

BROADCASTING TELECASTING

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22ND
year

THE NEWSWEEKLY
OF RADIO AND TV

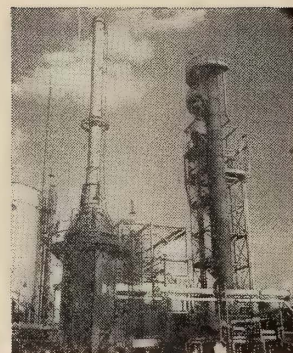
how a top agency sells New York... on TV

The William Esty Company is using "Broadway TV Theatre"—seen on WOR-TV, Channel 9, every Monday through Friday, from 7:30 to 9:00 p.m.—to advertise Cavalier Cigarettes in the New York market.

They've been advertising on this program since it went on the air. They've renewed twice.

During this time, their sales messages have been seen and heard by an average of nearly two million people a week . . . over 50 million impressions since April.

People Who Sell Select **WOR-TV** channel **9** for New York



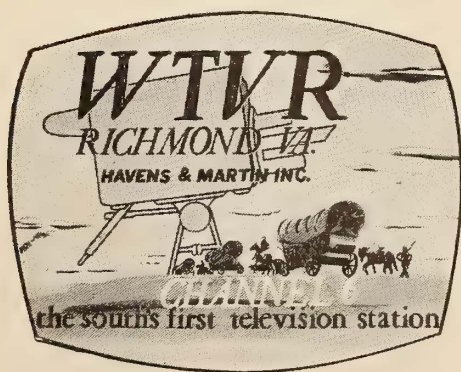
ATLANTIC REFINING CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS...

**WMBG
WCOD
WTVR**

"Atlantic keeps your car on the go"—slogan for Atlantic Hi-Arc gasoline and Atlantic Aviation motor oil—expresses the happy result of the Atlantic Refining Company's "complete job" from oil wells to service stations.

Havens & Martin Inc. provide Virginians with another kind of "service stations"—complete entertainment and public service via WMBG—WCOD—WTVR. They comprise the first complete broadcasting institution of the South. Today advertisers are as enthusiastic as audiences—and vice-versa—about Havens & Martin Stations. That's your cue, Mr. Timebuyer.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



Star in the Home

Channel 6

on **WTVN** TV
COLUMBUS OHIO

**RENIE
RIANO**

MONDAY thru FRIDAY 2:00-2:30 PM...

TERRIFIC...

Yes, Sir! She's terrific! Comedy galore that will keep you in stitches. Can she sell? Yeah, Man!

So write today for full particulars about this former star of "Maggie and Jiggs" who is not only an exceptional TV star and comedian, but a master of the culinary art. We have other top participating shows on WTVN-TV, too, so get the full details when you write.



always **TOPS** in
LOCAL PROGRAMMING
ABC • CBS • DUMONT



Edward **LAMB** ENTERPRISES INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.

WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.

ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WTOD—Toledo, O.—Headley-Reed Co.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



WGAL

AM

T V

F M

LANCASTER, PENNSYLVANIA

30

years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by

ROBERT MEEKER, Associates

New York

Chicago

San Francisco

Los Angeles



at deadline

CLOSED CIRCUIT

LONG-DRAWN negotiations for new formula governing network compensation of NBC-TV affiliates, initiated by affiliates in quest of arrangement more favorable to them, may be near end. Committee of affiliates conferred with NBC officials again last week in unannounced session (which reportedly ended in secrecy pledge) that is understood to have produced tentative agreement on new plan for submission to all affiliates for approval.

INGREDIENTS of first class explosion on Voice of America technical operations contained in highly classified report proposing closing down of some transmitters and expansion of others. Booz, Allen, Hamilton reportedly in picture, along with consulting engineering firms which made study of gigantic multi-million dollar operation which has been burning issue at almost every session of Congress since last war. Closure of more than dozen stations, privately owned, reportedly recommended along with activation of new "megawatt" stations.

THOSE in know don't expect any major Voice action before change of Administration. President-elect known to be familiar with problems. First issue will be location of Voice in federal setup—status quo in State Dept. or independent agency. Gen. Eisenhower likely to consult such in-know personages as Gen. Lucius Clay, Ben Hibbs, Satevepost editor, and Philip Reed, GE chairman.

LAST WEEK, FCC was still pondering its initial decision on merger of AM applicants for single TV facility in same market—as exemplified in pending case in Macon, Ga. (WBML and WNEX). FCC already has said it will treat each case on own merits rather than on industry-wide basis. Despite lengthy discussion spread over several months, odds are 2-1 in favor of approval of Macon case which will flush literally scores of marriage applications being held until FCC speaks.

SALE OF KROY Sacramento by Harmco Inc. (Mrs. Hattie Harm and Clyde Coombs) to new group headed by C. L. McCarthy, former general manager of KQW and now general manager of KGO, believed near final stages last Friday. Mrs. Harm also owns KARM Fresno. Gross price understood in neighborhood of \$425,000, including substantial quick assets. Transaction, subject to customary FCC approval handled by Blackburn-Hamilton.

GREYHOUND Bus Lines, which has never made major use of broadcast media, reportedly all set to plunge into TV as sponsor of one-fifth of Ford Foundation TV-radio workshop's 90-minute *Omnibus* extravaganza on CBS-TV (Sun., 4:30-6 p.m. EST), starting late this year. Greyhound will be second *Omnibus* sponsor, joining Willys-Overland. Agency is Beaumont & Hohman, Chicago.

CANDIDACY of Walter Johnson, Commonwealth's Attorney of Northumberland Co., Va., and former FCC lawyer, for Republican vacancy on FCC or for general counselship is

(Continued on page 6)

MUTUAL'S BILLINGS UP 31.5% OVER SAME PERIOD IN 1951

MUTUAL'S GROSS billings in October ran 31.5% higher (partly due to political broadcasts) than in October 1951 and total for first 10 months this year is up 15.2% compared to same period last year, Executive Vice President William H. Fineshriber Jr. told regional meeting of affiliates in New York Friday (early story, page 27). October 1952 total was placed at \$2,304,799 against \$1,759,467 for October 1951; January-October 1952 figure was \$16,838,917 compared to \$14,620,653 for January-October 1951.

President and Board Chairman Thomas F. O'Neil, reiterating faith in MBS future, emphasized advantages of Mutual's grass-roots type of network, serving large number (now 560) affiliates which, he said, depend upon MBS to provide solid foundation of programs around which they can build strong regional and local programming. Friday session, winding up first of six scheduled two-day regional meetings of MBS executives and affiliates, was devoted to questioning of network officials by station management, with Victor C. Diehm, WAZL Hazleton, Pa., who is chairman of Mutual Affiliates Advisory Committee's District 1, relaying queries prepared by group.

VOLUME BONUS PLAN

VOLUME sales plan in which "any advertiser who spends \$500 or more per week for four successive weeks for announcements or participations on the station will receive announcements and participations with the value of \$1,000 or more per week" is being announced today (Mon.) by WPIX (TV) New York. Packages include participations in "a majority" of WPIX programs and minute and 20-second "A", "B", and "C" station break availabilities. Advertisers taking advantage of offer, which is effective immediately, get rate protection for at least 26 weeks.

FELLOWS SEES RADIO GAINS

LONG-TIME upward trend in broadcasting revenues will set new record, judging by present indications, NARTB President Harold E. Fellows said Friday in panel discussion at Boston U., celebrating fifth anniversary of School of Public Relations & Communications. Mr. Fellows is member of Boston U. Board of Visitors.

Frey, Scott Posts at NBC Announced

FURTHER STEP in NBC's reintegration of radio-TV operations to be taken shortly with unification of sales departments, under John Herbert, vice president in charge of radio and TV sales. Following up on Mr. Herbert's appointment to combined radio-TV sales post several months ago, George Frey, former vice president and director of TV network sales, is being named vice president and sales director for both radio and TV, and Walter Scott, formerly national sales manager for AM, is to be administrative sales manager for Radio-TV. Messrs. Frey and Scott report to Mr. Herbert.

Department will maintain staff division for merchandising, which will continue to be headed

BUSINESS BRIEFLY

SPOTS FOR BUICK ● Buick Div., General Motors, preparing radio spot announcement campaign to start in January. Agency: Kudner, N. Y.

FLORIDA CITRUS EXPANDS ● Florida Citrus Commission, through J. Walter Thompson Co., N. Y., considering number of additional northern markets for its quarter-hour radio program three times weekly for 26 weeks, starting latter part of November.

CHICLE REALIGNING ● American Chicle Co. (Clarets) cancelling its radio spot campaign on more than 200 stations effective Nov. 26 due to budget reallocations. New plans for 1953 are being considered, however, and spot radio will most likely be included, starting early in year. Agency is Dancer-Fitzgerald-Sample, N. Y.

RENEWALS ON NBC-TV ● NBC-TV announced three advertiser renewals Friday: Procter & Gamble Co., *Fireside Theatre* (Tues. 9-9:30 p.m. EST) for 52 weeks, effective Jan. 6, through Compton Adv.; Revere Copper and Brass, *Meet The Press* (Sun., 6-6:30 p.m. EST) for 13 weeks, effective Jan. 4, through St. Georges & Keyes, and P. Lorillard Co. (*Embassy cigarettes*), *Club Embassy* (Tues., 10:30-10:45 p.m. EST) for 13 weeks, effective Dec. 30, through Lennen & Newell.

BROWN PETITION

GORDON BROWN, owner WSAY Rochester, N. Y., and long-time opponent of network program controls, petitioned FCC Friday to reinstate original provisions of revised rebroadcast rule which would have required stations refusing rebroadcasts of their network shows to report reason to FCC. Reporting clause was withdrawn in newest version of rule [B•T, Nov. 3].

IKE ON ABC-TV

ABC-TV announced Friday it will telecast Gen. Dwight D. Eisenhower's arrival in Washington tomorrow (Tuesday) from 1:15-2 p.m. EST with Martin Agronsky, Bryson Rash, Gunnar Back and John Edwards as commentators.

by Fred Dodge, and also sales development and services division, new unit to be headed by George MacGovern, formerly administrative assistant to Mr. Herbert.

Three new sales divisions to be set up, each handling both radio and TV: Eastern with John Lanigan, now in charge of TV sales for ABC, as manager; Central, managed by Ed Hitz, now manager of NBC's Eastern Sales Div. for TV, and Western, managed by John T. Williams, formerly NBC sales representative for TV in Western Div.

for more AT DEADLINE turn page



at deadline

JOHNS HOPKINS TO DIAGNOSE TV PROGRAM REACTIONS

DIAGNOSIS of public reactions to TV programs in light of practical problems faced by television industry will be made Saturday by Johns Hopkins U., Baltimore, pioneer in TV educational programming. Lynn Poole, Johns Hopkins public relations director and m. c. of DuMont Network *Johns Hopkins Science Review*, will direct one-day probe into television's program.

Taking part in clinic will be network officials, educators and spokesmen for viewers. Representing networks will be Davidson Taylor, Charles C. Barry and Hugh Beville, for NBC; Charles Underhill, for ABC; Chris J. Witting and James L. Caddigan, for DuMont; William Wood, for CBS. Sessions will be held in Mergenthaler Hall on Johns Hopkins campus, Baltimore.

KFBB SALE

APPLICATION for sale of KFBB Great Falls, Mont., filed Friday at FCC. Purchaser is Joe Wilkins, general manager of KFBB for more than decade. He is paying \$147,510 for 1,341 shares of stock owned for about five years by Fred Birch, contractor. Mr. Wilkins has been holder of 60 shares, with 2,800 shares comprising total outstanding stock. Station operates with 5 kw on 1310 kc.

STANDBY ARGUMENT

SUPREME COURT is scheduled to hear oral argument on whether standby orchestra is required in theatre at sessions either Nov. 20 or 21. Case involves Gamble Enterprises' Palace Theatre in Akron, Ohio, and local AFM union [B•T, Oct. 20]. At issue is interpretation of one of provisions of Taft-Hartley Law.

TV RENEWALS GRANTED

REGULAR renewal of TV station licenses granted Friday by FCC to KECA-TV Los Angeles; KFMB-TV San Diego; KGO-TV San Francisco; KHJ-TV Los Angeles; KNBH (TV) Los Angeles; KPIX (TV) San Francisco; KRON-TV San Francisco; WBTV (TV) Charlotte, N. C.; WENR-TV Chicago; WFMY-TV Greensboro, N. C.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WNBQ (TV) Chicago; KNXT (TV) Hollywood; KLAC-TV Los Angeles.

REHEARING DENIAL

PETITION for rehearing by KJAY Topeka, Kan., denied by FCC last week. Station sought reconsideration of FCC decision last September which denied KJAY application to boost power from 1 kw to 5 kw nighttime (on 1440 kc).

KSL-TV USING NEW SITE

REGULAR TV service scheduled to start last Saturday from new mountain transmitter site, KSL-TV Salt Lake City announced Friday. Site described as highest in nation.

In this Issue—

FCC examiner recommends approval of long-pending ABC-United Paramount merger and transfer of WBKB (TV) Chicago to CBS. Other findings: Paramount Pictures Corp. does not control Allen B. DuMont Labs. and is qualified to hold broadcast licenses. If the FCC follows suit, it will be the go signal for big expansion. *Page 23.*

CHANCES are the airtight TV football monopoly of the National Collegiate Athletic Assn. may blow up in 1953. *Page 25.*

SIX big advertisers are scheduling short-term, intensive radio spot schedules. *Page 26.*

HOW the third TV station in Atlanta got into the black: a primer for other stations going on the air against entrenched opposition. *Page 80.*

AN agency timebuyer says radio has survived the threat of TV and is due for a long future. *Page 64.*

POLITICAL campaigns worth \$700,000 (figured at gross, one-time rates) went on radio and TV networks in September. *Page 28.*

HOW to rate ratings is discussed by Ward Dorrell, research and program consultant of John Blair & Co. *Page 27.*

NBC offers advertisers a chance to pre-test TV commercials at cost. *Page 67.*

THOUGH no "investigation" in the usual sense of the word is intended, the new G.O.P.-controlled Congress will call in the FCC to report on its activities. *Page 38.*

MBS will drop 10 MGM Radio Attractions—a \$2 million a year package—and substitute mystery shows. *Page 27.*

TV's most lavish program, *Omnibus*, a Ford Foundation product, is reviewed. *Page 30.*

FCC grants 10 commercial TV stations in week. Total post-thaw grants: 108. *Page 67.*

Upcoming

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: Florida Assn. of Broadcasters meeting, Daytona Beach, Fla.

Nov. 22: TV Program Diagnostic Clinic, Mergenthaler Hall, Johns Hopkins U., Baltimore.

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

Other Upcomings on page 38.

Closed Circuit

(Continued from page 5)

announced by Mr. Johnson. He reports he is "inviting consideration" for either post, pointing out that in addition to his FCC legal stewardship, he's been Commonwealth's Attorney since 1947, was Republican nominee for governor of Virginia in 1949 and was nominated by GOP for Congress in 1944 and 1946.

NON-PROFIT educational stations would soon be "more commercial than commercial stations" trying to pay off every debt of college "back to the Indians," FCC Comr. Frieda B. Hennock said in off-cuff talk to Washington AWRT. She replied to query on advisability of "partially-commercial" educational outlets (story page 42). Another Hennock observation: Educational TV stations won't compete with regular outlets, since "popularity isn't the purpose of these stations."

TALK OF Mrs. Oveta Culp Hobby as probable woman member of Eisenhower cabinet occasions little surprise. Owner of *Houston Post* stations (KPRC-AM-TV), she was original supporter of General Ike and also served with him as first Colonel-Commandant of WAC's. Her appointment to Cabinet was predicted by this journal during GOP convention [CLOSED CIRCUIT, July 14].

WITH Sen. Homer E. Capehart (R-Ind.) slated to head Senate Banking Committee in 83d Congress, prospects are that pressure will be applied for elimination of economic controls, including present restrictions on material allocations. Joint Senate-House Committee session, under Sen. Capehart's chairmanship, scheduled this week on this subject. Sen. Capehart authored amendment to price control legislation to provide advertising allowances and was prime mover behind relaxed credit restrictions.

MARTIN KANE, timebuyer, McCann-Erickson, N. Y., expected to move to Hewitt, Ogilvy, Benson & Mather, also N. Y., in similar capacity.

FINAL DETAILS of Conelrad project, looking toward use of broadcast communications facilities on master plan basis in event of enemy attack or emergency, reached final stage last week with approval by Secretary of Defense Lovett of overall project as drawn by coordinating committee representing Air Defense Command, Federal Civil Defense Administration and FCC, whose coordinator is Comr. George E. Sterling. Draft copy of rules to govern operation shortly will go to all participating stations for comment. Line interconnection alone involves nearly half-million and remaining phase has to do with type of programming in emergencies.

FINAL CONELRAD plan envisages system whereby broadcasts and telecasts can continue without providing homing beams for possible invading aircraft. System is rigged also to enable President of United States, for example, to talk to entire populace on moment's notice. Similarly, governors of various states or local authorities would be cut in to handle statewide or local situations.

IF, as is widely predicted, James Hagerty becomes press secretary to new President, radio-TV will have understanding friend in White House. As press secretary to Gov. Thomas E. Dewey, Mr. Hagerty had active hand in Mr. Dewey's effective use of radio-TV question-answer appearances in his own 1950 gubernatorial campaign.

for more AT DEADLINE see page 102

Would you reach for HALF a BILLION in Sales?



That's the full potential of the Savannah Seaboard market—\$557,206,000 worth of retail sales . . . a million plus people in 79 counties. And you don't have to reach for it, because WSAV, and ONLY WSAV, can reach and deliver all of it for you.

Yes, WSAV's long-range frequency covers four times more area, three and one half times more people than any other medium in this vastly important market. And wherever WSAV reaches, it sells. Ask for case histories.

It's 630  in Savannah

WSAV

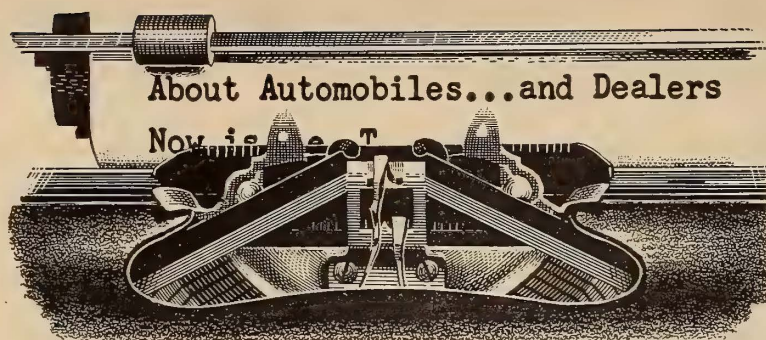
630 kc.
5,000 watts
Full Time



REPRESENTED BY



SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS



WASHINGTON, D. C. — More than 34,000 new car dealer members of the National Automobile Dealers Association are being mobilized behind a program to stimulate state and local action leading to solution of the problems existing throughout the nation as a result of inadequate highway and parking capacity.

A release giving plans detail has just been made to all radio stations . . . here are a few startling highlights:

There are more than 52 millions of vehicles on the highways today . . . an increase of 70% in seven years!

86% of vehicular travel is on 23% of the roads. \$11 billion has been estimated as the cost of modernizing these highways.

Roadways are wearing out. It has been estimated that 69% of intermediate-type highways in service January 1, 1952, will be worn out and need replacement within 10 years.

Too many of the principal streets in every town are loaded beyond capacity.

Losses growing out of traffic congestion and accidents have increased to the point where insurance alone can be the economic "straw to break the camel's back" in the family budget . . . making it increasingly difficult for the average wage earner to own his essential automobile which 57% of them use to get to and from work.

U. S. Public Roads Commissioner Thomas H. MacDonald, the NADA brochure points out, has observed: "We pay for roads whether we have them or not; and we pay more if we don't have them than if we do."

Every state automobile dealer association has been urged by the national association to make its special highway program an immediate major activity and to develop, in the public interest, an immediate and specific plan of action leading to the local solution of these serious problems.

One of a series from the National Automobile Dealers Association —Any material contained herein may be reproduced without permission.

a brochure, "The Case for Increased Highway and Parking Capacity," containing full background information, is available, address:

DIRECTOR OF PUBLIC RELATIONS, NADA
1026 17TH ST., N.W., WASHINGTON 6, D. C.
REPUBLIC 6946

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

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.

