television Co.

SAN ANTONIO, Tex.—Mission Bestg. Co. (KONO-AM-FM), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 479 ft., above ground 574 ft. Estimated construction cost \$443,100 first year operating cost \$420,000 revenue \$500,000. Post Office address 317 Arden Grove, San Antonio. Studio and transmitter location: 317 Arden Grove, San Antonio. Geographic coordinates 29° 26' 20" N. Lat., 98° 29' 3" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George W. Ing, San Antonio. Principals include President Eugene J. Roth (94%), Vice President Jack L. Pink (2%), Secretary Bob A. Roth (2%), Treasurer Jack Roth (2%).

† **SHERMAN, Tex.—Sherman Television Co. UHF Ch. 46 (662-668 mc);** ERP 20.6 kw visual, 12.3 kw aural; antenna height above average terrain 315 ft., above ground 338 ft. Estimated construction cost \$203,500 first year operating cost \$162,260 revenue \$180,000. Post Office address: Sherman Television Co., Sherman, Tex. Studio and transmitter location: E. Mulberry St. & N. Walnut Street. Geographic coordinates 33° 38' 23.7" N. Lat., 96° 36' 10.6" W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutchesson, Arlington, Tex. Principals include Partners John A. Prather (31¼%), Hugh E. Prather (12½%), Hugh E. Prather Jr. (12½%), S. Foster Yancey (25%), Robert S. Burgher (6¼%), and William R. Moore (12½%).

VICTORIA, Tex.—KNAL Television Co. (KNAL), UHF Ch. 19 (500-506 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 333 ft., above ground 350 ft. Estimated construction cost \$204,000 first year operating cost \$150,200 revenue \$180,000. Post Office address: Victoria Bank & Trust Bldg., Victoria, Tex. Studio and transmitter location: 2402-04 Port Lavaca Drive. Geographic coordinates 28° 47' 00" N. Lat., 96° 58' 16" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutchesson, Arlington, Tex. Sole owner is Albert B. Alkek, 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co.

† **WACO, Tex.—Waco Television Corp. VHF Ch. 11 (198-204 mc);** ERP 53.4 kw visual, 26.7 kw aural; antenna height above average terrain 577 ft., above ground 577 ft. Estimated construction cost \$299,207, first year operating cost \$184,800, revenue \$203,000. Post Office address: 3620 Franklin Avenue, c/o Westview Station. Studio location: 3620 Franklin Ave. Transmitter location: Same. Geographic coordinates 31° 31' 46" N. Lat., 97° 09' 34" W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President J. H. Kultgen (30%), auto dealer; Secretary-Treasurer R. Lee Glasgow (30%), President and 51% owner Southwest Adv.; Texas State Network (40%); Vice President Gene L. Cagle, President-General Manager and 34% owner of Texas State Network; Director Sid W. Richardson, 62% owner of Texas State Network. Texas State Network owns KFJZ Fort Worth, KABC San Antonio and WACO Waco. It also is TV applicant at Fort Worth and part owner of Bexar County Television Corp., San Antonio.

WICHITA FALLS, Tex.—White TV Co. UHF Ch. 22 (518-524 mc), ERP 18.63

kw visual, 9.31 kw aural; antenna height above average terrain 482 ft., above ground 485 ft. Estimated construction cost \$275,000, first year operating cost \$100,000, revenue \$100,000. Post Office address: 1507 Lamar, Wichita Falls. Studio and transmitter location: ½ mi. west of city limits on Seymour Rd. Geographic coordinates 33° 53' 51" N. Lat., 98° 32' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer W. D. Buford, Lawton, Okla. Principals include W. Erle White, Pres. & 16% owner White's Auto Stores, Inc., Wichita Falls, Tex.

NORFOLK, Va.—Cavalier Bestg. Corp. (WCAV-AM-FM), VHF Ch. 10 (192-198 mc); ERP 65.8 kw visual, 32.9 kw aural; antenna height above average terrain 231 ft., above ground 253 ft. Estimated construction cost \$354,990 first year operating cost \$360,000 revenue \$420,000. Post Office address: Helena Bldg., Granby & Plume Sts., Norfolk, Va. Studio location: Helena Blvd., Granby & Plume Sts., Norfolk. Transmitter location: Broadway & Holly Ave. (Western Branch District), Norfolk. Geographic coordinates 36° 51' 39" N. Lat., 76° 21' 13" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President-Treasurer Joseph Light (100%), Vice President Pauline Light, Secretary Morris D. Schwartz.