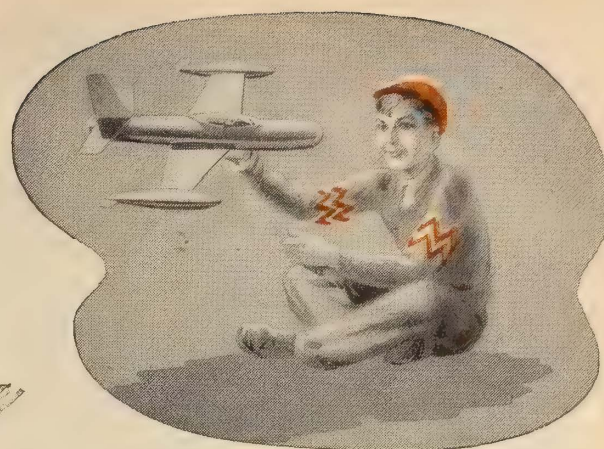
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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

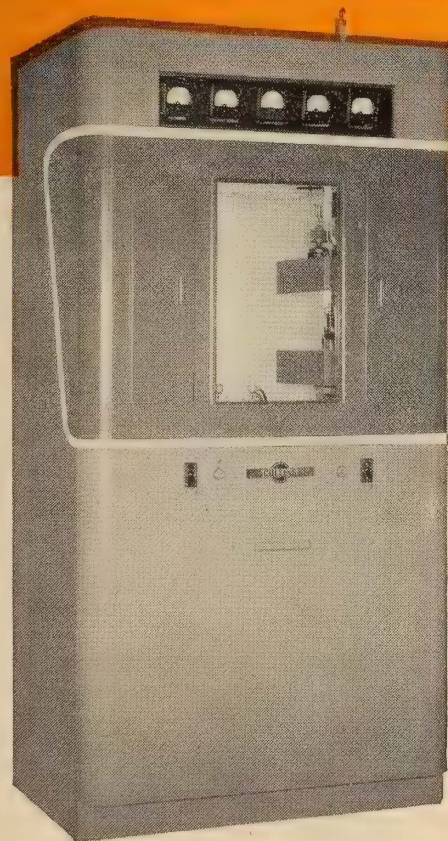
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BROADCASTING • Telecasting



in building airplanes or broadcast transmitters

ENGINEERING makes the difference



Whether the design calls for a sleek jet fighter or a broadcast transmitter, engineering is what determines the quality of the finished product. The Collins 20V AM transmitter contains exclusive engineering features that assure superior performance, lower initial cost, minimum maintenance and operating costs, and maximum dependability. The 20V is entirely contained in a single, handsome two-tone grey cabinet that's ruggedly built for long life. This single unit takes up to 75 per cent less space than ordinary one KW transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly and conveniently accessible from the rear. All tubes are visible at a glance.

Collins' consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE



**TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE**

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

JAMES K. MARTINDALE, copy vice president, Dancer-Fitzgerald-Sample, N. Y., to Hutchins Adv., same city as vice president in charge of advertising for Philco Corp.

RUSSELL R. CLEVINGER, Albert Frank-Guenther Law, N. Y., elected a vice president.

STEVE MUDGE, manager of the New York office, Ewell & Thurber Assoc., elected vice president of agency.



on all accounts

DORATHEA (Dee) HASSLER, radio and television director for Beaumont, Heller & Sperling Inc., Reading, Pa., made her deliberate choice of radio as a career when only a high school freshman.

Assigned to produce a research "term paper" assignment on her plans for a future career, Miss Hassler, who had no plans at all, decided it would be fun to explore a new field. She wrote forthwith to such personalities as Bertha Brainard at NBC and Ted Malone, asking these notables what they would do if they were standing in her bobby socks.

The result was radio, and by the time she had finished her term paper she had received such encouraging suggestions that she decided to go on with radio training.

Receiving her degree and practical experience in writing, production and radio performance from the Radio Workshop and School of Journalism at Syracuse U., she began her first radio job at WWNY Watertown, N. Y. "It was during the war," Miss Hassler recalls, "and they were so short of manpower that they turned me loose on selling time."

Positions followed at WKNE Keene, N. H., where she edited the prize-winning *Listener's Guide*, and at WPEN Philadelphia, where she acted as promotion director.

The transition from station to agency came at WPEN, where Miss Hassler did her own late-night celebrity interview show—"until I got so far behind on my sleep that I went to visit my family in Reading."

At Reading a friend introduced

her to officials of Beaumont, Heller & Sperling Inc., who just at that time were looking for someone to organize a radio department. Miss Hassler got the job—and went to work the next day.

"It's been the shortest seven years of my life," she says. "We started with a local bakery and dairy that were using radio. Now Maier's Bakery is one of the largest regional food firms in eastern Pennsylvania."

Her department, since expanded to include television, now handles the radio and TV accounts of Willson sun glasses, Bowers' Battery & Spark Plug Co., St. Lawrence Dairy Co., Pro-tek-tiv children's shoes and Eastern Gas Assn., comprising all the gas utilities and gas appliance manufacturers in eastern Pennsylvania.

Miss Hassler thinks an advertiser is making a mistake when he considers half-way measures

in approaching the radio-TV media. "It may be a hang-over from my time selling days," she observes, "but I'm a great believer in consistency in radio and television advertising. When I see a client contemplating 'sampling' either medium, I prefer to discourage him from using it at all."

Active in the League of Women Voters, Miss Hassler is a member of the board of directors of the Girl Scout Council of Berks County and the Reading branch of the American Assn. of University Women. And, "When and if there's any hobby time, it generally goes for knitting, painting or listening to good music."



DEE HASSLER

beat



MARY LOUISE CAMPBELL and **JOHN W. HUGHES**, account executives, Ruse & Urban Inc., Detroit, elected vice presidents.

PETER M. SCUTTER, J. Walter Thompson Co., N. Y. to Foote, Cone & Belding, same city, as account executive.

CAMERON BLAKE, radio writer, to Frank-Gold Agency, L. A., as associate director of publicity.

CARL SIGLER appointed director of merchandising, Gordon Best Co., Chicago.

JOHN BAINBRIDGE, radio-TV director, Walter McCreery Inc., Beverly Hills, and **FRED EGGERS**, copywriter, Hixson & Jorgensen Inc., L. A., to Holzer Co., L. A., as account executives.

TED YERXA, Hollywood radio-newspaper personality known as "The Lamplighter," to Bob Struble & Assoc., that city, as account executive. **BRUCE BAILEY**, West Coast magazine photographer, and **LEN McLEAN**, production department, *TV Time* magazine, to agency as cinematographer and assistant to **BOB STRUBLE**, respectively.

HOWARD DuBOIS, formerly head of own agency, to Lamb & Keen, Phila. as director of agency services.

JOHN E. ROONEY Sr., senior account executive, Geare-Marston Inc., Phila., elected president of local branch of Automotive Boosters.

BENJAMIN ESHLEMAN Co., Phila., and branch of **DOREMUS & Co.**, that city, will merge Jan. 2 under name of **DOREMUS-ESHLEMAN Co.**, 1522 Locust St. **BENJAMIN ESHLEMAN**, **E. HOWARD YORK 3rd**, **B. FRANKLIN ESHLEMAN 2nd**, **L. H. GREENHOUSE** and **J. J. D. SPILLAN** will serve as vice presidents.

ELLEN STEWART, copy chief, Advertising Division Inc., to copy staff at Wright-Campbell Adv., Chicago.

FRANK J. WESTBROOK, Michael Shore Adv., Chicago, named art director of Fulton, Morrissey Co., same city.

JAYNE SMATHERS, J. Walter Thompson Co., N. Y., to media department, Cecil & Presbrey, same city, as radio-TV timebuyer.

K. O. ABBEY to copy-publicity department, Kerker-Peterson & Assoc., Minneapolis.

GILBERT SUPPLE, Lennen & Newell, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as copy writer in radio-TV department.

GEORGE VALE named radio-TV director of Paul-Taylor-Phelan Ltd., Toronto.

BETTY McCOWAN, assistant radio-TV timebuyer, promoted to timebuyer, Henderson Adv., Greenville, S. C.

STAN RHODES, Kenyon & Eckhardt, N. Y., TV department, to Fuller & Smith & Ross, that city, as copy writer.

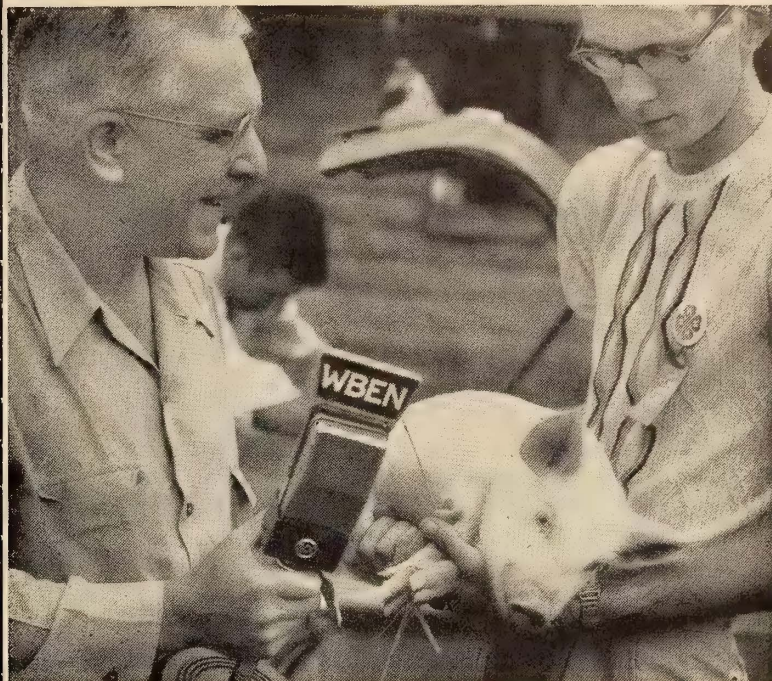
ARLENE KOCH, assistant timebuyer, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble account.

JOSEPH CREAMER, production director, WOR-AM-TV New York, to creative staff, BBDO, N. Y.

LOS ANGELES ADV. CLUB moves to 900 Wilshire Blvd. (Statler Center), that city.

BROADCASTING • Telecasting

No Pig-in-a-poke with Joe...



JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend . . . he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironie Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices . . . news, music and lively interviews. Monday through Saturday.

Represented by

THE HENRY I. CHRISTAL CO.
NEW YORK CHICAGO SAN FRANCISCO

WBEN

NBC IN BUFFALO



new business



Network . . .

FLAKO PRODUCTS Corp., New Brunswick, N. J. (pie crust mix), launching campaign to promote use of product for Thanksgiving. Firm will use 10-second TV spots on 13 stations for two weeks and has also purchased announcements on CBS Radio's *Galen Drake Show*, Sat., 10-10:15 a.m. EST, using 46 network stations. Agency: H. B. LaQuatte Inc., N. Y.

SWEETS Co. of America Inc. Hoboken, N. J. (Tootsie Rolls), sponsoring *Paul Whiteman TV Teen Club* over ABC-TV, Sat., 7-7:30 p.m. EST, starting Nov. 22. Agency: Moselle & Eisen, N. Y.

BLOCK DRUG Co., Jersey City, N. J. (Amm-i-dent), will sponsor Kate Smith on 60 NBC-TV stations, Tues., 4:30-4:45 p.m. EST. Agency: Cecil & Presbrey, N. Y.

ALLIS-CHALMERS Mfg. Co., Milwaukee, to sponsor hour-long origination from International Livestock Exposition in Chicago on NBC-TV Dec. 2, 3-4 p.m. EST. Agency: Bert S. Gittins Adv., Milwaukee.

KELLOGG Co., Battle Creek, Mich., to sponsor Friday 1:45-2 p.m. EST portion of *Garry Moore Show* on CBS-TV, Mon. through Fri., 1:30-2 p.m. EST, starting Jan. 2. Agency: Leo Burnett Co., Chicago.

BURTON-DIXIE Corp., Chicago (mattresses), to sponsor Paul Harvey on ABC-TV, Sun., 10-10:15 p.m. from Nov. 16. Agency: Turner Adv., Chicago.

Agency Appointments . . .

CARLETON-STUART, N. Y. (distributor of Carrier Air Conditioning), appoints French & Preston, same city.

MOPPET SHOPS, Studio City, Calif. (girls' clothing), appoints Edwards Agency, L. A. **TOBY MILLER** is account executive. Radio will be used after Jan. 1.

MILLER PROTECTO PRODUCTS Co., Kalamazoo, Mich. (Sweet-Aire household deodorants), names Scheideler, Beck & Werner, N. Y.

TIP TOP TAILORS Ltd. appoints Muter, Culiner, Frankfurter & Gould, Toronto.

G. KRUGER Brewing Co., Newark, names Grey Adv., N. Y., effective Jan. 2.

T. W. GARNER FOOD Co., Winston-Salem, N. C., appoints Walter J. Klein Co., Charlotte, N. C. TV is being used.

DESERT PRODUCTS Corp., Long Beach (Accuya wall paneling), appoints Kent Goodman Adv., Hollywood. TV will be used.

RYB Inc., Beverly Hills, Calif. (distributor of new Stephens wireless mike), appoints Graham & Gillies Inc., that city.

PENTA LABS. Inc., Santa Barbara (precision electronic equipment), appoints Kemble Co., that city. **ED KEMBLE** is account executive.

ADDISONS Ltd., Toronto (electrical appliances, receivers), names Aikin-McCracken Ltd., Toronto.

SOUTHERN BISCUIT Co., Richmond, Va., appoints Compton Adv., N. Y., for F.F.V. orange, lemon and vanilla thins, Colonial creams and Tavern blue cheese crackers, effective Jan. 1.

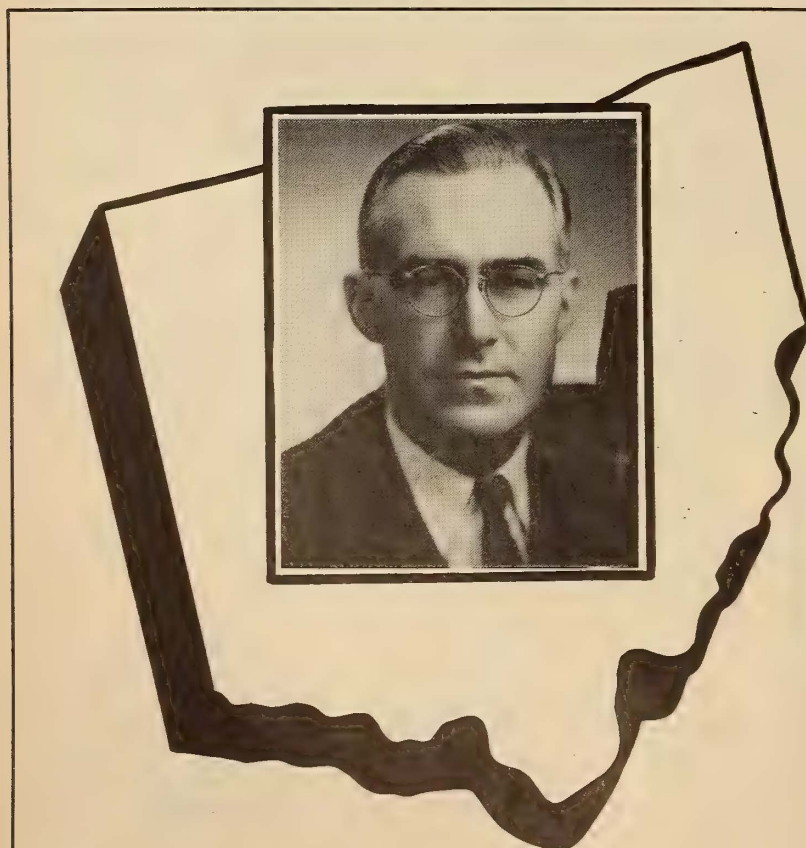
HUNT FOODS Inc., Fullerton, Calif., appoints BBDO, L. A., for tomato paste.

HOWARD ZINK Corp., Fremont, Ohio (automobile seat covers), appoints Griswold-Eshleman Co., Cleveland.

THOMAS SHIRT Inc., L. A. (men's shirts), appoints Banning Co., that city.

ORIENTAL RUG CUSHION Co., L. A. (Orceo Brand floor covering

(Continued on page 18)



JIM CHAPMAN'S RIGHT AT HOME ON OHIO'S FARMS...

Agricultural radio is WRFD's specialty, and Jim Chapman is well qualified to serve rural folks! He's been working in farm radio for 17 years—seven of those in Ohio, close to farmers and farm organizations. He knows Ohio farm folk—knows what they want and need in the way of radio farm features. And, Ohio farmers know Jim Chapman. They like him, too, and they respect him as an outstanding authority on the latest trends in farming methods. And, here's a BIG PLUS offered exclusively by WRFD. Jim Chapman has the faithful backing of the 1500 Farm Bureau Advisory Councils which meet monthly and of the 60-thousand farm families belonging to the Farm Bureau Federation, to say nothing of the other rural organizations which work intimately with WRFD in one of America's largest and wealthiest farm markets.

WRFD

5,000 WATTS AT 880 KC.

THE O. L. TAYLOR COMPANY—NATIONAL REP.

Ohio's Best Rural Sales Medium
WORTHINGTON, OHIO FR. 2-5342

NX124

TO ALL UNITED PRESS CLIENTS:

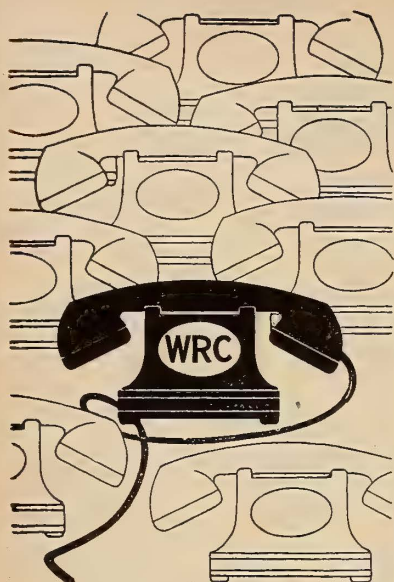
SO MANY LETTERS, TELEGRAMS AND CABLES HAVE BEEN RECEIVED FROM UNITED PRESS CLIENTS ALL OVER THE WORLD COMPLIMENTING THE U. P. ON ITS SUPERIOR ELECTION COVERAGE THAT WE WISH TO TAKE THIS WAY OF ACKNOWLEDGING THEM.

YOUR COMMUNICATIONS ARE MUCH APPRECIATED AND WILL BE AN ADDED INCENTIVE TO THE STAFFS WHO WORKED SO EFFECTIVELY TO PUT UNITED PRESS ELECTION SERVICE FAR OUT AHEAD THROUGHOUT THE NIGHT, NOT ONLY IN NATIONAL RESULTS BUT IN REGIONAL AS WELL.

HUGH BAILLIE, PRESIDENT,
UNITED PRESS ASSOCIATIONS.

NOV. 10, 1952.

JR155P



Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC

980 KC • 93.9 FM

Represented by NBC Spot Sales



feature of the week



DEMONSTRATING prizes won at WIBC contest are (l to r) Vern Teipel, Kaiser-Frazer dealer; Pat Todd and Gene Cherry, co-chairmen of Rushville Jaycees committee; contest winner Bollinger (in car); WIBC Farm Director Harper, and Omer Vakoch, Rushville Kaiser-Frazer dealer.

MOST SUCCESSFUL farm promotion it ever undertook was the second Indiana and fourth national mechanical corn-picking contests, both sponsored last month by WIBC Indianapolis, the station reports.

Contest officials estimated 85,000 midwest farmers attended the two events, held Oct. 17-18 on two farms near Rushville, Ind., 40 miles from Indianapolis and within WIBC's primary coverage area.

Dix Harper, WIBC farm service

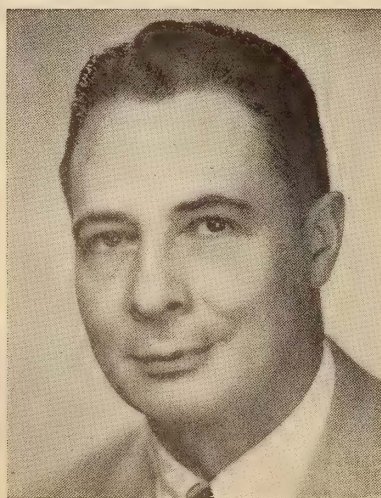
director, as state and national chairman, was the main single force behind the big Indiana affairs, which were co-sponsored by the Rushville Junior Chamber of Commerce.

The contests were preceded on Oct. 16 by a three-mile-long parade led by Miss Indiana of 1952, Ann Garnier of Indianapolis, and including the 31st Infantry Division band (Camp Atterbury), Ball State Teachers College ROTC drum

(Continued on page 18)



strictly business



MR. REULMAN

West Coast prospects bright
OVERALL spot sales are bound to increase in television "because of a trend to use pro-

grams on film with station time purchased on a spot basis."

That's the way Stan Reulman, Pacific Coast manager of The Katz Agency, sees it. He is optimistic when he sizes up the future of national radio and television spot advertising. The outlook is bright particularly among Pacific Coast accounts, Mr. Reulman, who has his office in San Francisco, feels.

He says:

"This trend enables the advertiser to select those markets which are most desirable for his particular sales needs and allows him to shop all stations in each market for the time period most likely to attract a substantial audience.

"Advertisers have discovered that programs on film provide the answer for a perfect show. They are taking advantage of the excellent syndicated film packages which

(Continued on page 17)

West Texas
The Big 4
West Texas Stations

KRBC
KBST
KTRN
KGKL

1 CONTRACT
BUYS ALL
FOUR
at 20% DISCOUNT
From Regular Rates

KRBC Abilene

5,000 Watts Day — 1,000 Night

KGKL -- San Angelo

5,000 Watts Day — 1,000 Night

KBST -- Big Spring

250 Watts

KTRN -- Wichita Falls

5,000 Watts Day — 1,000 Night

1 Contract 1 Billing
for all 4

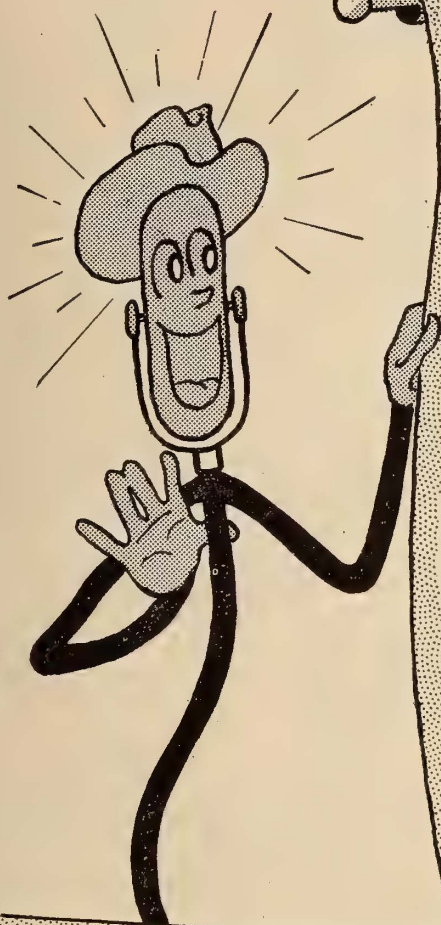
See Discounted Rates Under

West Texas
Package Stations

or contact the

John E. Pearson Co.

KTUL Delivers a Mighty Market... *Tulsa!*



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

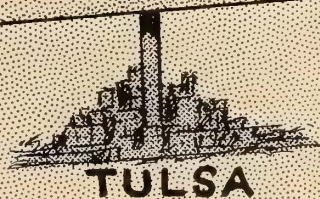
But... it also ranks—

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

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

FROM 10% to 50% BETTER!

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



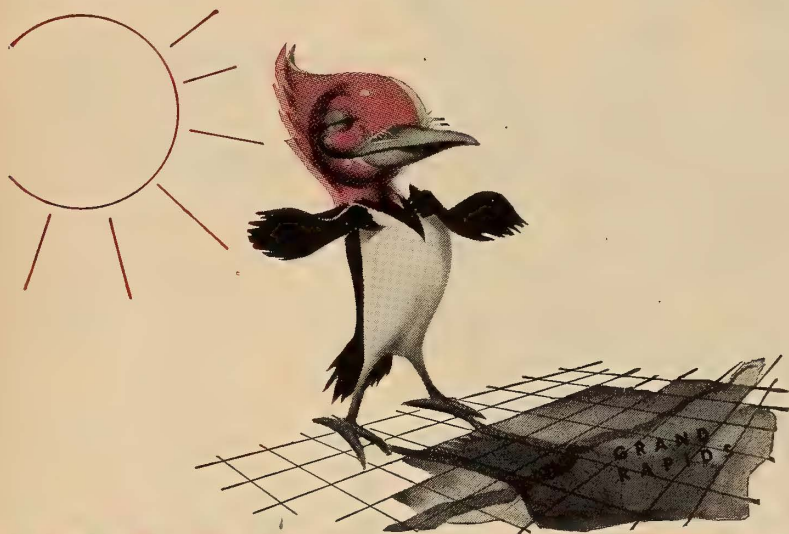
The "HAPPY MEDIUM" Station

KTUL Radio

TULSA

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

It's A Bright Daytime Picture!



WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY*

GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA

Share of Audience, Average 1/4 Hour Homes Using TV

	MONDAY — FRIDAY 10 AM — 12 N	12 N — 6 PM
WOOD-TV STATION B STATION C	90% 10 —	60% 38 2
WOOD-TV STATION B STATION C	SATURDAY 85 15 —	63 34 3
WOOD-TV STATION B STATION C	SUNDAY — — —	63 35 2

*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV... the area's only station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

open mike



Better Late

EDITOR:

I am a little late in writing you this letter, but the reason is that I have been away.

I want to congratulate you and your organization on your 21st birthday on Oct. 15 last. I well remember when your publication started. . . I have watched it grow through the years with a good deal of pride and am happy to be among your earliest subscribers. Your success, I feel, has been largely due to the alertness with which you have reported news in your particular field and your freedom from bias and the far-reaching vision which you have portrayed as occasion demanded.

May you have many more years of success. . .

A. L. Ashby
Bronxville, N. Y.

[EDITOR'S NOTE: Mr. Ashby is former vice president and general counsel of NBC.]

* * *

Lion and Lamb

EDITOR:

Little did we know when we sent you the photo and story on Buddy Deane doing the show from the lion's cage that you'd be swamped with "lion stories."

So O.K.—Miss Rosencranz may have been the first woman. . . Eddie Chase may have been before her . . . and Johnnie Clarke before him.

But you don't understand what makes our story so unique . . . Buddy Deane is a coward!

Nedra J. Berryman
Program Director
WITH Baltimore

* * *

Too Many Interests

EDITOR:

In your Nov. 3 issue on page 80, the magazine lists an applicant for Pittsburgh, Pa., naming J. Frank Gallaher, Loren Berry and Ronald B. Woodyard, a partnership. This is a client of mine.

In describing the other radio interests of Mr. Woodyard. . . your story on him says he's the president of Fort Myers Broadcasting Co. Mr. Woodyard did have an interest in Fort Myers Broadcasting Co. in the past, but he has no present interest in it. The application called for the listing of all radio interests of the partners during the past five years. This led your reporter to the inference that all the interests continued. . .

Mr. Woodyard's only present broadcasting interests are with Skyland Broadcasting Corp., (WONE, WTWO-FM and a TV

applicant, all in Dayton, O.). Skyway Broadcasting Co. of Columbus, and in the partnership with Mr. Gallaher and Mr. Berry. . .

James Lawrence Fly
Fly, Shuebrack & Blume
New York, N. Y.

* * *

One-Track Publicity

EDITOR:

The other day while awaiting my turn to make a speech on television I listened to a newspaper photographer discuss the art of taking good pictures. For some reason my thoughts wandered to your fine magazine and the many photographs you are forced to run of commercial managers signing contracts and other small groups smiling into the camera.

I know you must cringe every time one of these pictures comes in. It occurred to me you might send a note to all station publicity people and offer a yearly prize or two for the publicist doing the best job of getting away from these unimaginative photographs. The reason why I thought of BROADCASTING • TELECASTING is perfectly natural—I spend part of each week reading BROADCASTING • TELECASTING. . .

Roy Bacus,
Commercial Manager,
WBAP Fort Worth

[EDITOR'S NOTE: BROADCASTING • TELECASTING agrees with Mr. Bacus. How about getting a little action into those advertising-agency-station executive pictures?]

* * *

Testimonial

EDITOR:

The trade press of advertising is outstanding, and, in this outstanding group, BROADCASTING • TELECASTING is superb. . . I don't want to miss an issue. . .

When I was an NBC page, the magazine was interesting. Now, as a moderate radio advertiser, with television coming, it is informative.

Edward G. Weber
Adv. Mgr.,
Southwestern Public Service
Co.
Amarillo, Tex.

* * *

Missing Person

EDITORS:

. . . One of our announcers—an ex-GI just returned from Korea—informed us that a personality DJ on the Armed Forces Radio Service station in Tokyo created quite a following among the soldiers sta-

tioned in the Japan and Korean zones. He referred to himself over the air as "Fearless" and advertised "Fearless Products" and carried the fearless theme throughout everything he did as a gag. His real name is Fred Forgetting, and he was rotated from Korea recently and is now out of the army and in the United States. . . We would like to know where the guy is—we would like to offer him a job.

James Wilson
Manager
WAND Canton, Ohio

* * *

Hot Medium

EDITOR:

Other than WGMS I have never known an advertising medium like BROADCASTING • TELECASTING.

We inserted an ad to help one of our ex-employees find other work. Not only did I get a fast response with at least one lead that should come to fruition, but we also got all kinds of unexpected responses from radio people who said that they wanted to work for a company with a management that would insert an ad like ours.

When anyone reads your advertising carefully enough to try to switch the message, then you really have got a "hot" medium.

M. Robert Rogers
Vice Pres. & Gen. Mgr.
WGMS Washington

* * *

Big Order

EDITOR:

... I need the help of your readers—program directors, disc jockeys and producers.

Can they tell me the "laugh potential" of their particular district or area?

If they help us, maybe we can help expand the laugh production in the United States. We'd like to know how much comedy is used on each station in the country, how much time is devoted to comedy, how many disc jockeys utilize comedy, how much time they'd like to use, why they don't use more, and what percentage of time is devoted to comedy in contrast to music, drama, news, etc.

[They can] write me at Room 902, 292 Madison Ave.

George Lewis
Director
National Assn. of Gag-writers
New York

MBS Honors

MBS is asking its 560 outlets to name communities in their listening areas deserving of individual awards for exceptional service in "lights on—votes out" campaign conceived by Mutual newsmen. Little Falls, N. Y. (pop., 9,541), with 99.418% vote record among its registered, was announced as the first community to be honored.

Strictly Business

(Continued from page 14)

are available at moderate costs. Others have produced their own shows giving them complete control of the programs in addition to creating a ready made show for new TV markets which may be placed and re-run at the discretion of the advertiser.

"Original production costs on advertiser-produced shows can be amortized through the sales rights of re-runs or through foreign rights."

Business Crosswinds

Mr. Reulman bases his Pacific Coast optimism on the great numbers of eastern manufacturers who are locating branch manufacturing plants and district offices on the Coast as a means of attracting this tremendous market. "And there will be more," he says. "Each of these manufacturers becomes a prospect for spot advertising in those markets in which distribution is established."

Mr. Reulman began his extensive advertising and news experience in the Middle West. He was born in Cincinnati, May 23, 1907. He moved at an early age to Detroit and later to Chicago. His first advertising job was with the Ankrum Agency, Chicago, where he remained until the agency was dissolved after the death of the owner. He then joined the staff of the Chicago Herald & Examiner, assigned to cover schools and colleges in the Loop.

Joined Katz in Chicago

Early in 1937, he joined the Chicago office of The Katz Agency, for which he covered St. Louis, Cincinnati and Louisville. He moved to Los Angeles eight years ago as manager of The Katz Agency office in that city and was later appointed Pacific Coast manager, the office he now holds, moving his office headquarters to San Francisco last August.

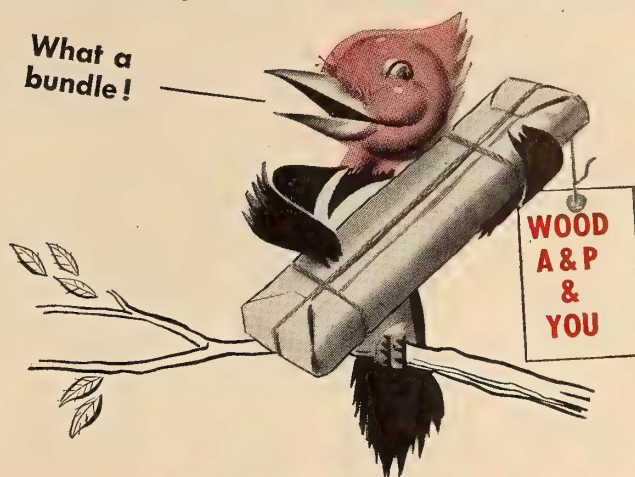
Mr. Reulman is married to the former Mabel Hawkinson. They have three children, Stan Jr., 22; Bill, 18; and Patty Ann, 7. Stan Jr. is serving his present tour of duty aboard the USS Rochester in Korean waters. The Reulmans are building a home in Hillsborough.

Seal Drive Theme

RECORDINGS of Perry Como's "One Little Candle," adopted as the 1952 Christmas Seal Sale campaign song, are being distributed by the National Tuberculosis Assn. to radio stations for use during the annual drive, Nov. 17-Dec. 25. The records include a special introduction in behalf of the campaign. A 15-minute transcribed radio show featuring Fred Waring and the Pennsylvanians also is being prepared.

Presenting the WOOD BUNDLE!

What a bundle!



WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the WOOD BUNDLE is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays in 29 A&P stores. Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than \$100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful . . . a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.



WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

New Business

(Continued from page 12)

products), appoints Jere Bayard Adv., that city.

TURCO PRODUCTS Inc., L. A. (industrial cleaning compounds), appoints Hixson & Jorgensen Inc., that city. **CLIFF HOSKING** is account executive.

SYLMAR PACKING Corp., L. A. (Sylmar specialty food products), appoints Yambert-Prochnow Inc., Beverly Hills. Radio will be used. **RAYMOND PROCHNOW** is account executive.

SUN VERTIKAL BLIND Co., Grand Rapids, Mich., appoints Erwin, Wasey & Co., L. A. **ARCH DOUGLASS** is account executive.

FELIX DE COLA Inc., L. A. (E-Z Chord piano attachment), and **FOUNDATION FILMS Corp.**, Pasadena (distributors of religious films), appoint Bob Struble & Assoc., Hollywood. TV is being used on former account.

CHRYSLER DEALERS of New York name Bermingham, Castleman & Pierce, that city, for television in New York area.

QUALITY PRODUCTS MFG Co., L. A. (Tred-Aire foam rubber mats), and **SUPERIOR BEDDING CO.**, that city, appoint Jere Bayard Adv., that city.

COCHRANE Corp., Phila. (water heating equipment), appoints John Falkner Arndt & Co., same city.

BERMAN'S, L. A. (men's clothier), **STAN'S DRIVE INNS**, L. A., (Calif chain), and **UNION AUTO SERVICE**, L. A. (financing and insurance for union members), appoint Irwin Co., Beverly Hills. Radio is being used.

SOUTHERN CALIFORNIA MUFFLER Co., Culver City (Belond Equal-Flow exhaust systems), appoints Walter McCreery Inc., Beverly Hills.

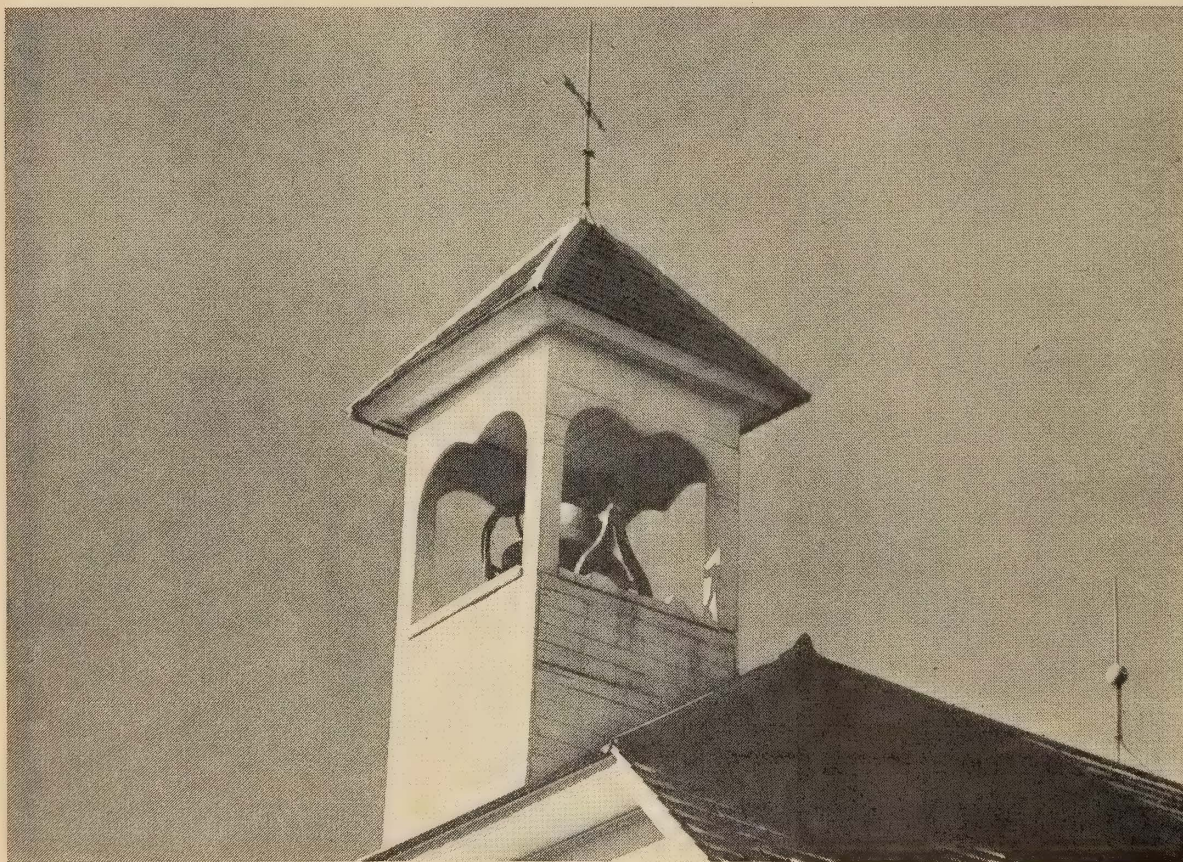
Adpeople • • •

C. L. McCALL, advertising manager, G. Heileman Brewing Co., La Crosse, Wis., appointed general sales and advertising manager there.

EILEEN FULLERTON, publicity director, Bullock's Inc., Pasadena (department store), to Joyce Inc., that city (shoe mfr.) as advertising director.

JOHN DuBOIS, advertising department, Clary Multiplier Corp., San Gabriel, Calif., transfers to Flo-Ball Pen Corp., that city, firm's subsidiary, as advertising manager.

RICHARD H. KOEHLER named manager of advertising and sales promotion for Le Roi Co., Milwaukee, succeeding **GUY SCRIVNER**.



THANKSGIVING

Simple spires such as this rise at countless Kansas crossroads. They rise above recently harvested fields that have brought their owners the richest yield in all history. The Spirit of Thanksgiving is all about us . . . in the golden corn piled high in cribs and overflowing granaries . . . in the sleek, white-faced cattle and heavy hogs that will soon be on their way to market . . . and in the faces of those whose labors have again been so generously rewarded.

We at WIBW share this Thanksgiving spirit with these farm families because they are our close friends

. . . our daily listeners. Once again we rededicate ourselves to continuing service in their behalf . . . for it is only because of such service throughout the years that we have been able to serve our advertisers so successfully.

Ben Ludwig

Gen. Mgr. WIBW
C.B.S. Radio for Kansas

Feature of the Week

(Continued from page 14)

and bugle corps, Murat Shrine horse patrol, eight high school bands, 25 baton twirlers, 16 competitive and 60 commercial floats, 10 drill teams, contestants on their corn pickers and eight cars of notables, including R. M. Fairbanks, WIBC president, and Mrs. Fairbanks.

The WIBC-sponsored contests featured commercial farm exhibits by 102 companies in a three-quarter-mile exhibit area, plus demonstrations of farm equipment. Each winner and runner-up of picking contests in seven cornbelt states competed in the national contest for two trophies, a Kaiser-Frazer auto and other prizes totaling \$4,000. Elmer Bollinger, a Fairbury, Ill., farmer, was the national winner.