BELLINGHAM, Wash.—KVOS Inc. (KVOS), VHF Ch. 12 (204-210 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 550 ft., above ground 305 ft. Estimated construction cost \$82,500, first year operating cost \$140,000, revenue \$150,000. Post Office address: 1321 Commercial Street, Bellingham, Wash. Studio and transmitter location: 2074 Yew Road. Transmitter location: Same. Geographic coordinates: 48° 43' 09" N. Lat., 122° 26' 43" W. Long. Transmitter composite, antenna composite. Legal counsel Haley & Doty, Washington. Engineer Ernest E. Harper, KVOS Chief Engineer. Principals include President Rogan Jones (90%) and Vice President James W. Wallace Jr. (10%).

† **SEATTLE, Wash.—Queen City Bestg. Co. (KIRO-AM-FM),** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 825.5 ft., above ground 598 ft. Estimated construction cost \$534,354, first year operating cost \$560,000, revenue \$535,000. Post Office address: 1530 Queen Anne Ave., Seattle 9. Studio and transmitter location: 1530 Queen Anne Ave., Seattle. Geographic coordinates 47° 38' 01" N. Lat., 122° 21' 20" W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer J. B. Hatfield, Seattle. Principals include President Saul Haas (62.5%), Vice President-Secretary-Treasurer Harold N. Graves (0.6%), Vice President William F. Tucker, Nancy Louise Thompson, executrix estate of Louis K. Lear (12.3%).

HUNTINGTON, W. Va.—Ashland Bestg. Co. Inc. (WCMI), VHF Ch. 13 (210-216 mc); ERP 233 kw visual, 116.5 kw aural; antenna height above average terrain 749 ft., above ground 574 ft. Estimated construction cost \$368,461, first year operating cost \$240,000, revenue not estimated. Post Office address: WCMI Bldg., Radio Center, 625 Fourth Avenue, Box 1618, Huntington, W. Va. Studio location: 625 Fourth Avenue. Transmitter location: 8th Street Road, Route #3, Cabell

County, W. Va. Geographic coordinates 38° 22' 11" N. Lat., 82° 25' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum, Washington. Principals include President Gilmore N. Nunn (50%), Vice President J. Lindsay Nunn (50%), Secretary-Treasurer G. D. Bowie.

HUNTINGTON, W. Va.—Huntington Bestg. Co. (WPLH-AM-FM), VHF Ch. 13 (210-216 mc); ERP 62 kw visual, 31 kw aural; antenna height above average terrain 568 ft., above ground 316 ft. Estimated construction cost \$222,500, first year operating cost \$275,000, revenue \$325,000. Post Office address: 1105 Fourth Avenue, Huntington, W. Va. Studio location: 9th Street & 4th Avenue. Transmitter location: 1050 McCoy Road, Huntington, W. Va. Geographic coordinates 38° 23' 52" N. Lat., 82° 26' 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President E. A. Marshall (20%), Vice President J. M. Huddleston (20%), Treasurer Paul B. Bailey (20%), Secretary and General Manager Flem J. Evans (20%), Director Edwin G. Polan (20%).

WHEELING, W. Va.—Staubenville, Ohio—Storer Bestg. Co. (WWVA-AM-FM), VHF Ch. 9 (186-192 mc); ERP 282 kw visual, 141.3 kw aural; antenna height above average terrain 1,041 ft., above ground 874 ft. Estimated construction cost \$1,232,312, first year operating cost \$525,000, revenue \$360,000. Post Office address: 199 Pierce St., Birmingham, Mich. Studio location: 1025 Main St., Wheeling. Transmitter location: ½ mi. S. of Beham, Pa. Geographic coordinates: 40° 00' 47" N. Lat., 80° 30' 31" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. (For principals, see WGBS Miami, Fla.)

MADISON, Wis.—Television of Wisconsin Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 712 ft., above ground 700 ft. Estimated construction cost \$480,242, first year operating cost \$240,000, revenue \$240,000.

(Continued on page 62)

NBC-BARNARD INSTITUTE Gets Underway in N. Y.

STUDENTS from 12 states, Nova Scotia, Cuba and South America were enrolled in the second annual Summer Institute of Radio and Television presented jointly by NBC and Barnard College, New York, June 30-Aug. 8 in that city.