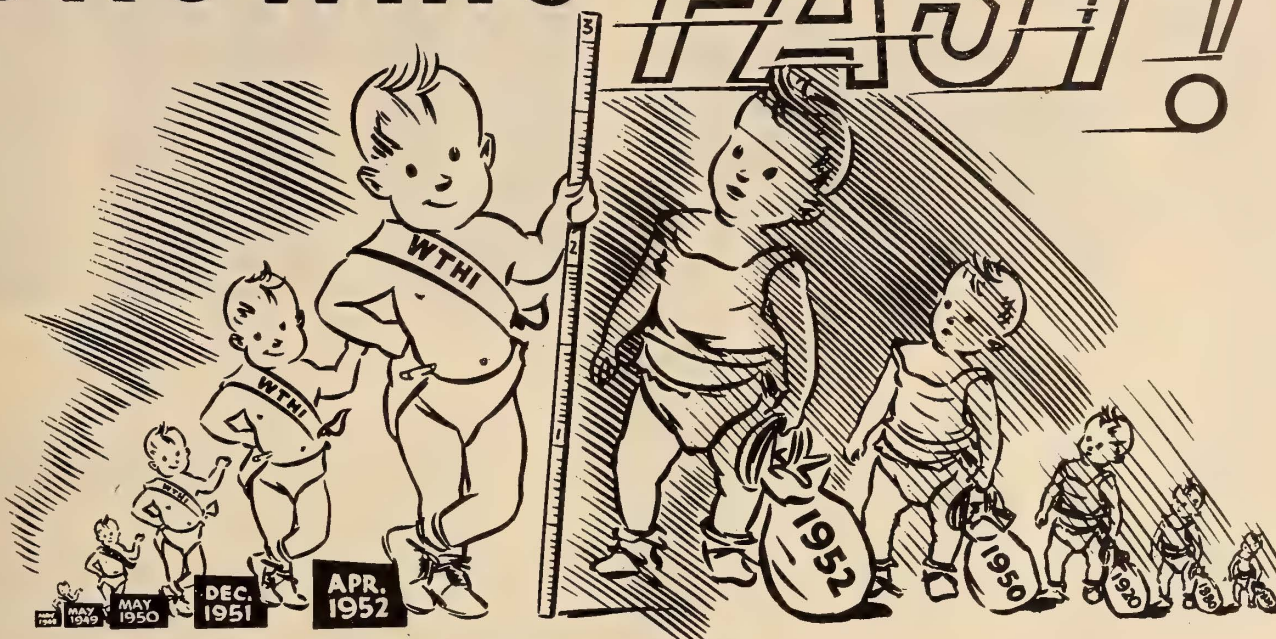
Sponsors from other states were: KSOO Sioux Falls, S. D.; WOW Omaha, Neb.; WMT Cedar Rapids, Iowa; KFEQ St. Joseph, Mo.; WGN Chicago and WEKZ Monroe, Wis.

WIBC provided entertainment and broadcast portions of the contests. National contest speakers included C. J. McCormick, Dept. of Agriculture undersecretary, and Rep. Ralph Harvey, 10th Indiana District Congressman. Also making short talks were Indiana's Gov. Henry F. Schricker and Sens. Homer E. Capehart and William Jenner.

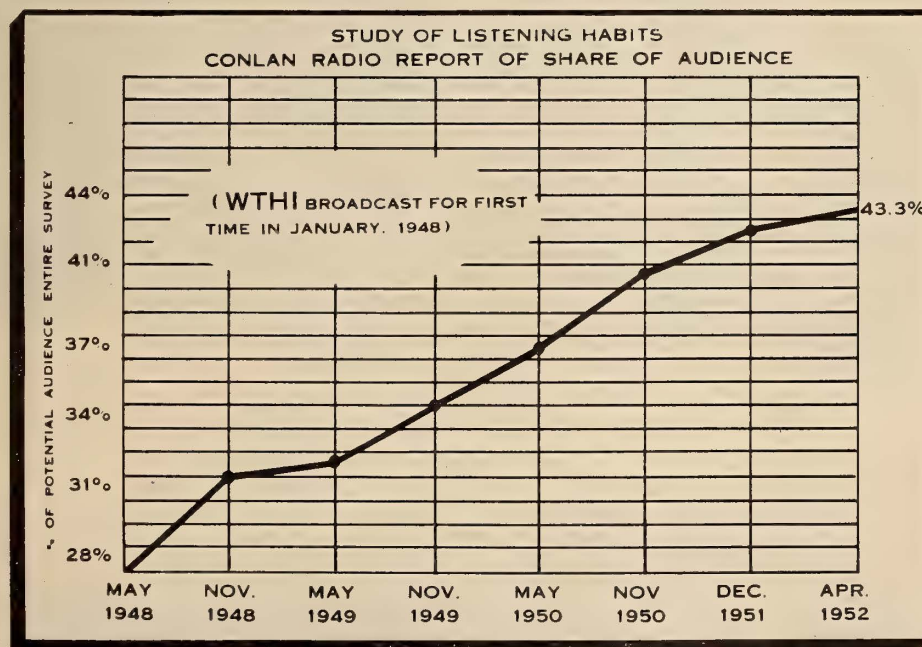
Personalities of WIBC who took part in entertainment were Jim Shelton, m.c. of the *Pick-a-Pocket* show; Dixie Four Quartet; Country Cousin Chickie and the Haymakers, and WIBC Farm Service Director Harper. Assisting with the events were Mrs. R. M. Fairbanks, Chief Engineer Robert Minton and station engineers Clarence Morgan, Jack Faulhaber and Bill Landrum.

Station officials report they already are at work planning for a 1953 contest in another section of the state.

GROWING FAST!

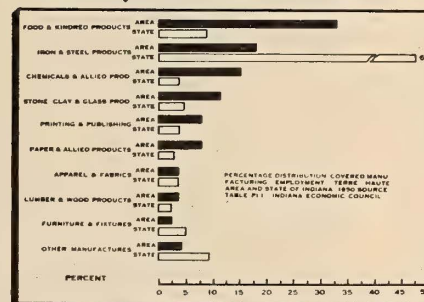


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SURPASSING COMMUNITY GROWTH!



TERRE HAUTE AREA

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Development over all of Indiana!

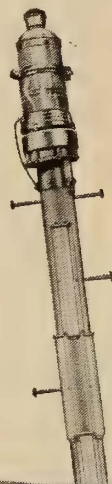


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RICH, GROWING and ISOLATED MARKET.
OUR MOTTO: *"Aggressiveness with Imagination"*

RCA

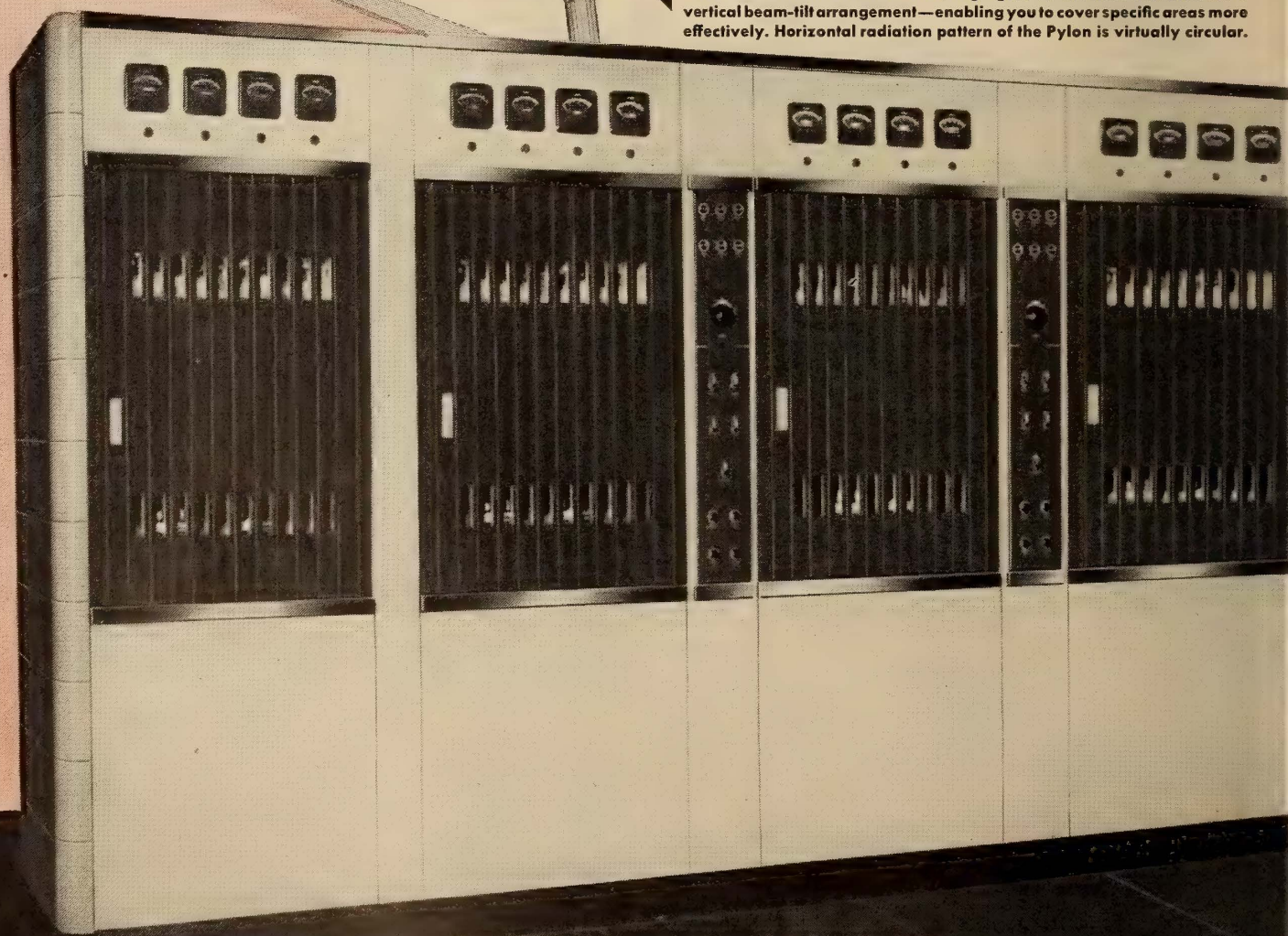
UHF



AGAIN, RCA sets a record in UHF technical leadership—by delivering to KPTV the entire UHF transmitter plant that put the FIRST commercial UHF signals on the air.

Out of the experimental field into the practical, *RCA transmitter-antenna combinations* like those shown here make UHF planning a practical reality. They enable you to obtain the most coverage at minimum investment.

◀ **RCA UHF PYLON ANTENNA.** The high-gain TV antenna that includes a vertical beam-tilt arrangement—enabling you to cover specific areas more effectively. Horizontal radiation pattern of the Pylon is virtually circular.



10-KW TYPE TTU-10A (FOR ERP* TO 270 KW). This UHF transmitter, and a UHF Pylon Antenna, will produce from 240 to 270 kw ERP on channels 14 to 83. The combination is capable of serving almost any metropolitan area with strong signals. Type TTU-10A is designed for straight-line or block "U" arrangements.

*Effective Radiated Power

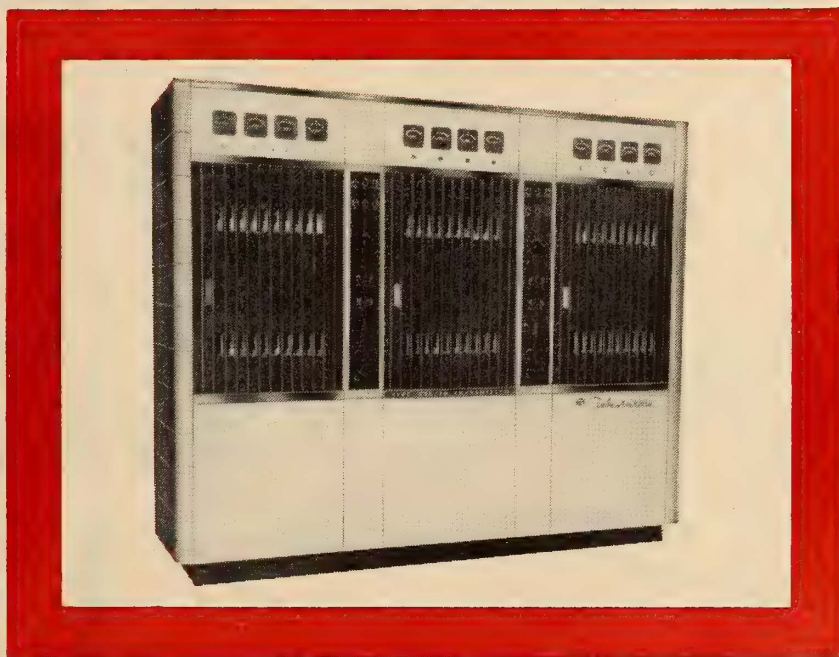
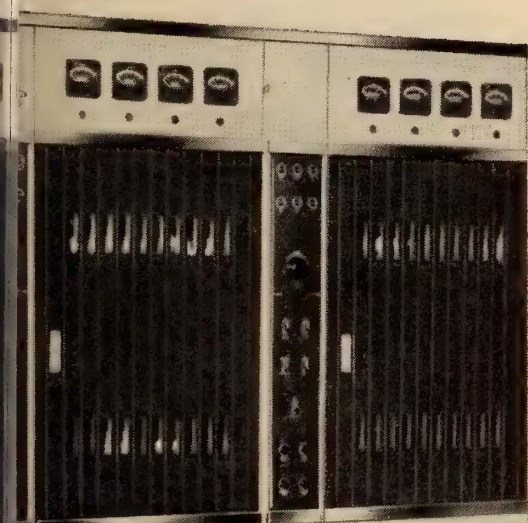
proved in Portland!

For example, in low-power operation, RCA's low-cost 1-kw UHF transmitter and a high-gain Pylon Antenna combination is the most economical choice. Or, if you require higher power, RCA's "10-kw" UHF and a high-gain Pylon combination approaches the ultimate in useful coverage.

In addition to transmitter-antenna combinations, RCA also has the UHF accessories you need to go "on air"; transmitter monitoring equipment, trans-

mission line fittings, towers, consoles, UHF loads and wattmeters, Filterplexers, etc. Everything is "systems matched" to work together for maximum performance. All equipment is available from ONE responsible transmitter manufacturer—RCA.

Make sure YOU get your UHF equipment when you need it. Your RCA Broadcast Sales Representative is ready to take your order—and show you what you need to go UHF at lowest cost.



1-KW TYPE TTU-1B (FOR ERP* TO 27 KW). This transmitter and a UHF Pylon Antenna, can develop from 24 to 27 kw ERP on any channel, 14 to 83. TTU-1B is self-contained and all air-cooled. It is well suited as a driver for a high-power amplifier.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

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50,000 WATTS • 680 KC.

North Carolina rates more
firsts in recognized market sur-
veys than any other Southern
state. More North Carolinians,
according to BMB study, listen
to WPTF than to any other
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NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTADT, SALES MANAGER

RESNICK'S ABC-UPT REPORT

Asks FCC to Approve Merger

By EARL B. ABRAMS

IN A CLEAN sweep initial decision, FCC Examiner Leo Resnick last Thursday recommended that the FCC approve the long-pending proposal of ABC and United Paramount Theatres to merge their operations. This would buttress the sagging ABC radio and television networks with the multi-million dollar resources of the theatre exhibition company.

Brushing aside the vigorous opposition of the FCC's own Broadcast Bureau, Mr. Resnick saw in the fusion the injection of new competition in network broadcasting—both radio and TV—and succor for the 300 affiliates of the ABC networks. Backed by \$152 million in United Paramount resources, and the showmanship know-how of its executive management, if finally approved by the FCC, AB-PT—as the new company would be known—would be slated for front line status in the competitive radio-television arena.

The initial decision now goes to the full FCC, but, under FCC procedures, provision is made for oral arguments—if any of the parties desire them. The FCC itself is cognizant of the ABC plight, and has moved to expedite the proceedings, by eliminating from the case pre-1948 anti-trust aspects. It is hoped that a final decision will be forthcoming before the year's end, but that admittedly appears to be a race against time. The merger contract

terminates if not approved by the FCC by next June 23.

All private parties—ABC, UPT, Paramount Pictures, DuMont and CBS—appeared jubilant over the Resnick report. The stock market reacted favorably.

CBS, which would acquire a Chicago outlet, has one additional hurdle—the application of Zenith for the Channel 2 assignment now occupied by WBKB (TV), the Balaban & Katz (UPT) station which CBS would buy for \$6 million. Zenith originally had an experimental assignment, and there now pends before the FCC its bid for the channel. It was not a party to the merger proceedings.

In his initial decision, Mr. Resnick swept clean all the other issues of the complex Paramount case [B•T, Jan. 21 et seq.]. He found:

- That Paramount Pictures Corp. is qualified to be a broadcast licensee.
- That UPT is qualified to be a broadcast licensee.
- That Paramount Pictures Corp. does not control Allen B. DuMont Labs.
- That CBS may purchase UPT's WBKB (TV) Chicago.

Decision becomes final 40 days following its release last Thursday, unless the FCC decides otherwise. Parties have 20 days to file exceptions and request oral argument before the Commission.

Petition for the FCC to accept the initial decision forthwith was expected to be filed by all applicants this week. All were prepared to waive their rights under the 20-day rule, it was learned.

Whether the Broadcast Bureau will accede was debatable. It was felt by some that the Broadcast Bureau, which had opposed the applicants, might feel compelled to take exceptions.

Majority on the FCC are sympathetic to the merger and the other approvals in the case, it is believed.

FCC's favorable attitude was shown, it is widely held, when it instructed the hearing examiner to delete from the record all references to anti-trust violations occurring prior to August 1948. This applied predominantly to Paramount Pictures and to executives

of that company and UPT.

Mr. Resnick's approval of the merger was pegged on the principle that the potential increase in network competition outweighed the possible danger of concentration.

He based his conclusions on the fact that consolidation with 650-theatre-strong UPT would enable ABC to "strengthen its program structure, improve its physical plant, build larger audiences and thereby attract and retain sponsors and affiliates."

This would, he said, carry out the purposes of the 1941 Chain Broadcasting Regulations, which forced NBC to divest itself of the Blue Network. At that time NBC had both a Red and a Blue Network.

The Blue Network was bought by Life Saver magnate Edward J. Noble for \$8 million in 1943, and renamed the American Broadcasting Co. The merged ABC-UPT company will be American Broadcasting-Paramount Theatres Inc.

Answering objections to the
(Continued on page 24)

'GOOD PROPOSAL'

Is Reaction of Principals

COMMENTS from principals involved in the initial decision proposed in Paramount case follow:

An ABC spokesman said:

"We are naturally pleased that Mr. Leo Resnick, FCC hearing examiner, has recommended that the FCC approve the proposed merger of ABC and United Paramount Theatres, as being in the public interest.

"As the examiner designated by the FCC to hear all parties concerned with the merger, Mr. Resnick personally heard and reviewed all the facts they presented in the FCC's study of the proposed merger.

"Under these circumstances, the fact that his findings are in favor of the merger and he has recommended approval of the merger to the FCC, greatly fortifies our belief that the FCC will make final this decision in the public interest, as speedily as possible, and under the merger will permit us to put into effect plans for both radio and television broadcasting which will enable us to serve the public better."

Dr. Allen B. DuMont, whose company was cleared of legal FCC ties with Paramount Pictures, said:

"We are highly gratified that Examiner Resnick completely sustained our position with respect to our license rights and control of our operations. This declaration of independence for DuMont is a long step toward better television service throughout the country.

"The examiner's report—when it is approved by the FCC—will be our 'go' sign. It removes all questions as to the stability of our licenses in New York, Washington and Pittsburgh, and it will make it possible for us to acquire additional stations.

"It will also enable us to go forward with permanent and stable relationships with present and future television affiliates. For some time we have been spending substantial sums and developing plans for expansion in anticipation . . .

"Our multimillion dollar telecenter in New York is nearing completion. We have just opened elaborate studios and broadcasting facilities in Washington. We have

started construction of most modern and complete studios and production facilities in Pittsburgh.

"With all of this and with accomplishment of our other expansion plans, DuMont will be able to produce any kind of program, from the simplest to the most elaborate, and deliver it to television receivers in every important market at the lowest possible cost."

Paul Raibourn, Paramount Pictures vice president whose company was found qualified to have the license of KTLA (TV) Los Angeles renewed, said:

"The examiner's decision sounds good to us. I am pleased that the conduct of the company has warranted the findings Examiner Resnick has made. The decision is a forward step clearing the way for us to continue to make contributions to television."

Neither Leonard H. Goldenson, president of UPT and of the proposed AB-PT Inc., nor Frank Stanton, president of CBS, whose \$6 million purchase of WBKB (TV) Chicago was approved, would comment.

Text of Resnick's Report

THE following is the verbatim text of Mr. Resnick's initial decision:

Conclusions with Respect to the License and Transfer Applications

16. Thus far, we have disposed of the applications relating to DuMont by granting its license applications, by concluding that Paramount Pictures, Inc. did not control DuMont at the time its stock interest in DuMont was transferred to Paramount Pictures Corporation, and by dismissing the application filed under protest for consent to the transfer of this interest. We now turn to a consideration of the other license and transfer applica-

(Continued on page 42)

Resnick Asks ABC-UPT Merger Approval

(Continued from page 23)

merger, advanced mostly by the Broadcast Bureau and Allen B. DuMont Labs., Mr. Resnick concluded that:

1. ABC and UPT combined would still be dwarfed by RCA.
2. UPT could not depress ABC and cripple television because of competition from other networks.
3. Autonomous operation of the ABC network within the new AB-PT company and the decentralized operation of its theatres—as well as the determination expressed by officials of both companies to promote both media—should continue the present competition for audience. Failure to energetically promote each medium would probably mean audience gains for rival networks and exhibition chains, rather than the transfer of the audience from one of AB-PT's operations to the other.
4. No competition for feature films is discernible now and in the foreseeable future. Feature films are not considered premium fare for TV. Films especially made for TV seem to be the trend.
5. Although UPT is a heavy purchaser of film for its theatres, ABC will probably not gain any great advantage in its film buying because of this.
6. No substantial lessening of competition will result because of competition of home and theatre television interests. The same situation obtains respecting competition between home TV, subscription TV and theatre TV.
7. There will be increased competition, not less competition resulting from the merger, thus it does not tend to monopoly.

In holding that Paramount Pictures and UPT are qualified to hold licenses, Mr. Resnick found that no

anti-trust violations had been proved since the 1949 Consent Decree.

Difficulties with "runs" and "clearances" have evoked a number of private anti-trust suits, Mr. Resnick agreed, but these are the result of the new methods of doing business in the motion picture field, not understood or trusted by all elements.

Mr. Resnick stated that he was "impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting."

As far as the possible restrictions on the use of film, talent or stories on TV is concerned, Mr. Resnick did not regard the policies as constituting a bar to the grant of the license and transfer applications.

Mr. Resnick did not overlook possible lessening of competition in the merger case, or the fact that the "broom did not immediately sweep clean in every corner . . ." in the anti-trust history of the Paramount companies. However, the affirmative benefits, he felt, outweighed these negative factors.

Full text of Mr. Resnick's conclusions in both the license and transfer and merger cases starts

on page 23.

Surprise in the examiner's decision was his finding that DuMont was not controlled by Paramount Pictures. Twice before the Commission propounded the conviction that Paramount Pictures' 25.5% interest in DuMont constituted control in the strict sense of its regulations.

Although there had been many indications that the Commission was favorable to the proposed merger and the related acceptance of Paramount Pictures and UPT as licensees, most observers had been dubious of the outcome of the DuMont-Paramount control issue.

Control of DuMont

Actual working control by Dr. DuMont and his associates impressed Mr. Resnick.

"... under the leadership of Dr. DuMont, the Class A officers and directors dominate the corporate management and policy of the DuMont organization," Mr. Resnick reasoned. "... the veto power possessed by Paramount, as the Class B stockholder, has not been exercised and is applicable to a limited class of situations not likely to occur in the foreseeable future," he said.

Paramount Pictures owns all 560,000 Class B DuMont shares and 43,200 (2.4%) out of 1,801,054 outstanding Class A shares. As the Class B stockholder, it is entitled to elect three out of the eight DuMont directors and three of the five officers. The Class A stockholders elect the president and vice president of the firm.

Finding that DuMont cannot be

Stocks Advance

MARKET reaction to the FCC examiner's report in the ABC-UPT case was good. Gains Friday were fractional but all firms involved were up for the day. ABC, recently averaging around 9½, opened at 10½, advanced to 10¾ and then fell back at the close to 10½. United Paramount Theatres, which closed Thursday at 12, opened at 12½, advanced to 13 and closed at 12¾. DuMont, which closed Thursday at 17, opened at 17¾ and closed at the same price. Paramount Pictures, closing Thursday at 24, showed gains Friday and ended the day at 24¾. There was no change in CBS A or B.

considered to be controlled by Paramount frees both to extend their owned and operating stations to the FCC limit of five. At the present time, DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Paramount Pictures owns KTLA (TV) Los Angeles.

During the hearings on this case, Dr. DuMont, largest individual holder of Class A stock (3%), testified that if his company were free to apply for additional TV stations, it would file applications for Boston and St. Louis, withdrawing its pending applications

(Continued on page 34)

The Resnick 'Initial Decision'

NO REASONABLE person can disagree with the measured logic of the initial decision of FCC Examiner Leo Resnick recommending the merger of ABC and United Paramount Theatres and, in the same group of inter-related cases, giving all parties a clean bill.

From a maze of complicated testimony in an as yet uncharted legal field, Mr. Resnick in simple language draws straight-line conclusions that, to us, defy opposition. He recommends the merger as one that will stimulate rather than impede competition. He finds that Paramount Pictures does not effectively control DuMont, leaving them to go their separate ways in building television properties. And he finds no basis for exclusion of motion picture exhibitors from the field of television broadcasting.

Mr. Resnick's decision, of course, is not final. The FCC is the arbiter—at the Commission level. But we fail to see where any party, other than the FCC's own Broadcast Bureau, can interpose further opposition. That Bureau has fought the merger and the associated license transfers and renewals every inch of the way in bitterly-phrased pleadings that are probably unique in administrative law.

We go along with Mr. Resnick on all counts. With ABC buttressed by United Paramount's resources and its manpower versed in show business, the public stands to get better service through the inter-play of competition. Some 300 ABC affiliates, both radio and TV, who

have had slim pickings in network programming, stand to benefit. United Paramount stands pledged, in its testimony, not to package programs or talent for both its theatres and the broadcast operations—which practice could result in suppression of competition.

DuMont likewise would benefit because the proposed decision recognizes it as an operating entity apart from Paramount Pictures Corp., a minority stockholder. Thus, DuMont, with three stations owned and operated would be free to acquire two additional outlets and to expand its operations without regard to that which Paramount Pictures may undertake in TV station ownership, in addition to its KTLA (TV) Los Angeles.

CBS would get its own TV station in Chicago, through acquisition of WBKB (TV) for the all-time record single station price of \$6 million. CBS then would find itself with three wholly-owned stations and with two minorities (WTOP-TV Washington, 45% and WCCO-TV Minneapolis-St. Paul, 47%), edging one unit closer to the five-station holdings of NBC and ABC.

Interwoven in the Resnick initial decision are the threads of a new national policy on television station and network ownership and operation in conjunction with motion picture interests. That policy ultimately will be decided by the FCC and perhaps by the courts. The basic consideration here, however, is the ownership interest of a theatre exhibition com-

pany in a network—not a production company.

The decision, if sustained by the FCC, may lead to moves by other exhibition companies—competitive with United Paramount—to buy into networks. It may encourage efforts of some of the major Hollywood producing companies to buy in too, but here an entirely different issue arises—whether a production company can participate in or control "exhibition" outlets in the form of television stations. The motion picture consent decree which forced Paramount Pictures to divest itself of theatre ownership, and brought about United Paramount's creation, was directed at precisely that kind of control. A television station, covering a 50-mile radius, obviously could be the equivalent of hundreds of exhibition houses in point of population reached.

But this, the question of theatre television and of subscriber TV, is for the FCC in the not too distant future.

The issue at hand is the salvaging of the admittedly down-at-the-heels ABC through the UPT merger. The Resnick recommendation, couched in the convincing language of a judge who has a mind for economics and business philosophy, should make the FCC's course easy. In its 139 pages, plucked from a million-word record more than a year in the making, is the first case analysis of the relationship of motion pictures, both production and exhibition, to television broadcasting, in all their ramified aspects.

AN EDITORIAL

NCAA UNDER FIRE

By J. FRANK BEATTY

THE airtight TV football monopoly operated by National Collegiate Athletic Assn. will be sharply revised in 1953, judging by definite signs at the weekend.

A wide-open split among educators started coming out into the open last week as rising resentment over NCAA's use of the boycott weapon developed among TV viewers, alumni and advertising groups. This is accompanied by growing conviction inside NCAA that its 1952 formula, like the 1951 version, is a failure.

Behind this rift is the imminent mushrooming of television into every corner of the nation now that FCC is again granting TV permits and stations are starting to take the air, stirring up campus dreams of big money in football.

A \$1,250,000 Melon

The present NCAA monopoly involves a \$1,250,000 melon for TV game rights, split among participating teams. Some NCAA insiders now envision an acre of electronic melons, possibly fertilized by metered TV techniques.

With TV facing rapid expansion, fear has been voiced in college and TV circles that the NCAA monopoly policy might eventually head toward operation of a powerful syndicate controlling all radio and TV coverage of all college sports and perhaps embracing profitable promotional sidelines.

In any case, NCAA faces weeks of close study as time approaches for drafting of a 1953 policy. Dozens of new ways of approaching the problem of TV's effect on gate receipts and its money-making charms have been submitted by college presidents, faculty repre-

sentatives and athletic directors. They were asked last May by NCAA's TV Committee to submit their ideas.

Whereas telecasting and advertising officials have wondered if NCAA's policy makers might be getting delusions of million-dollar grandeur in contemplating TV's upcoming growth, NCAA policy makers contend they are merely concerned with what TV might do to football's gate receipts.

If that is the motive of college officials they will have a chance to display their altruism in a series of regional conference meetings to be held before the year's end. Final action will be taken early next year by NCAA as a whole.

Several major developments brought the behind-scenes row at NCAA out of hiding last week. These included:

- Open charge by Dr. Allen B. DuMont that NCAA is operating an illegal conspiracy.

- Wielding of NCAA's boycott threat against DuMont to prevent individual colleges from letting the network carry specified games it requested.

- Signs that the recent election may deprive NCAA of purported high-level political influence in Washington and conceivably lead to revival of suppressed anti-trust

action.

- Growing sentiment in TV and advertising industries in favor of putting up first serious resistance to NCAA's monopoly.

- All-time record in football gate receipts despite weekly NCAA-allowed telecast, thus eliminating main NCAA argument on behalf of one-game-a-week policy.

- Belief among some NCAA members that all education and all college sports will suffer if public indignation continues to mount.

- Proposal of Francis T. Murray, U. of Pennsylvania athletic director, that colleges make their own TV arrangements next year.

- Demand by Fritz Crisler, U. of Michigan sports head, that one-game monopoly be dropped in favor of eight-district schedule of games, with Moose Krause, Notre Dame athletic director, joining him in the call for a change.

Crisler and Krause Views

Messrs. Crisler and Krause voiced their views last Tuesday at an Ann Arbor, Mich., meeting of football writers.

Mr. Krause said the NCAA TV football program "has been a failure for two years," according to the *Detroit Free Press*. "There's only one thing to do and that is to open it up," he said, adding that

metered TV will be ready "in another year." NCAA had put out metered TV teasers earlier in the year.

Mr. Crisler wants some sharp revisions in the NCAA football plan but still indicates he favors in some respects the principle of NCAA control over telecasts.

"We're going to have to live with TV from now on," he said. "I think we should give TV a chance. I think we can do it better if we split the program up into eight districts—the already established NCAA districts—and not go across district lines."

Contending one of the main objections to NCAA's program is the provision for substitution of sellout games on a local TV station in place of the previously scheduled national telecast, he said:

"You make suckers out of the 97,000 fans who paid money for tickets at our games. . . . You make suckers out of radio people who have obtained sponsors in the belief that the game will not be on TV.

"In addition, the substitution removes our bargaining power. I think we could have sold telecast rights to the Michigan-Michigan State game for \$100,000 but all we

(Continued on page 78)

INAUGURAL BUY

A MOTORCADE of sponsorship appeared to be developing last week for radio-TV coverage of ceremonies attending President-elect Eisenhower's inauguration Jan. 20, with Packard Motor Car Co. coming to terms with CBS Radio and CBS-TV for a total expenditure estimated at \$241,000.

General Motors signed a few weeks ago to sponsor NBC's radio and TV coverage of the occasion [B.T., Oct. 27].

It appeared unlikely, however—at least of late last week—that automotive sponsorship would prevail on all networks. All were actively seeking sponsors, but at least one, ABC was understood nearer agreement with an advertiser outside the auto field.

A third car manufacturer, Ford, did figure in last week's developments: The final wrap-up on the Packard-CBS Radio contract, it was reported, awaited Ford's clearance of the network's use of its anchor man, Robert Trout, in describing the ceremonies on behalf of rival Packard. Ford is one of the sponsors of the nightly series of five-minute newscasts by Mr. Trout. There was precedent, however, for belief that this conflict would be cleared away.

Most recent precedent, also involving Mr. Trout and CBS Radio, came during the national election

coverage when Mr. Trout, who also is sponsored by Admiral in a regular series, handled the "anchor man" role in election-night broadcasts for an Admiral rival, Westinghouse. In that case the problem of not identifying Mr. Trout too closely with a competitor of a regular Trout sponsor was solved by putting an "intermediate" broadcaster on the air between him and the Westinghouse commercials.

Although announcement of the Packard-CBS Radio contract awaited clearance of Mr. Trout's participation, it was estimated unofficially that Packard would pay approximately \$56,000 for 2½ hours of coverage. The Packard CBS-TV deal, all set and announced Tuesday, was reported unofficially to come to about \$185,000 for about 4½ hours of coverage.

As in the case of the NBC-General Motors contract, the CBS arrangements call for Gen. Eisenhower's actual oath-taking and Inaugural address to be presented unsponsored, as a public service of the respective networks. These ceremonies are expected to extend from noon to about 1 p.m.

The sponsored coverage by both the CBS and NBC networks will start at 11:30 a.m., with the Presidential procession from the White House to the Capitol. After the Inaugural address, however, spon-

CBS Signs Packard

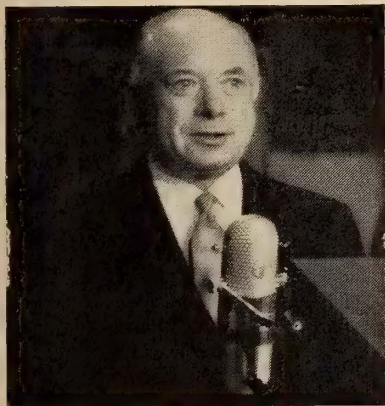
sorship plans vary.

CBS Radio plans to stop its coverage at 1 p.m. and pick up again at 4:30 p.m. for an hour recap of highlights up to that time, while CBS-TV will continue until approximately 4 o'clock (or whenever the parade is completed). NBC radio coverage for General Motors runs from the completion of the Inaugural address until 2:30 p.m., while GM's NBC-TV coverage will continue until about 4:30 p.m.

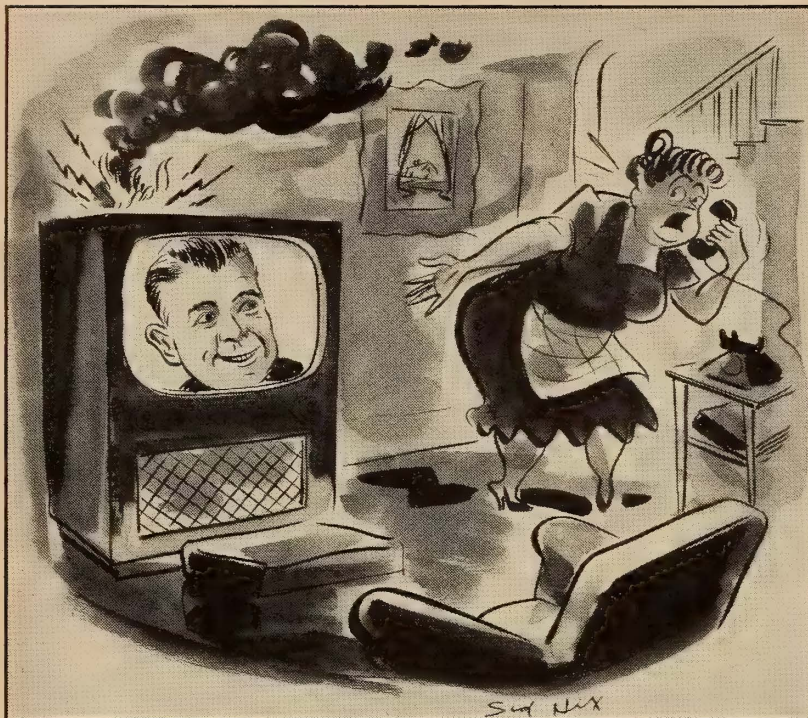
Unlike the NBC-General Motors package, the CBS-Packard plans call for sponsorship of radio-TV coverage of the Inauguration Ball from 11 p.m. till midnight.

CBS-TV's plans for the event, as announced by News and Public Affairs Director Sig Mickelson will employ 16 TV cameras along Pennsylvania Ave. and in the National Guard Armory, scene of the Inauguration Ball. Walter Cronkite will be "anchor man" for running commentary, with Eric Sevareid, Edward R. Murrow, Lowell Thomas, Charles Collingwood, Don Hollenbeck, Ron Cochran, and Bill Shadel among the newsmen assisting him. Paul Levitan, CBS-TV news and public affairs producer, is in charge of coverage arrangements.

Mr. Mickelson estimated more than 20 million TV sets will be in use by Inauguration Day.



BRIG. GEN. DAVID SARNOFF, RCA board chairman, as he made the principal address at the Armistice Day luncheon of the National Conference of Christians and Jews in Washington's Mayflower Hotel. Gen. Sarnoff, using a TelePrompter, described radio and television as valuable aids to serve mankind. His talk was carried nationally by NBC-AM-TV, originating with WRC and WNBW (TV) Washington.



"Hello . . . CBS? . . . Arthur Godfrey's on fire!"

Drawn for BROADCASTING • TELECASTING by Sid Hix

RADIO SPOTS

Six Advertisers Begin Short-Term Saturations

AS PART of a sweeping trend toward short-term saturation radio spot schedules, at least six major advertisers are joining the already active automotive companies in the use of that flexible type of exploitation.

Taking a leaf from the book of local advertisers, such as department stores, which for years have used short-term radio spots to promote special sales, national sponsors are flocking to the technique as a means of introducing new models and new products, supplementing TV coverage, and sparking special-offer drives.

Among auto companies using this concentrated means of promotion to introduce new models are: DeSoto, Lincoln-Mercury, Ford, Plymouth, and Kaiser-Frazer.

The six non-automotive firms known to be undertaking these short-burst campaigns are: Druggists Supply Co., Continental Oil Co., Rapid Shave cream, Swansdown, General Electric (TV sets) and Cashmere Bouquet.

Druggists Supply Co., through Ruthrauff & Ryan, New York, is promoting the local independent druggist in a two-week campaign starting Dec. 1 in 120 markets.

Continental Oil Co., through its present agency, Geyer Adv., New York, added a spot campaign starting last Monday and Dec. 1 to run until Jan. 1 in more than a half-dozen markets. Effective that date the account moves to Benton & Bowles, New York. The latter agency is understood to be recommending radio and TV spots but nothing will be decided upon definitely until after the first of the year.

Colgate - Palmolive - Peet Co., through William Esty & Co., New York, is conducting its campaign for Rapid Shave cream through Dec. 31 in about 10 markets.

General Electric Co. (television

sets), through Maxon Inc., New York, is carrying on a six-week campaign using 232 radio stations in 99 radio markets.

Cashmere Bouquet hand lotion, through Sherman & Marquette, New York, is starting today (Monday) a three-week campaign in 25 markets [B•T, Nov. 10].

General Foods Corp. (Swansdown) also began on Nov. 17, for three weeks, a radio campaign [B•T, Nov. 10] through Young & Rubicam, New York.

Among Advertisers

Among the auto advertisers, De Soto, through BBDO, New York, used a six-day campaign; Lincoln-Mercury, through Kenyon & Eckhardt, New York, varied its schedule from three days to a week and a half; Ford Motor Co., through J. Walter Thompson Co., used a two-week saturation schedule; Plymouth, through N. W. Ayer & Son, Philadelphia, employed one week while Kaiser-Frazer, which originally placed a two-week campaign to start today, has doubled its intensity effective this week, through William H. Weintraub Co.

Meanwhile, Mennen Products will expand its list of 65 markets, starting Dec. 1, with 52-week spot announcement contracts in at least 25 other markets. Kenyon & Eckhardt, New York, is the agency.

Kingan & Co., Indianapolis, will place a 13-week saturation radio campaign in Los Angeles, Seattle and San Francisco, starting Jan. 1, through Warwick & Legler.

KMPC SALE

WITH details to be ironed out, sale of KMPC Los Angeles for approximately \$800,000 from the G. A. (Dick) Richards estate and other minor stockholders to a group of eight stockholders, headed by Gene Autry and Robert O. Reynolds [B•T, Nov. 10], was completed last week.

Application for approval of the transfer of the station to the new owners was scheduled to be filed with the FCC in about 10 days.

New stockholders will be headed by Mr. Autry, radio-TV-screen cowboy star and principal owner of KOOL Phoenix, KOPO Tucson and KNOG Nogales, all Arizona. KOPO last week received a grant for a TV station in Tucson.

Associated with Mr. Autry, who is expected to be 51% owner and president of the KMPC licensee, are the following known stockholders: Mr. Reynolds, present vice president and general manager of the station; Lloyd Sigmon, now vice president and assistant general manager of the station, both of whom will continue in those positions; Wesley Nutten Jr., attorney, secretary, and Orren Mattison, station auditor, treasurer.

Other Stockholders

Names of other stockholders and the exact breakdown of stockholdings were not available at the end of last week.

The Richards estate is the major stockholder. Among the other present owners is Frank E. Mullen, TV consultant and former NBC executive vice president, who owns 10% of the station.

KMPC was established in 1927 as "The Station of the Stars." It operates on 710 kc, with 50 kw day, 10 kw night. It recently turned back a five-year-old CP for 50 kw nighttime, directional, due to technical difficulties in staying within the conditions of the grant [B•T, Sept. 22]. Non-affiliated, KMPC is represented by H-R Representatives.

WTTM PURCHASE

Peoples Co. Pays \$225,000

ACQUISITION of WTTM Trenton, N. J., by Peoples Broadcasting Co., wholly owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., for \$225,000 was consummated last Thursday, subject to customary FCC approval.