NBC executives and staff members conduct four courses as follows: Doris Corwith, NBC supervisor of public affairs, is in charge of a general introductory course; Patrick Kelly, network supervisor of announcers, lectures on announcing; Ross Donaldson, supervisor of literary rights, offers a course on writing, and William C. Hodapp, executive director of Teleprograms Inc., lectures on production.

Jane Todd Wins Contest

JANE TODD of KCBS San Francisco last week was designated winner of the Woman Commentator Contest conducted by Wendy Warren and the News on CBS Radio. For a dramatic human interest story, Miss Todd received a trip to New York. Runners-up, who will receive wrist watches, are Josephine Brooker, KFBB Great Falls; Frances Jarman, WDNC Durham; Anne Schofield, KDSH Boise, and Drue Smith, WDOH Chattanooga.

milestones . . .

► NBC radio comedy-quiz program, *Double or Nothing*, last week celebrated its fifth anniversary with its current sponsor, Campbell Soup Co. Program began Sept. 29, 1940, started with Campbell on June 30, 1947 on another network, and became an NBC radio feature beginning May 31, 1948. Agency for Campbell is Ward Wheelock Co., Philadelphia.

► Sally Work, women's director, WBEN Buffalo, received quite a surprise at the annual banquet of the Advertising Women of Buffalo. It so happened that the banquet took place on Miss Work's 25th anniversary in radio and a special program planned for her was kept a secret. Miss Work was showered with congratulatory telegrams. The New York Women's Council presented her with a framed service plaque and a sterling silver letter opener. The Buffalo ad women offered a set of jeweled earrings. Banquet was held at Buffalo's Park Lane Hotel.

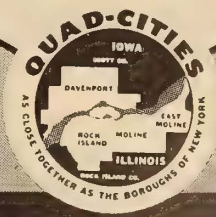
► Bill Henry, radio reporter-columnist, began his fifth year as a Mutual newsmen with his broadcast last Tuesday of *Bill Henry and the News* (Mon.-Fri., 9-9:05 p.m., EDT). He pioneered five-minute news digests.

72nd in RETAIL SALES

among Sales Management's
162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBF is a powerful influence in the homes of over 240,000 Quad-Citians—quality who buy quality goods—yours included, if you so desire.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM
FM
TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery Knodel, Inc.

KXO

EL CENTRO
CALIF.

CAN! and DOES!

Call PAUL H. RAYMER CO., National Representatives

NATIONAL ADVERTISERS

Newspapers Gain 2.9% in 1951

NATIONAL advertisers during 1951 spent \$513,486,000 for newspaper advertising, a gain of 2.9% over the 1950 total of \$499,019,000 according to the Bureau of Advertising, American Newspaper Publishers Assn.

Figures cover all advertising which is classified as national that was run during the year in 1,013 weekday and 371 Sunday papers. They represent 93.1% of daily circulation and 96.1% of Sunday circulation of papers in all U. S. cities and towns with population of 10,000 and over. Advertising in newspaper supplements such as *American Weekly*, *This Week*, *Parade*, etc., is included in the total, but cooperative advertising placed through dealers is not.

Bureau's book of advertisers spending \$25,000 or more for newspaper space last year shows an increase both in number—from 1,242 in 1950 to 1,292 in 1951—and in number of products advertised—from 3,003 to 3,136—as well as in the total dollar volume.

Analysis of national advertising in newspapers shows quite a different distribution than that of radio or television. Automotive advertising in newspapers out-ranked food advertising, which is the leading advertising category on radio and TV networks, where automotive last year ranked ninth and fourth, respectively. Advertising of hard liquor, absent from broadcast media, accounted for \$34 million worth of newspaper space at the national level, alone. Tobacco advertising, ranking fourth among radio network advertising groups last year and second among TV network advertising classes, did not even make the first 10 classes of newspaper users.

This disparity between newspaper and broadcast advertising is emphasized by the accompanying table, which lists the top 100 national newspaper clients of last year and their expenditures for newspaper space in both 1951 and 1950, with network radio and TV

time purchases of these newspaper elite listed alongside. Table shows:

- Half of 1951's top newspaper advertisers—50—used no radio network time during the year.
- Nearly half of this group—43—used no TV network time in 1951.
- When both years, 1950 and

1951, are considered, those figures change only slightly, with 43 of last year's top 100 newspaper advertisers not using network radio and 40 not using network TV in either 1950 or 1951.