S. Carl Mark, WTTM president and general manager, sold 100% of the stock to the Murray Lincoln concern, which also operates WRFD Worthington, Ohio, and WOL Washington. Herbert Evans, vice president and general manager of Peoples, said the acquisition is part of a radio expansion program by the Lincoln interests. The station, which operates on 920 kc with 1 kw, is on NBC and is an applicant for TV Channel 41. The transaction was handled through Blackburn - Hamilton, radio-newspaper brokers.

Autry, Reynolds, Others Pay Some \$800,000



Mr. Reynolds



Mr. Autry

. . . head buying group

AIMS SESSION

Held in Chicago

MANAGERS from 13 stations met in Chicago Thursday for a three-day closed business meeting of the Assn. of Independent Metropolitan Stations at the Conrad Hilton Hotel. The group, headed by Todd Storz, KOWH Omaha, who was elected the first secretary of AIMS Thursday morning, discussed behind closed doors all phases of their independent operations, with stress on costs and revenue. A major function of the group, which comprises 32 independent stations in cities of more than 200,000 population, is to exchange ideas and working methods with other association members.

After registration, Mr. Storz was elected secretary, with Bill Ware, KSTL St. Louis, assistant secretary, each to serve one-year terms. Mr. Ware will automatically succeed as secretary next year. These are the only two offices.

Hooper Speaks

Luncheon speakers each day included C. E. Hooper, C. E. Hooper Inc., New York, Thursday; Alex Drier, NBC Chicago commentator, Friday; and Bill Evans, WGN Chicago disc jockey, Saturday.

Mr. Hooper outlined his system of measuring out-of-home radio audiences "accurately and completely." These figures, when added to at-home audiences, provide a total on which time sales can be made, he declared. Answering a charge which he said has been made of his at-home measurements in multiple-set homes, Mr. Hooper stated his service "comes closer to complete reporting on all home sets than any other method."

Mr. Storz presided at the semi-annual AIMS meeting.

Others attending were T. S. Marshall, WOLF Syracuse; Bob Enoch, WXLW Indianapolis; Charles Balthrop, KITE San Antonio; Rollo Bergeson, KCBC Des Moines; Dave Wilburn, WXGI Richmond, Va.; Jim Ownby, WJXN Jackson, Miss.; Bob Templar, KREM Spokane; Steve Cisler, KEAR San Mateo, Calif.; F. Eugene Sanford, WKYW Louisville; Ralph J. Robinson, WACE Springfield, Mass.; and Tom Baker, WKDA Nashville.

PROGRAM RATINGS VALIDITY

Discussed by Dorrell

RADIO program ratings have been used freely to measure radio and TV program popularity.

The November rating of a program is compared with its rating for October and with that for November 1951. It also is compared with the ratings of programs advertising products competing for public favor with those of its sponsor.

How valid are these comparisons? When does the difference in the ratings of two programs, or of the same program for different periods, represent a real difference in the size of the audience? And when is the difference merely a matter of the variation to be expected of any measurement based on a sampling of the total audience, as radio program ratings are?

These questions were raised Thursday by W. Ward Dorrell, research and program consultant of John Blair & Co., radio station representative, and of Blair-TV Inc., representing TV stations. Speaking at a luncheon meeting of the radio-TV discussion group, American Marketing Assn., in New York, Mr. Dorrell said the size of the sample is the chief factor affecting the amount of variation to be expected.

Noting that the measurer can increase his sample size at will, limited only by the amount of money the buyer is willing to spend, Mr. Dorrell stated that the basic question is: What precision do you wish?

Require Sample Sizes

"Should we be satisfied with a 20% plus or minus variation of the ratings?" he asked. "This may seem like far from precise tolerance, 40% overall. However, let us see the required sample size we would need to provide a 20% precision on ratings from one to 50. For a rating of five we will require a sample of 1,860 interviews, for a rating of 10 we will require a sample of 990 interviews, for a rating of 20, 560 interviews, etc."

But currently most ratings in radio are far below 10, Mr. Dorrell said. "In Los Angeles we find that most of the Hooper ratings are below four (1,010 periods or 91.5% of the reported periods). This is not unusual; in all large cities with multiple stations we find a similar condition.

"In television we do see many ratings that are large, but when we examine those periods which are for sale and currently being negotiated for we note a similar small range. In Los Angeles, for instance, we find that 82.5% of the daytime, weekday, TV Hooper ratings are below three."

To provide 20% accuracy for these smaller ratings, Mr. Dorrell stated, requires samples of "2,380 for a rating of four, 3,200 for a rating of three, 4,850 for a rating

of two and the almost impossible sample of 9,750 for a rating of one!

"When we consider that upwards of 150 periods are reported upon in current audience measurement reports, we realize that 150 times 9,750 requires the report be based on a total of 1,462,500 interviews. At current costs for interviewing we would find this cost far beyond any reasonable amount."

Analyzing the precision being delivered by current ratings, Mr. Dorrell said that with a sample of 225 calls, "for a rating of 10 the variation is approximately 40%; for a rating of five the variation is 60% and for a rating of one the variation exceeds 130%." Even when the sample is increased to 900, variations are quite large in

the lower rating range, he said, with a rating of one having a variation of plus or minus 63%.

"Obviously, we will need samples many times larger than those in use in some syndicated reports to have a basis of confidence for making decisions involving so many thousands of dollars in expenditures," Mr. Dorrell declared. "It is our opinion that the minimum sample should be in the order of at least 1,800 for each period reported. This represents a considerable increase over the present base for many reports, particularly those based upon 225 homes called plus immediate recall; double or triple these sample sizes should be in order.

"If we cannot expect such an increase in sample size, we must

then revise some of our thinking applied to the use of audience research," he stated. "We should encourage all who make daily use of audience measurements to be more cautious in their decisions based upon ratings and to have a better understanding of the significance, or more to the point, the lack of significance of the difference between two ratings."

To facilitate an understanding, Mr. Dorrell has prepared a series of charts showing, for samples ranging from 225 to 1,800, which differences between ratings are significant and which are not. These charts are being published with the Blair motto: "The Value of Information Is Measured by Its Reliability."

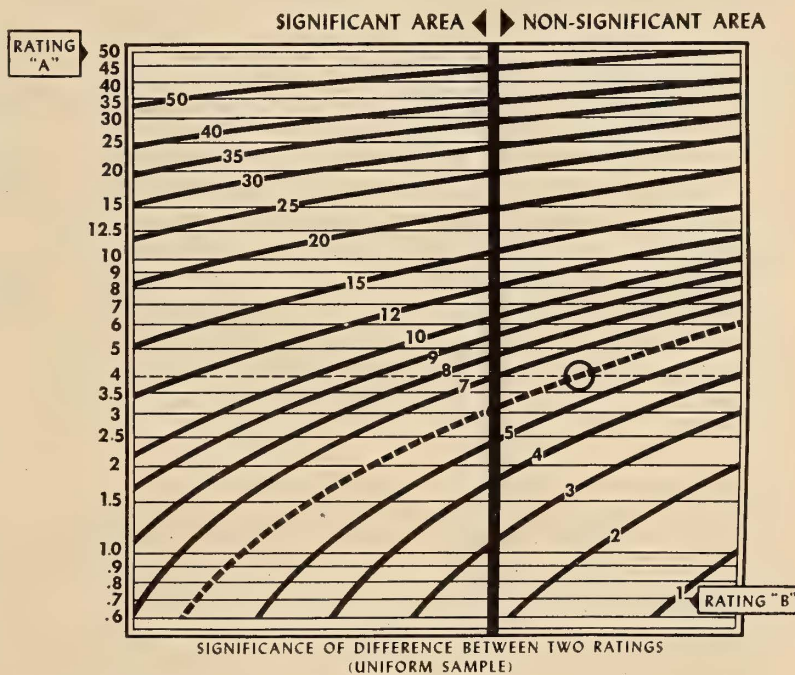
Taking two ratings—6 and 4—as its running illustration, the brochure shows that, for a sample size of 225, the difference between the two ratings is not significant and should not be relied on by the buyer as a true difference in audience size. When the sample size is increased to 375 the difference between ratings of 4 and 6 are still non-significant.

The chart reproduced on this page, drawn for a sample size of 450, shows that there still is no significant difference between the ratings of 4 and 6, although the circle representing the intersection of the two rating lines is closer to the line dividing the non-significant area from the significant area than it was on the earlier charts.

Not until the sample size has been increased to 1,200 does the difference between the rating of 4 and that of 6 become significant.

In distributing the brochure to the buyers of radio and TV time, the Blair organizations state:

"It is our hope that through the use of these charts, those concerned with broadcast ratings will . . . realize that larger sample sizes than those in common use today are necessary for greater precision."



MBS' MGM BLOCK

PLANS to substitute predominantly mystery shows for the unofficially estimated \$2 million block of 10 weekly MGM Radio Attractions programs now carried on Mutual were reported last week, effective Dec. 29, as network officials launched a series of two-day regional meetings with affiliates.

The session, first in a series of six planned by MBS executives, got underway Thursday in New York with review-preview reports on all phases of network operations amid assurances by Thomas F. O'Neil, Mutual president and board chair-

man, of his faith in the continued progress of Mutual specifically and of radio generally.

Mr. O'Neil did not discuss Mutual's plans for television, although it has been known that the network is blueprinting TV syndication activities. He did say, however, that he expected radio and television generally to complement each other.

Decision to drop the MGM series after a year's "test" was officially reported by Julius F. Seebach, program vice president. It was attributed to the fact that these

Mysteries to Replace

transcribed shows, while featuring top name talent, never really paid off for the network as they had been expected to do, although the portion offered for local co-op sponsorship achieved somewhat greater commercial success.

The programs chosen to replace the MGM block, which have occupied the 8-9 p.m. period Monday through Friday since the first of the year except for summer hiatus, are of the mystery type in all cases except for two audience participa-

(Continued on page 34)

SEPT. NETWORK GROSS

Includes \$700,000 in Political Time

POLITICS added more than \$700,000 to the gross time sales of the major radio and TV networks during September, according to the tabulations of Publishers Information Bureau on that month's investments of advertisers in network time. Political party organizations and committees supporting the Presidential candidates spent, at one-time rates, \$397,320 for radio network time and \$322,579 for time on the TV networks in September, first month of intensive campaigning.

No political group was a big enough spender to crash the select list of the top ten advertisers in either radio or TV networks, however. Tables I and IV, compiled by BROADCASTING • TELECASTING from PIB figures on the use of network time for individual products by individual programs, show Procter & Gamble Co. number one on both lists. General Foods Corp., General Mills, Colgate-Palmolive-Peet Co. and Lever Bros. Co. also appear among the top ten users of both kinds of networks.

Tobacco Firms Emphasize TV

It may be significant that three cigarette manufacturers — American Tobacco Co., Liggett & Myers Tobacco Co. and P. Lorillard Co. — are among the leading users of TV network time, whereas not a single cigarette concern shows up in the radio network top ten. The tobacco companies are still large users of radio network time, however, as a class, ranking fifth among all types of advertisers on the radio networks both during September and the first nine months of 1952.

First five advertising categories according to their September expenditures for radio network time (Table III) are foods, toiletries, soaps and cleansers, drugs and smoking materials, in that order. List is the same for the three-

Table I

Top Ten Radio Network Advertisers for September 1952

	Gross Network Time Costs
1 Procter & Gamble Co.	\$1,465,456
2 Miles Labs.	595,021
3 General Mills	574,314
4 General Foods Corp.	432,669
5 Lever Brothers Co.	401,255
6 Gillette Co.	383,222
7 American Home Products Corp.	339,877
8 Sterling Drug	324,068
9 Campbell Soup Co.	313,613
10 Colgate-Palmolive-Peet Co.	291,876

Table IV

Top 10 TV Network Advertisers for September 1952

1 Procter & Gamble Co.	\$1,291,890
2 Lever Brothers Co.	714,721
3 General Foods Corp.	604,221
4 American Tobacco Co.	502,220
5 Colgate-Palmolive-Peet Co.	468,664
6 General Motors Corp.	435,335
7 Liggett & Myers Tobacco Co.	401,915
8 General Mills Inc.	373,118
9 Kellogg Co.	368,372
10 P. Lorillard Co.	290,390

quarter year, except that drugs rank third and soaps fourth for this nine-month cumulative period.

Four of the same classes of advertising are among the top five TV network users (Table VI), with foods again first, but smoking materials second, toiletries third,

soaps fourth and automotive advertising fifth. Drug products are not among the top five most extensively promoted by TV network advertising as they are on radio networks.

Leading advertiser in each product group using radio network time

is listed in Table III, and for TV network time in Table V. Tables III and VI show the total combined expenditures for network time made by each class in radio and TV, both for September and for the January-September period, with 1952 compared to 1951.

Table II

TOP NETWORK RADIO ADVERTISERS BY PRODUCT GROUPS FOR SEPTEMBER 1952

PRODUCT GROUP	ADVERTISER	AMOUNT
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$31,137
Apparel, Footwear & Access.	Brown Shoe Co.	15,844
Automotive, Auto. Equip. & Access.	General Motors Corp.	70,082
Beer, Wine & Liquor	Falstaff Brewing Corp.	79,120
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	69,321
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	146,143
Consumer Services	A T & T	77,408
Drugs & Remedies	Miles Labs.	595,021
Entertainment & Amusements	Shipstead & Johnson Ice Follies	6,090
Food & Food Products	General Mills	567,648
Gasoline, Lubricants & Other Fuels	Standard Oil Company of Indiana	103,014
Household Equipment	Philco Corp.	122,485
Household Furnishings	Naumkeag Steam Cotton Co.	52,902
Industrial Materials	U. S. Steel Corp.	73,914
Insurance	Prudential Insurance Co. of America	111,866
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	60,517
Office Equipment, Stationery, & Writing Supplies	Hall Brothers	65,566
Political	Republican National Committee	204,900
Publishing & Media	First Church of Christ Scientist	13,290
Radios, TV Sets, Phonographs, Musical Instruments & Access.	R C A	58,757
Retail & Direct Mail	Dr. Hiss Shoe Stores	3,024
Smoking Materials	R. J. Reynolds Tobacco Co.	221,046
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,025,299
Toiletries & Toilet Goods	Gillette Co.	383,222
Transportation	Assn. of American Railroads	78,263
Miscellaneous	American Federation of Labor	100,319

Table III

GROSS RADIO NETWORK TIME SALES FOR SEPT. AND JAN.-SEPT. 1952 COMPARED TO 1951

PRODUCT GROUP	September 1952	Jan.-Sept. 1952*	September 1951	Jan.-Sept. 1951
Agriculture & Farming	\$66,799	\$537,954	\$68,420	\$485,135
Apparel, Footwear & Access.	40,402	235,681	17,557	519,588
Automotive, Auto. Equip. & Access.	322,839	2,819,104	299,004	3,113,596
Beer, Wine & Liquor	95,803	1,701,275	130,486	2,636,355
Bldg. Materials, Equip. & Fixtures	105,988	786,786	109,352	1,053,510
Confectionery & Soft Drinks	333,212	4,300,755	322,640	4,618,585
Consumer Services	157,184	1,637,673	160,886	2,072,698
Drugs & Remedies	1,447,027	15,286,674	1,331,130	16,777,832
Entertainment & Amusements	6,090	6,090	5,723	5,723
Food & Food Prod.	2,985,509	26,933,657	2,930,006	31,876,460
Gasoline, Lubricants & Other Fuels	451,806	3,988,787	401,878	4,305,544
Horticulture	109,923	1,500	87,894
Household Equip.*	600,853	3,572,759	242,299	2,111,100
Household Furnishings	137,277	974,662	81,285	720,659
Industrial Materials	217,999	1,422,867	190,784	1,512,697
Insurance	263,160	2,602,376	263,406	2,387,678
Jewelry, Optical Goods & Cameras	60,517	587,565	109,947	873,341
Office Equip., Stationery & Writing Supplies	65,556	427,113	64,608	453,900
Political	397,320	506,289
Publishing & Media	13,290	492,220	46,766	268,707
Radios, TV Sets, Phonographs, Musical Instruments & Access.*	135,738	1,185,756	293,990	2,143,839
Retail Stores & Direct by Mail	3,024	21,438	1,185	28,286
Smoking Materials	1,041,879	12,069,433	1,269,225	15,120,444
Soaps, Cleansers & Polishes	1,589,147	13,532,568	1,274,944	13,340,141
Toiletries & Toilet Goods	1,841,329	16,646,080	1,753,644	19,700,414
Transportation-Travel & Resorts	78,263	681,684	88,758	913,724
Miscellaneous	428,886	3,808,615	401,223	3,776,816
TOTALS	\$12,886,897	\$116,875,784*	\$11,860,646	\$130,904,666

Sources: Publishers Information Bureau

* National political convention programs not included.

Table V

TOP TV NETWORK ADVERTISER IN EACH PRODUCT GROUP FOR SEPTEMBER 1952

PRODUCT GROUP	ADVERTISER	AMOUNT
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	\$ 57,705
Automotive, Auto. Access. & Equip.	General Motors Corp.	375,570
Beer, Wine & Liquor	Pabst Brewing Co.	148,120
Bldg. Materials, Equip. & Fixtures	Glidden Co.	27,255
Confectionery & Soft Drinks	American Chicle Co.	128,708
Drugs & Remedies	American Home Products Corp.	196,650
Entertainment & Amusements	Chicago Bears Football Club	1,500
Food & Food Products	General Foods Corps.	604,221
Gasoline, Lubricants & Other Fuels	Texas Co.	131,925
House Equip. & Supplies	Westinghouse Electric Corp.	240,192
Household Furnishings	Armstrong Cork Co.	99,090
Industrial Materials	Revere Copper & Brass	82,695
Insurance	Prudential Insurance Co. of America	47,790
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	55,870
Office Equip., Stationery & Writing Supplies	Hall Brothers	94,200
Political	Republican National Committee	159,186
Publishing & Media	Curtis Publishing Co.	77,025
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	134,640
Retail Stores & Direct by Mail	Drugstore Television Productions	101,341
Smoking Materials	R. J. Reynolds Tobacco Co.	646,765
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,055,245
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	281,240
Miscellaneous	Quaker Oats Co.	95,580

Table VI

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1952 COMPARED TO SAME PERIOD 1951

PRODUCT GROUP	September 1952	Jan.-Sept. 1952*	September 1951	Jan.-Sept. 1951
Apparel, Footwear & Access.	\$241,476	\$2,191,626	\$397,684	\$2,102,767
Automotive, Auto. Access. & Equip.	1,129,730	10,680,026	965,553	7,600,451
Beer, Wine & Liquor	388,637	4,196,786	614,974	4,014,461
Bldg. Materials, Equip. & Fixtures	27,255	356,269	4,200	11,890
Confectionery & Soft Drinks	355,997	3,640,286	391,661	2,186,194
Consumer Services	256,686	8,940	336,562
Drugs & Remedies	473,203	3,884,822	186,935	1,493,174
Entertainment & Amusements	1,500	1,500
Food & Food Products	2,923,833	25,537,492	2,410,957	17,915,462
Gasoline, Lubricants & Other Fuels	299,275	2,635,063	236,937	1,847,232
Horticulture	12,370
Household Equip. & Supplies*	732,640	7,203,983	758,184	5,256,268
Household Furnishings	126,577	1,587,763	323,570	2,497,249
Industrial Materials	247,010	2,828,504	155,235	2,133,199
Insurance	81,810	342,738	42,360	289,350
Jewelry, Optical Goods & Cameras	163,170	1,602,614	122,461	1,370,020
Office Equip., Stationery & Writing Supplies	94,200	1,136,455	120,510	413,130
Political	322,579	465,301
Publishing & Media	81,529	635,925	113,100	644,258
Radios, TV Sets, Phonographs, Musical Instruments & Access.*	238,135	3,058,773	362,285	3,596,536
Retail Stores & Direct by Mail	101,341	915,842	165,988	1,524,634
Smoking Materials	2,360,879	20,360,772	1,665,155	12,044,459
Soaps, Cleansers & Polishes	1,836,245	14,124,664	1,072,554	6,939,621
Toiletries & Toilet Goods	2,017,611	17,165,201	1,659,331	10,270,919
Miscellaneous	154,140	1,316,873	141,557	891,783
TOTALS	\$14,398,772	\$126,098,334	\$11,920,131	\$85,379,619

Source: Publishers Information Bureau

* National political convention programs not included.

Portland's UHF Test Report

PORTLAND, Ore., is fortunate. Most of its people live in the part of the city that is flat—thus, are capable of receiving “good” uhf TV pictures from KPTV (TV), the first uhf television station in the country, which began commercial operation Sept. 20 [B•T, Sept. 22].

That is the gist of a five-day study of reception made by John P. Taylor, advertising manager of RCA Engineering Products Div. Mr. Taylor rode with an RCA Service Co. truck making spot checks throughout the city and environs of the level of reception of the Ch. 27 signals.

Mr. Taylor found that a Class A signal (74 dbu) extended out roughly 20 miles from the transmitter site on Council Crest, about two miles east of the downtown business center, and a Class B coverage (64 dbu) out about 30 miles.

Due to hills within those contours, the “good” coverage pattern of KPTV's signal takes the form of a rough butterfly outline, with the station's antenna where the insect's head would be.

Six major shadow areas—hills behind which the signal was not good enough for an adequate picture—were found by the RCA testing crew. Major dead area is immediately northwest of the transmitter, due to the elevations of the

same ridge on which the antenna stands. Two other areas are directly northeast and east of the transmitter. One small area is east of the transmitter behind Mt. Tabor. These are all within the city limits. Farther east, outside the city proper, two other shadow areas show up — behind Rocky Butte and Kelly Butte.

Happily, according to Mr. Taylor, the shadow areas involve less than 5% of the population within the city limits and less than 12% of the population of the Portland trading center.

If power is increased, there might well be a decrease in the number and area of shadow spots, Mr. Taylor observed. He figured that if KPTV went up to a radiated power of 100-200 kw, it would adequately cover the whole Portland trading area of 739,400 people.

From other sources it was learned that neighborhood community television systems have sprung up in Portland shadow areas to bring KPTV's signals to hungry TV set owners living behind hills. Who is doing these installations could not be ascertained.

KPTV, owned by Empire Coil Co., New Rochelle, N. Y. (Herbert Mayer, president), parts manufacturer and licensee of WEXL (TV) Cleveland, radiates 16 kw from an antenna which is 1,000 ft. above average terrain.

The 1-kw transmitter and other gear were bought by Empire Coil from RCA-NBC's Bridgeport, Conn., experimental uhf TV station, which was in operation from 1949 to the latter part of last August. The equipment was trucked to Portland from Bridgeport and installed in two weeks. Special 548-554 mc antenna was built at Camden and installed within 24 hours after arriving in Portland Sept. 11.

Station, first in Portland area,

KPTV (TV) STATUS

Now in Black, Mayer Says

MONTH after starting commercial operation, KPTV (TV) Portland, Ore., is in the black, according to Herbert Mayer, president of licensee, Empire Coil Co.

Portland's first TV station—and the country's first uhf outlet—is 80% sold out in Class A time, and 50% sold out in Class B and C time for national and local spots, Mr. Mayer told BROADCASTING • TELECASTING. Station, which began Sept. 20 [B•T, Sept. 22], operates 13 hours daily, Mr. Mayer said, with all network and film programs.

“By the end of the year, we should be as sold out as any station could possibly be,” Mr. Mayer declared. He also estimated that Portland will have 75,000 TV sets by Jan. 1, 1953. (On Nov. 1 it had 26,600.)

estimated 26,600 TV sets in the area as of Nov. 1. Prior to KPTV, fringe signals were received in Portland from KING-TV Seattle, 130 miles away.

RCA Service Co.'s determination of a “good” picture was one which just overrode “snow.” The average turned out to be about 66 dbu. It is estimated that 95% of the city's 383,700 population and 80% of the 355,700 population outside the city limits gets a “good” picture.

Checks were made on four radials from the antenna—north, east, south and west. A 30-ft. corner reflector antenna, having a gain of 9 db at 500 mc, was used, feeding into a U-70 selector which in turn operated a Model 630 TV receiver.

Key for uhf TV station operation in other cities, according to Mr. Taylor's conclusions, are contained in four factors. They are: (1) antenna height, (2) flatness of terrain, (3) frequency, and (4) population distribution.

Antennas should be at least 500 ft. above average terrain, Mr. Taylor estimated. That is to encompass as much line-of-sight reception as possible, he pointed out.

Terrain is the “predominating limitation on uhf coverage,” Mr. Taylor stated. He also described use of shadowgraphs—topographi-

cal map with a small light at antenna site to simulate radiated signals. These show up shadow areas, although it was found that the TV dark area was not as long as indicated by a shadowgraph.

The higher the frequency, the less possibility there is of “fill-in” behind hills and other obstructions, Mr. Taylor observed. He also compared vhf coverage with uhf pattern, determined that although the lower frequencies would cover a far wider area, it would only cover some 6% more people — Channel 27 covers 88% of the Portland trading area population and a vhf channel would cover 94% of the population. However, vhf signals would fill in shadow areas, he pointed out.

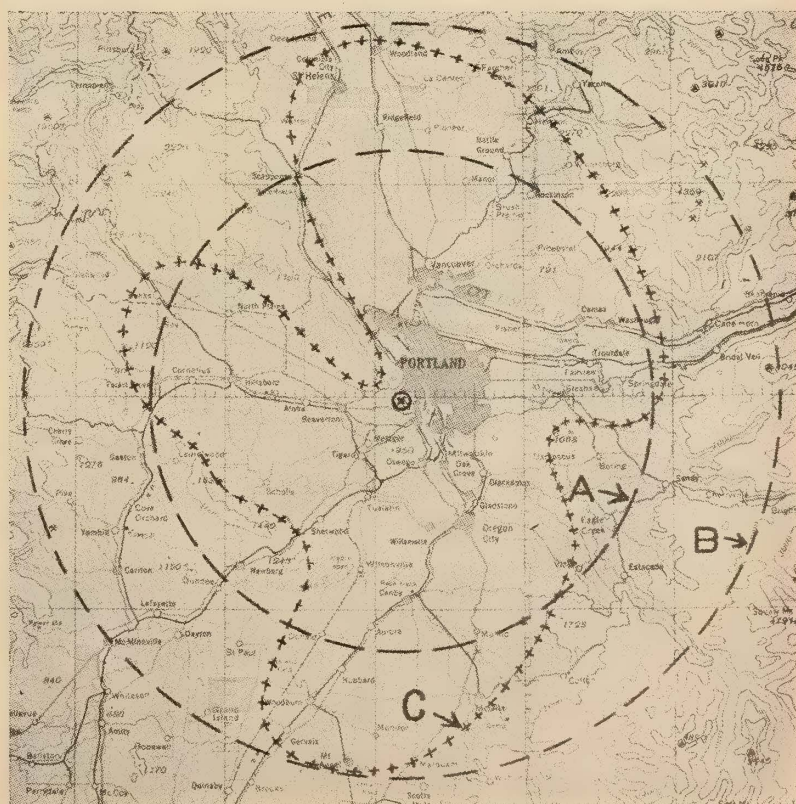
Even in hilly terrain, a uhf station might satisfactorily cover most of the people, Mr. Taylor said, if the residential area was in predominantly flat land. Since TV signals are for viewers, where they live is more important than where the signals go, he implied.

Uhf receiver installations are being easily handled by servicemen, Mr. Taylor found.

A copy of Mr. Taylor's report is available from the Broadcast Section, Engineering Products Dept., RCA Victor, Camden, N. J.



JOHN P. TAYLOR, author of first report on actual commercial uhf TV coverage, has been advertising and sales promotion manager of RCA Victor's Engineering Products Dept. since 1943, and with RCA since 1930. He was graduated from Harvard U. in 1929 with a B.S. in Electrical Communication, took graduate courses at Union College and U. of Pennsylvania. From 1933 to 1937, on leave due to a serious illness, Mr. Taylor turned to freelance technical writing. In his present executive position, Mr. Taylor is also editor of RCA's Broadcast News and supervises Communications News.



OUTER limits of KPTV (TV) Portland, Ore., coverage are shown on this topographical map of Portland area. Circle A, having 20-mile radius, corresponds to signal level of 74 dbu (5 mv/m). Circle B, with 30-mile radius, corresponds to signal level of 64 dbu (1.6 mv/m). However, terrain obstacles black out some of these areas, and outline C shows how Grades A and B coverage looks with this factor taken into account.

IN REVIEW...



BY ALL ODDS TV's largest and most lavish program, *Omnibus*, in its Nov. 9 debut matched quality with quantity by presenting a series of top-notch features in what might be called an intellectual variety show. In every one of its 90 minutes this new Sunday afternoon CBS-TV program was the answer to the plea of many viewers for adult entertainment from their TV receivers.

Conceived and produced by the TV-Radio Workshop of the Ford Foundation, *Omnibus* in its initial production was an adult program, but no more highbrow than, say, *Life* magazine, which the program much resembles in its widespread interest in all facets of the world around us. Robert Saudek, director of the workshop, has stated that the program is in no sense an American version of the BBC's "Third Programme," aimed at the intelligentsia, but is intended to

"Omnibus," on CBS-TV, 36 stations (25 live and 11 kinescoped), Sundays, 4:30-6 p.m.
First Sponsor—Willys-Overland Motors Inc.
Agency—Canaday, Ewell & Thurber Inc.
Producers—TV-Radio Workshop of the Ford Foundation
Executive Producer—Robert Saudek
Administration—John C. Turner
Producer—William Spier
Director—Andrew McCullough
For Production—Paul Feigay
For Film—Boris D. Kaplan
Set Designer—Henry May
Master of Ceremonies—Alistair Cooke
Writer—Alistair Cooke

appeal to the vast multitude of middlebrows who make up the majority of the broadcast audience as well as the majority of the population.

High spot of the first *Omnibus* telecast was the historical drama, "The Trial of Anne Boleyn," written especially for the program by Maxwell Anderson and superbly acted by Lilli Palmer as Anne and Rex Harrison as Henry VIII. To Alex Segal, director of the telecast of this play, must go a large part of the credit for the successful transmission of the dramatic intensity of the action through the cameras and into the minds and hearts of the viewers at home.

Another play in quite a different mood also was included in the first *Omnibus* program—William Saroyan's "The Bad Men," a shapeless bit of emotion in which two half-drunk Indians befriended an embittered girl and helped a five-year-old cowboy to capture them, to the annoyance of the harassed station master of the railroad depot in which the sketch was enacted. The playlet was introduced by its author, who, like Mr. Anderson, had written it for *Omnibus*.

Two films unlike anything previously shown on TV were the novelty items on the opening *Omnibus* bill. One was a Haitian voodoo number, thrillingly danced by Jean Destine to the pulse-quicken- ing rhythms of the voodoo drum. The other was a series of X-ray motion pictures of a woman applying

IN CENTER is Mr. Cooke. Others, starting at top left and running clock-wise, are: Mr. Green, Mr. Destine, Jeanne Ramoon, Mr. Harrison and Miss Palmer. Cowboy is Malcolm Broderick. Drawing is by Albert Hirschfeld.

* * *

make-up, a man shaving and a child eating a candy bar which cast a macabre shadow over these everyday actions in a vivid demonstration of how such films are aiding medical science in its fight against disease.

A beautifully produced condensation of "The Mikado," with Martyn Green as Koko, captured much of the charm of this classic operetta, but somehow missed the underlying humor which sets Gilbert & Sullivan apart, leaving the viewer with the feeling that he had seen a well-preserved museum piece whose chief interest lay in its antiquity.

Humor was the one missing element in what was otherwise a well-rounded program. One might smile at the whimsy of Mr. Saroyan or the quaintness of "The Mikado," but there was no opportunity for a chuckle, let alone a full-bodied guffaw. Even Alistair Cooke, whose writings and broadcast commentaries sparkle with humor, performed his duties of master of ceremonies as soberly as if he were conducting a guided tour of a medieval cathedral. To this reviewer, 90 minutes is too long to sit in solemn silence and *Omnibus* would be all the better for a touch of comedy.

Omnibus is designed as an experiment in commercial television, which will explore new paths in programming but always with the goal of finding types of TV entertainment which can be adopted by commercial sponsors. *Omnibus* itself has a sponsor, Willys-Overland Motors, and hopes to add others to a total of five for its 90-minute telecasts.

Mr. Saudek and his associates are to be warmly congratulated for making a fine start of what promises to be the most stimulating program series yet to emanate from a TV studio.

ASCAP Gross Rises

WITH GROSS income of \$10,375,000 for the first eight months of 1952, ASCAP should gross more than \$15 million for the full year, according to the Society's treasurer, Louis Bernstein. Reporting to the ASCAP membership meeting in New York, Mr. Bernstein said ASCAP expenses for the eight-month period totaled \$2,092,000 or 19% of the gross, slightly less than the usual 20%. Accordingly, writer and publisher members of ASCAP this year should receive somewhat larger royalty checks than for 1951, when the gross was approximately \$14 million, of which about \$12 million was distributed to members.

NARFD MEET

Set in Chicago, Nov. 29-30

NATIONAL Assn. of Radio Farm Directors will conduct its ninth annual convention Nov. 29-30 at Chicago's Conrad Hilton Hotel along the "know-how" theme, Sam B. Schneider, KVOO Tulsa, NARFD president, said last week.

An Indian theme, "Know-How Pow-Wow," will dominate the convention, which will include panel discussions, speeches and workshop sessions aimed at covering more ground concerning a radio farm director's job than has been attempted in other years, Mr. Schneider said.

President Schneider, at the Saturday morning opening session, will set the theme for the convention by emphasizing that "RFDs" are dedicated to agriculture. Workshops on "Fundamentals of Farm Broadcasting" are planned after various committee reports and the annual Sears, Roebuck Foundation luncheon.

Forum Plans

Phil Alampi, WJZ New York, will direct the convention forum, with a well known NARFD member handling each phase, including talks on tapes, interesting interviews, home economics and use of free handouts from commercial firms.

Other talks will bring to light answers to problems besetting television farm programs. Sandy Saunders, WKY-AM-TV Oklahoma City, will head a panel on TV and AM radio during the convention's second day.

Maury Malin, director of advertising for Ralston-Purina, St. Louis, will follow with a discussion of AM radio.

Also to be featured during the NARFD convention will be a report from Secretary of Agriculture Charles Brannan. Wallace Kaderly, agricultural information specialist with ECA in Paris, will report on foreign farm radio.

Awards Announcements

Among highlights of the two days will be presentations of the National Safety Council award to the farm director who has rendered exceptional service to safety on the farm, and of the American Farm Bureau Federation Award to the farm director who has best interpreted agriculture to the American public during the past year.

New officers will be named at the convention, which will offer a complete schedule of luncheons, banquets and social gatherings. Chairmen of all standing committees have planned a thorough convention program, according to President Schneider. The workshop idea, he believes, will enable both newcomers and veteran NARFD members to do a better liaison job among the farmer, the college and the advertiser.

NOW BALTIMORE GETS ONE!



In New York it's WQXR... in Washington it's WGMS... NOW, in Baltimore, it's WITH-FM! The Good Music Station! The dream station for lovers of good music!

From 11 A.M. till midnight, WITH-FM will broadcast only the world's greatest music, performed by the world's greatest artists. Special live broadcasts of such outstanding musical organizations as the National Symphony and the Julliard Quartet will be included.

Here's a ready-made, *class* audience for you. These music lovers are *loyal* listeners. The Good Music Station is their *favorite* station. Many of them won't listen to any other radio station.

And the rates are low—*way low*! Let your Forjoe man give you all the details about this great new advertising buy!

IN BALTIMORE

WITH-FM
THE GOOD MUSIC STATION

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Thanks for a

The Associated Press could not have swept the election boards on November 4 without the magnificent cooperation of thousands of newsmen throughout the country. Their work—whether as AP staffers or stringers, or as staffers of member radio stations and newspapers—again enabled The Associated Press to score its own “landslide”. The magnitude of their performance is attested by messages that poured in from radio members all over the country. These are typical:

“AP so far superior all night that there was no comparison. It got so I didn’t even bother to look at other machine”—*Hal Phillips, News Editor, KTOK, Oklahoma City.*

“Coverage good, cooperation splendid”—*Thomas E. Martin, President, WAPX, Montgomery, Ala.*

“AP was right on top”—*Olaf Soward, News Editor, WIBW, Topeka, Kansas.*

“Good. All right!”—*Dick Gavitt, News Editor, KFH, Wichita, Kansas.*

“Our dependence on AP more than justified”—*Charles Price, KMLB, Monroe, La.*

“AP better than ever”—*Ross Charles, WATO, Oak Ridge, Tenn.*

“Beyond comparison competitively. Made me proud to be a member of AP”—*Len Higgins, KTNT, Tacoma, Wash.*

“Wonderful job. Although we are network, your regional returns hit us just right. Best ever”—*Tom Bostic, KIMA, Yakima, Wash.*

“AP way ahead—did much better job”—*Carleton Schirmer, Program Director, KFEQ, St. Joseph, Mo.*

“All right”—*Jack Griffin, News Editor, KWK, St. Louis.*

“AP good”—*Claude Dorsey, News Editor, KMBC, Kansas City.*

“Well pleased; AP fine”—*Rex Davis, Manager, KMOX, St. Louis.*

“Gave us everything wanted”—*Ed Hoerner, Program Director, WWL, New Orleans.*

“AP fast and complete . . . as usual. Depended almost entirely on AP”—*Les Mawhinney, News Director, Don Lee Broadcasting System, Los Angeles.*

“Fast and accurate. Filled the bill all the way”—*Howard K. Martin, General Manager, WALA, Mobile, Ala.*

“Good job. Ahead your oppositions, decidedly”—*Richard Oberlin, News Director, WHAS, Louisville.*

“Swell job!”—*Lester W. Lindow, General Manager, WFDF, Flint, Mich.*

“Finest and fastest election coverage job I’ve seen in 16 years of news handling”—*John W. Eure, News Director, WDBJ, Roanoke, Va.*

“Good! Whole national scene well handled”—*Allison McDowell, WEDO, McKeesport, Pa.*

“I was very happy with the service”—*Paul Long, KDKA, Pittsburgh, Pa.*

“Best election coverage ever given by AP”—*Norman Gallant, Manager, WFAU, Augusta, Me.*

“Splendid job all the way. We stuck with you all night”—*Jack Knell, Director, News and Special Events, WBT, Charlotte, N. C.*

LANDSLIDE!

"Couldn't have asked for finer state coverage. Accuracy of national wire gave us confidence in what we were reporting"—*Roy Elsner, Program Director, KECK, Odessa, Texas.*

"Best election coverage we ever had in Maine"—*Jack S. Atwood, Manager, WRDO, Augusta, Me.*

"Sincere compliments on election coverage!"—*Wes Cook, News Director, KIUL, Garden City, Kansas.*

"Finest election job I have ever seen AP perform"—*Robert S. Hix, General Manager, KRES, St. Joseph, Mo.*

"Fine and accurate! Way out in front all night long!"—*C. P. Vogel, Jr., Program Director, WGKV, Charleston, W. Va.*

"Fine sure-footed job!"—*Julian Goodman, Manager for AM and TV News, WRC, Washington.*

"Fast and concise! Gauged to the continuing needs of telecasting up-to-the-minute results"—*Robert B. Cochrane, Program Director, WMAR-TV, Baltimore.*

"AP fine, logical"—*Hale Bondurant, Manager, KFBI, Wichita, Kansas.*

"Couldn't have asked for better cooperation"—*Dick Goden, Program Director, KHQ, Spokane, Wash.*

"We were ahead"—*Cole E. Wylie, Owner, KREW, Sunnyside, Wash.*

"Up-to-the-minute, continuous and accurate!"—*Bill Dean, Program Director, WIBC, Indianapolis.*

"Well ahead nationally and regionally"—*Al Lowe, WNEX, Macon, Ga.*

"Congratulations! Fast, concise coverage"—*John Alderson, News Editor, WFBR, Baltimore.*

"Left absolutely nothing to be desired"—*George M. Burbach, General Manager, KSD and KSD-TV, St. Louis.*

"On top all the way! Filing was tailored to fit our broadcast schedule to the minute"—*Bob Shipley, News Editor, WSAV, Savannah, Ga.*

"Fastest I have seen yet"—*James Caldwell, Program Director, WAVE, Louisville.*

"Smoothest election coverage job I ever saw"—*Bob McCoy, KOB, Albuquerque.*

"Congratulations on a fine job"—*Paul White, News Director, KFMB, San Diego.*

"Congratulations on comprehensive, efficient coverage. Well organized, rapid, complete. Particularly impressed with your clear beat on Arvey's concession of Illinois"—*Ben Strouse, Vice President WWDC, Washington.*

"Excellent. A-1 in every respect. State coverage best ever and ahead of everybody else"—*Howard E. Pill, President, WSFA, Montgomery, Ala.*

"AP coverage, both state and national, was tip-top"—*Glenn Condon, News Editor, KRMG, Tulsa.*

"Extremely fine. We worked exclusively from your radio wire and found it entirely adequate as to speed, accuracy and good writing"—*Walter Paschall, News Director, WSB, Atlanta.*

"Terrific. Filled all non-network periods exclusively with AP"—*Horace Logan, program Director, KWKH, Shreveport, La.*

"Tops and well ahead of opposition"—*Max Sepaugh, WSLI, Jackson, Miss.*

"It was AP all the way here"—*Paul Goldman, KNOE, Monroe, La.*

"AP great. Whipped opposition"—*George Gow, News Editor, KANS, Wichita, Kansas.*

THE ASSOCIATED PRESS

ABC-UPT Proposal

(Continued from page 24)

for Cleveland and Cincinnati. Paramount Pictures officials made no estimates on where they would apply if free to do so.