- Of the top hundred in 1951, 69 spent more money with newspapers than they had in 1950; 31

spent less. Of the 57 of the group using network radio either year, 22 (38.6%) increased their use of this medium in 1951; 35 (61.4%) decreased it. Of the 60 using the TV networks either year, 57 (75%) increased their expenditures for this medium in 1951; 3 (5%) decreased them.

* COMPARATIVE NEWSPAPER-RADIO-TV EXPENDITURES OF 1951'S TOP HUNDRED NEWSPAPER ADVERTISERS

Advertiser	Expenditures in Newspapers			Expenditures in Network Radio			Expenditures in Network TV		
	1950	1951	% change	1950	1951	% change	1950	1951	% change
General Motors Corp.	27,594,071	23,794,340	-13.8	660,888	698,726	+5.7	1,063,324	1,772,490	+66.7
Procter & Gamble	9,800,614	14,179,190	+44.7	18,357,909	18,157,693	-1.1	570,295	7,579,587	+1246.6
Chrysler Corp.	13,703,451	13,519,000	-1.3	904,908	880,861	-2.7	495,532	1,263,636	+155.0
Lever Bros. Co.	9,625,279	11,537,206	+19.9	6,826,149	6,615,646	-3.1	650,765	2,788,711	+328.4
Colgate-Palmolive-Peet Co.	9,298,024	10,842,173	+16.6	3,925,758	4,736,688	+20.7	847,674	4,489,841	+429.5
Ford Motor Co.	13,586,716	10,729,755	-21.0	712,742		-100.0	2,037,057	3,023,703	+53.3
Distillers Corp. Seagrams Ltd.	7,195,437	8,172,150	+13.6				52,845	43,680	-17.4
General Foods Corp.	6,415,618	7,875,290	+22.8	7,506,216	6,869,503	-8.5	1,128,606	5,730,773	+407.6
Schenley Industries	5,967,184	6,598,623	+10.6	596,934	840,749	+40.8	249,954	768,042	+207.2
National Distillers Prod. Corp.	4,103,204	6,290,430	+53.3						
General Electric Co.	4,202,942	6,074,245	+44.5	39,650	248,462	+526.6	694,933	2,163,596	+211.4
Standard Brands	4,527,375	4,771,917	+5.4				29,170	531,830	+1733.3
R. J. Reynolds Tobacco Co.	5,368,930	3,732,634	-30.5	3,872,050	3,193,134	-17.5	1,642,425	4,988,665	+204.0
General Mills	3,376,986	3,330,452	-1.4	7,820,752	6,490,270	-17.0	520,853	1,884,485	+261.7
Philco Corp.	2,373,382	3,318,021	+39.8	1,618,266	1,619,978	+0.1	1,011,428	1,772,909	+75.4
National Dairy Prod. Corp.	3,021,091	3,242,574	+7.3	1,487,732	1,669,184	+12.2	1,356,652	2,116,023	+56.0
American Tobacco Co.	2,088,336	2,927,950	+40.2	4,091,789	3,302,906	-19.3	951,715	2,975,957	+212.6
American Home Products Corp.	2,865,296	2,816,212	-1.7	5,150,884	5,699,191	+10.6	82,570	535,375	+548.2
Philip Morris & Co.	3,571,013	2,807,278	-21.4	4,629,105	4,465,272	-3.6	537,328	1,614,180	+200.5
Radio Corp. of America	3,168,624	2,796,753	-11.7	906,155	2,260,414	+149.4	912,152	1,064,780	+16.7
Publisher Ind.	2,370,627	2,608,526	+10.0						
Quaker Oats Co.	3,529,399	2,551,412	-27.7	2,537,949	1,169,005	-53.4	350,183	2,122,585	+477.8
Hudson Motor Car Co.	2,351,204	2,521,543	+7.2				153,465	163,177	+6.3
Packard Motor Car Co.	1,428,025	2,424,616	+69.8				280,851	302,672	+7.8
Studebaker Corp.	2,660,131	2,423,476	-8.9	70,940		-100.0			
Doubleday & Co.	2,324,841	2,411,757	+3.7	261,685	36,173	-86.1	145,083		-100.0
Sterling Drug	1,994,246	2,386,191	+19.7	7,591,040	6,908,141	-9.0	78,390	574,035	+632.2
Armour & Co.	2,141,452	2,222,473	+3.8	904,417	1,697,085	+87.7	151,005	403,290	+167.1
Admiral Corp.	2,724,631	2,143,960	-21.3	34,347	127,157	+272.9	759,533	1,322,504	+74.1
Nash Kelvinator Corp.	2,210,038	1,995,095	-9.7				563,460	1,211,902	+115.0
Kaiser-Frazer Corp.	1,880,012	1,988,153	+5.8					283,692	
Pillsbury Mills	1,509,412	1,967,648	+30.4	2,614,841	3,702,352	+41.5	98,900	465,835	+373.1
Borden Co.	1,598,955	1,958,392	+22.5	110,129		-100.0	45,240	537,600	+1089.2
Westinghouse Electric Corp.	2,407,941	1,920,632	-20.2	152,895	14,366	-90.5	673,920	2,083,610	+207.7
Swift & Co.	2,730,084	1,741,897	-36.2	2,959,653	3,396,951	+14.8	56,945	512,845	+799.8
Best Foods Inc.	1,890,302	1,725,964	-8.7				112,020	495,300	+342.2
Gillette Co.	1,225,125	1,693,226	+38.2	3,982,570	3,774,160	-5.2	886,364	1,990,087	+124.6
Walker, Hiram,									
Gooderham & Worts Ltd.	1,696,159	1,681,855	-0.8						
Liebmann Breweries	1,160,080	1,670,279	+44.0						
Kellogg Co.	2,149,556	1,601,717	-25.5	438,363	1,688,979	+285.5	490,625	2,314,310	+372.2
William Wrigley Jr. Co.	1,243,796	1,567,667	+26.0	2,248,122	2,232,977	-0.7	95,010	309,480	+225.8
Glenmore Distillers Co.	1,095,998	1,563,036	+42.6						
Johnson, S. C., & Son Inc.	1,279,149	1,556,059	+21.6	371,322	7,164	-98.4	82,250	354,750	+342.1
Avco Mfg. Corp.	1,540,582	1,542,115	+0.1	1,620,110	2,132,517	+31.6	270,795	1,037,599	+282.9
Bristol-Myers Corp.	1,612,839	1,481,087	-8.2				534,875	1,098,275	+105.3
Park & Tilford Distillers Corp.	1,099,593	1,471,757	+33.8						
Coca-Cola Co.	1,777,922	1,461,567	-17.8	1,738,042	1,442,117	-17.0	27,908	31,285	+12.1
Ralston-Purina Co.	955,644	1,450,133	+51.7	788,734	117,753	-85.0		686,057	
Unicorn Press	1,066,058	1,417,517	+33.0						
Le Blanc Corp.	2,036,026	1,395,145	-31.5						
Walter J. Black Inc.	819,310	1,357,845	+65.7						
Wesson Oil & Snowdrift Sales Co.	1,308,017	1,354,863	+3.6						
Institute of Life Insurance	1,321,257	1,329,151	+0.6						
Sylvania Electric Products	256,061	1,275,654	+381.3	109,653	141,054	+28.6	126,570	676,125	+434.1
Standard Oil Co. of New Jersey	1,270,023	1,273,419	+0.3				236,970	420,855	+77.6
Socony-Vacuum Oil Co.	1,104,982	1,272,041	+15.1						
Union Carbide & Carbon Corp.	820,286	1,259,336	+53.5						
U. S. Government	885,533	1,238,418	+39.9	113,583	811,825	+614.6		133,580	
Greyhound Corp.	1,090,778	1,220,033	+11.8	6,528		-100.0		156,465	
H. J. Heinz Co.	895,415	1,189,373	+32.8	947,178	934,236	-1.4			
Libby, McNeil & Libby	1,018,493	1,153,753	+13.3	283,449		-100.0	69,375	121,425	+75.4

(Continued on page 80)

GATES

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COMMUNITY SERVICE

Subject of Rutgers Forum

RADIO stations that serve their communities and markets well by effective programming, selling and promoting on the local level have a bright future, according to WJLK Asbury Park's general manager, Thomas B. Tighe.

Appearing on the Rutgers U. Forum on WNJR Newark, Mr. Tighe said radio can hold and expand local audiences by broadcasting more local news, local entertainment programs and fine music.

Mr. Tighe was questioned on the subject, "The Status of Radio" by Fred Weber, president and general

manager, WFPG, Atlantic City; Arnold Snyder, director of public relations, WNJR, and Walter C. Crocco, Passaic Herald-News.

AWARD for "outstanding public service to its community, state and nation" was presented to WNJR Newark, N. J., by Jewish War Veterans at JWV's annual encampment June 22 at Mt. Freedom, N. J.

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