Since approval of the merger would leave AB-PT with two TV stations in Chicago in conflict with the FCC's duopoly rule, Mr. Resnick also approved the sale of the facilities of WBKB (TV) to CBS for \$6 million. ABC already owns WENR-TV there and UPT subsidiary Balaban & Katz owns WBKB.

Not significant, but one of the issues was whether the official transfer of control of KTLA (TV) Los Angeles to the new Paramount Pictures Corp., and of WBKB (TV) Chicago and WSMB New Orleans to UPT, occurred before the FCC approved—in contravention of the Commission's regulations on the subject.

Mr. Resnick held that failure to notify the FCC in time should not bar the approval of the transfers, which were in a sense involuntarily forced by court order. Prior FCC approval is not required for involuntary transfer of control.

However, Mr. Resnick took the opportunity to warn members of the FCC bar that the Commission's jurisdiction should be called to the attention of a court when radio properties are involved in a judicial order involving changes of ownership.

Fact that there is some overlap of stockholdings in Paramount Pictures, which owns KTLA (TV) Los Angeles and the to-be-formed AB-PT Inc., owning KECA-TV Los Angeles was found not to be significant enough to conflict with the FCC's duopoly rules, according to Mr. Resnick. Stockholders of the old Paramount Pictures Inc. received equal shares in both the new Paramount Pictures Corp. and UPT when the two new companies came into being in 1950.

SANGER CITED

Gets Columbia Award

ELLIOTT M. SANGER, executive vice president and general manager of WQXR-AM-FM New York, received one of two 1952 awards of the Columbia School of Journalism at a meeting in the Waldorf-Astoria Hotel Thursday commemorating the 40th anniversary of the school's founding. The other winner was Carl W. Ackerman, dean of the school and a member of its first class.

Mr. Sanger's citation stated that he "has for 16 years brought to the City of New York and to thousands within a radius of many miles of New York, superb music, objective news and cultural and public service programs over a station which he has developed into one of the most respected in the world."



FAMOUS Ralston Checkerboard trademark was the pattern in two gifts from Ralston Purina officials to H. S. Gardner, founder and board chairman of Gardner Adv., during 50th anniversary party [B*E, Nov. 10]. Mr. Gardner (r) wears a Checkerboard cap and a mammoth "campaign" button plugging "H. S. for president on the Checkerboard ticket." With him are J. V. Getlin (l), sales manager, Ralston Purina's Cereal Div., and Geoffrey Baker, vice president, Cereal Div.

AB-PT OFFICERS

Goldenson Would Be Pres.

HEADING the proposed American Broadcasting-Paramount Theatres Inc. radio-TV and theatre combination would be young, able, 47-year-old Leonard H. Goldenson, who came up from legal specialist in reorganizing Paramount Pictures' theatres to chief of its theatre division, and since 1950 president of United Paramount Theatres. He would be president of AB-PT.

Edward J. Noble, present chairman of the ABC board, would become AB-PT chairman of the finance committee and a director. Robert E. Kintner would remain president of the ABC Div. of AB-PT, and would also become a vice president and director of the parent company. Robert H. Hinckley, present ABC vice president, would remain as a vice president of AB-PT. Earl E. Anderson, ABC vice president, would become a director of AB-PT. ABC director Owen D. Young would serve in the same capacity for AB-PT.

To the ABC Div. would come these executives of UPT: Robert H. O'Brien, executive vice president and also vice president, secretary and director of AB-PT; Robert M. Weitman, vice president, also vice president of AB-PT.

Stations involved in the merger proposal are:

ABC — WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco.

UPT — WBKB (TV) Chicago (to be sold to CBS), WSMB-AM-FM New Orleans (half-owned by UPT).

THREE-dimensional sound recordings creating the effect of listening in the actual concert hall are being made at the U. of Illinois, Urbana. First such recording was made last week with Leopold Stokowski conducting the university's symphony orchestra.

MBS' MGM Block Dropped

(Continued from page 27)

tion-quizz shows which will be aired Friday nights. Many of them, it was reported, are known from experience to be commercially attractive.

Starting Dec. 29, Mr. Seebach disclosed, the following half-hour shows will be inserted in the 8-9 p.m. periods, with some available for network sale and others for local cooperative sponsorship:

Mon., *Falcon* and *Hall of Fantasy*; Tues., Mickey Spillane's *That Hammer Guy*, and *High Adventure*; Wed., *Crime Files of Flame* and *Crime Fighters*; Thurs., *Official Detective* and *John Steele*, *Adventurer*; Fri., *Movie Quiz* and *True or False*.

The programs they will replace include *Woman of the Year*, the *MGM Musical Comedy Theatre*, *Adventures of Casanova*, *The Hardy Family*, and *Adventures of Maisie*.

In a discussion of the evolution of radio programming through the years, Mr. Seebach also said Mutual now is putting renewed emphasis on networking of programs that have shown outstanding success as local features. He cited, for example, WOR New York's John Gambling program and WGN Chicago's *Cliff's Family*, both being offered on the network as local co-op shows.

Hear Schmid's Reports

The approximately 40 persons representing affiliates at the New York regional meeting also heard reports from Robert Schmid, vice president in charge of advertising, research and press information. He said Mutual's overall presentation had been shown to more than 2,000 advertising agency men and women from coast to coast during the last six months. Bert J. Hauser, director of co-op programs, and E. M. Johnson, vice president in charge of station relations and engineering, who opened the meeting, presented Victor C. Diehm of WAZL Hazleton, Pa., chairman of District One of the Mutual Affiliates Advisory Committee.

The Friday session was to be devoted to a question-and-answer session, with affiliates putting the questions to network officials.

In addition to Messrs. O'Neil, Seebach, Schmid, Johnson, and Hauser, the Mutual delegation at the meeting included Executive Vice President William H. Fineshruber; J. Glen Taylor, vice president of General Teleradio Inc., General Tire & Rubber Co.'s radio-TV subsidiary (Mutual, WOR-AM-TV New York, and the Yankee and Don Lee networks); James Wallen, MBS treasurer; Charles Godwin, director of station relations; Robert L. Kennett, station relations division manager; and Francis X. Zuzolo, public relations and press information director.

Representatives of affiliates on hand included:

Kathryn Kahler and Mr. Diehm, WAZL Hazleton, Pa., and WIDE Biddeford, Me.; John Laux, WSTV Steubenville, Ohio; Jim Martinson, WDYK Cumberland, Md.; William H. Paulgrove, WJEJ Hagerstown, Md.; William E. Germann, WHUN Huntington,

Pa.; Art Feldman, WLFH Little Falls, N. Y.; Charles King, WKAL Rome-Utica.

Rudy Marcoux, Ed K. Smith and Edgar F. Shepard, WCMB Harrisburg; Joel H. Scheier, WBY Plattsburg, N. Y.; Harry L. Goldman, WROW Albany; Irving F. Lyke, WVEY Rochester; Michael Ryan, WIEA Hornell, N. Y.; Bill Ewing and Edwin A. McKoen, WAMS Wilmington.

Andrew Jarema, WKOP Binghamton; Arthur Kyle, WNDR Syracuse; Flem Evans, WPLH Huntington, W. Va.; Berton Sonis, WTIP Charleston, W. Va.; Benedict Gimbel Jr., WIP Philadelphia; J. Patrick Beacon and Robert M. Drummond, WVVW Fairmont, W. Va.; Sam Townsend, WKST New Castle, Pa.; Thomas A. Tito and Bill Graham, WAZL Hazleton, Pa.

Norman Read, Herman Paris and Ben Strouse, WWDC Washington; Robert L. Dreher, WGAL Lancaster, Pa.; Harold Pat Kane, WJOC Jamestown, N. Y.; William Crawford, WOR New York; John H. Stenger, WBAX Wilkes-Barre; Joseph R. Brandy, WSLB Ogdensburg, N. Y.; John W. Downing, WBOC Salisbury, Md.

Milton J. Borgstein, WMAJ State College, Pa.; Stuart W. Phillips and Henry Gladstone, WCRO Johnstown, Pa.; Mr. and Mrs. Roy F. Thompson, WRTA Altoona.

Subsequent regional meetings are to be held as follows: Chicago, today (Monday) and Tuesday; Salt Lake City, Thursday and Friday; Atlanta, Dec. 1-2; Biloxi, Miss., Dec. 4-5; Dallas, Dec. 8-9.

NARTB EXHIBIT

Heavy Equip. Plans Begin

PLANS for the heavy-equipment exposition at the NARTB convention in Los Angeles April 28-May 1 were set rolling last Thursday at a meeting of NARTB officials and heavy-exhibitor members in New York.

A score of exhibitors attended the meeting to hear of floor space availabilities in the Biltmore Hotel convention headquarters and to submit estimates of respective space requirements to Arthur Stringer, consultant to NARTB and exposition director for the convention.

Clair McCollough of the Steinman stations, who is chairman of the NARTB Convention Committee, said arrangements had been made to provide more space for heavy exhibits than was available when the convention was held in Los Angeles in 1948, and that a record number of requests for space reservations was indicated.

In all, it was estimated, 11,000 square feet will be available to heavy exhibitors.

Court to Review

SUPREME COURT last week agreed to review a lower court verdict that the New Orleans Times-Picayune Publishing Co. violated the anti-trust laws by requiring advertisers to buy classified advertising in both its morning *Times-Picayune* and evening *States*. The Appeals Court decision followed a Dept. of Justice suit against the New Orleans newspaper. The Supreme Court's decision is expected to have some importance to newspaper-radio owners as well as publishers of morning and evening newspapers.

Revealed by
the Dr. Forest L. Whan Survey

of the Boston Trade &
Distribution Area



RADIO STATIONS "LISTENED TO MOST" BY NEW ENGLANDERS

STATION	DAYTIME	NIGHTTIME
WBZ	15.3%	19.6%
Station B	12.3	6.5
Station C	9.8	5.8
Station D	5.0	3.4

(from Whan survey, page 21)

In other words:

- 1 Day or night, more people "listen most" to WBZ than to any other station in New England.
- 2 At night the preference for WBZ over its nearest competitor is better than 3 to 1.

.. and how about newscasts?

New Englanders are news hungry; they've always been keen to have the latest news. And when it comes to news sources, more New Englanders get their news

from radio than any other medium, including newspapers. And the radio station they prefer for news—any time of day or night—is WBZ. Here's the listening situation in New England:

RADIO STATIONS PREFERRED FOR NEWSCASTS

USUALLY HEARS	MORNING NEWS	NOONTIME NEWS	SUPPERTIME NEWS	LATE EVENING NEWS
Station WBZ	15.7%	17.0%	21.9%	25.5%
Station B	13.7	12.6	12.5	13.7
Station C	10.3	8.8	9.7	10.7
Station D	7.2	6.3	6.8	5.5

(Whan survey, page 23)

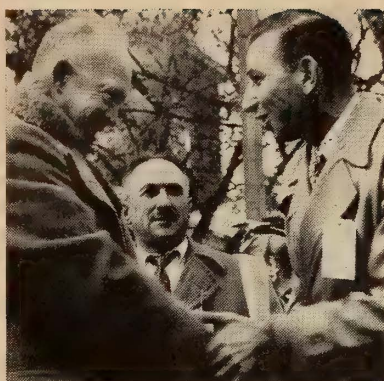
In this comprehensive report, the most thorough audience-survey ever completed in New England, you'll find precise, dependable guides to efficient use of your time-buying dollar... by day, by night, by specific hour, by types of program. We invite you to consult this impartial report and then choose the New England station that looks best for your purposes. If you haven't a copy, get in touch with WBZ or Free & Peters.

WBZ BOSTON reaches the most people, most often, in all New England!
50,000 WATTS
NBC AFFILIATE WESTINGHOUSE RADIO STATIONS Inc



KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

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



NEW HAVEN welcome is accorded fur-collared Dwight D. Eisenhower by Rudy Frank, promotion manager of **WELL** that city, during the President-elect's New England tour on the eve of election. Man in center is unidentified.

PROPHET DUNBAR

Political Score Above Par

WKZO Kalamazoo and WJEF Grand Rapids, Mich., John E. Fetzter stations, claim prophetic powers for their news commentator, Dr. Willis Dunbar. Here's a list of his top achievements for the year:

Republican Convention—Predicted three days in advance that Eisenhower would beat Taft on first ballot. It happened that way.

Democratic Convention—Predicted five days in advance that Stevenson, or a dark horse, would be nominated.

Nov. 2—"It looks to this observer like Eisenhower would win by a very large majority. Gov. Williams (Mich.) will get largest vote of any Democratic candidate in state and win by a narrow margin."

Nov. 4—Predicted Eisenhower "landslide."

NARND MEET

Newsmen Urged to Attend

RADIO and TV newsmen were invited last week by Tom Eaton, WTIC Hartford, first vice president of National Assn. of Radio News Directors, to attend NARND's seventh annual convention Dec. 1-3 at the Hollenden Hotel, Cleveland.

In the belief the meeting "will go a long way toward advancing radio-TV news professionally," Mr. Eaton explained that attendance is not limited to NARND members. Station managers will be invited this year because NARND feels the front office should have a sympathetic understanding of its functions.

Professional workshops will be held for radio and TV newsmen, with topflight figures being lined up to conduct clinical studies. The popular "bull session" feature will be repeated. Ted Koop, CBS Washington news director, will lead the discussion on impact of radio and television coverage of news conferences.

EQUAL TIME ISSUE

FCC has virtually written off complaints raised during the recent political campaign involving problems of equal time opportunities and station clearances, it was learned last week.

Obviously marking time until the new Republican administration takes office next Jan. 20—and partly because the election rendered some complaints academic—the Commission has sidestepped issues posed by the Democratic National Committee, Allen B. DuMont Labs. and GOP spokesman Harold Stassen.

FCC reportedly has reminded the Democratic National Committee that the overall yardstick for political programs is the presentation of all views. The committee claimed that ABC refused to give it equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell, though it acknowledged that in the main the network had been fair throughout the campaign [B•T, Nov. 10].

It's conceded unofficially in FCC quarters that the Winchell case and purported \$2 million GOP spot "blitz" plan claimed by the Volunteers for Stevenson are closed incidents [CLOSED CIRCUIT, Nov. 10].

The Democratic committee did not officially file a complaint on the Winchell incident but only submitted a copy of the protest wired by Committee Chairman Stephen Mitchell to ABC President Robert Kintner.

Stassen Answer

The Commission reportedly advised Mr. Stassen that Sec. 315 of the Communications Act (on equal time requirements) does not seem applicable to his charge that CBS had "declined to offer" him equal time to reply to a United Auto Workers telecast. The Commission thus upheld CBS' position that the act is not applicable because Mr. Stassen was not a candidate [B•T, Nov. 3].

In the DuMont case, FCC requested more specific data on DuMont's charges that some TV stations had declined to carry the network's political programs on grounds of basic affiliation with other networks.

In still another case, Commission sources said FCC had received as yet no communication from Sen. Joseph McCarthy (R-Wis.), who threatened to seek revocation of license of KING-TV Seattle. Station asked the Senator to delete what it considered libelous remarks from his script and when he refused, cancelled his scheduled TV appearance. Sen. McCarthy was speaking on behalf of Sen. Harry Cain (R-Wash.), who was running for reelection.

In its reply to DuMont counsel, W. A. Roberts of Roberts & McInnis, Washington law firm, FCC said:

So that we may give further consideration to the problem you pose, it is requested that you furnish us with more detailed information. We do not know, for example, which local stations have refused to clear time . . . which of these have assigned "parent network" reasons for

Finds FCC Unhurried

★ declining DuMont's political business and the controlling terms of your affiliation agreements with these stations.

Counsel for DuMont claimed the network was unable to "clear sufficient stations on national and regional hookups" for political broadcasts, presumably for the Democratic Party. It quoted stations as replying, on advice of counsel, that they need not clear time except for their respective "parent" networks. Counsel explained:

It is quite obvious that the present practice, and a further extension of this doctrine, would force all national political programming over television into the control of a single network or possibly two networks. Because of the great number of one and two station cities, we conceive this to be opposed to the public interest, in violation of the policies announced by the Commission and conducive to dangerous monopoly.

DuMont asked FCC to issue a "policy statement" declaring its position "regarding the basic question of the public service responsibility of a local station" on this question. Apart from the immediate case, counsel said, "the situation presents a basic question for determination by the Commission for this and for future years." Counsel noted FCC's "keen interest" in monopoly aspects of radio-TV.

RWG ELECTIONS

Council Members Chosen

RESULTS of Radio Writers Guild elections in the eastern and western region were announced last week. Hector Chevigny was elected national president [B•T, Nov. 10], while Philo Higley and Ben Starr were chosen vice presidents of the eastern and western regions of the RWG, respectively.

Council members elected in the Eastern region were: John Stradley, John Merriman, Ira Marion, Bruce Marcus and Franklin Weiner. Alternates: Robert Cenedella, Lillian Schoen, Graham Grove, Abram Ginnes and Sam Moore. In the Western region council members chosen were: Milton Merlin, Irvin Ashkanazy, Sherwood Schwartz, Van Perrin, Howard Blake, Pauline Hopkins, David Friedman and Bud Lesser. Alternates: Gomer Cool, William Freedman, Les Farber, Jerry D. Lewis and Mort Fine.

Thesaurus Yule Package

RCA THESAURUS sent last week subscriber stations a special "7 in 1" Christmas package designed for local sponsorship. The program package includes such transcribed Christmas classics as Charles Dickens' "Christmas Carol"; a dramatization of "A Visit From St. Nicholas," and "The Story of the Nativity," starring Walter Hampden.

Remarkable Martin

WTAM Cleveland newswriter Gene Martin forecast the Eisenhower landslide in the Presidential election with an uncanny degree of accuracy, according to WHAS Louisville News Director Dick Oberlin. Mr. Oberlin said he received a letter from Mr. Martin "weeks" before the election in which Mr. Martin said the GOP nominee would carry 36 to 40 states, including Texas, Virginia and Florida, would receive "400 or more electoral votes," and would carry Ohio by as much as Sen. Taft won in the Taft-Ferguson Senatorial race. "Republicans might even carry Kentucky," wrote Mr. Martin. With final Kentucky returns still incomplete, candidate Stevenson last Wednesday had a narrow majority by unofficial returns, and a "good many" absentee ballots still to be counted are running 2-1 for President-elect Eisenhower, Mr. Oberlin said.

JONES VERDICT

Appealed and Supported

OPPOSING counsel in the Duane Jones conspiracy case submitted briefs in New York County Supreme Court last week with defense attorneys seeking dismissal of the suit and Mr. Jones' lawyers insisting upon upholding the jury verdict of \$300,000 against eight defendants [B•T, Nov. 3].

Defense counsel Neil P. Cullom, in a brief filed Monday, moved for dismissal on the grounds that there was no evidence to support the verdict. Brief noted that although the conspiracy allegedly was "conceived, engineered and masterminded by Manhattan Soap Co. and its treasurer, Frank Burke," the company was excepted from the jury's verdict. It further cited testimony by Mr. Jones that neither Manhattan Soap Co. nor Mr. Burke received any "financial benefit, directly or indirectly, as a result of the alleged conspiracy."

Mr. Jones' counsel, Thomas F. Boyle, filed a brief Wednesday declaring that the jury had rendered its verdict after proper instructions from the court. It stated that Manhattan Soap Co. should have been included in the verdict and noted that the plaintiff has a motion before the court to that effect.

Judge Dennis O'Leary Cohalan gave Mr. Cullom until last Friday to file a counter-brief.

Kennedy Named

REV. Dr. James W. Kennedy, director of Christ Church, Lexington, Ky., has been named acting executive director of the recently established radio and television division of the National Council of The Protestant Episcopal Church, headquartered in New York.

Exclusive on WJBK!

HOCKEY CHAMPS ON DETROIT'S CHAMP SPORTS STATION



WJBK Key Station for
Complete Schedule of
**DETROIT RED WINGS
HOCKEY GAMES**
At Home and Away!

No wonder WJBK always scores with sports fans throughout Michigan! For many years the key station for Detroit Tiger baseball broadcasts, WJBK now comes up with another "must" for sports minded listeners . . . all the games of the Detroit Red Wings, the National Hockey League champions and winners of the Stanley Cup. That's another good reason why your best buy in the nation's hottest sports town is WJBK, Detroit's leading sports station.

WJBK *Detroit*

A STORER STATION

CBS and DUMONT Television . . . Tops in MUSIC, NEWS and SPORTS on Radio

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY

WSAL APPEAL

Hits Fixed Table of Channels

upcoming



THE "basic legal authority" of FCC to adopt a "rigid table of assignments and inflexible rule prohibiting the filing, acceptance and consideration of applications specifying a channel not listed in the table of assignments" is challenged by WSAL Logansport, Ind., in an appeal of the Sixth Report and Order filed last Monday in the U.S. Court of Appeals for the District of Columbia.

The appeal stems from FCC's memorandum opinion and order refusing to reconsider the Sixth Report, as petitioned by WSAL, so as to add vhf Ch. 10 to Logansport [B•T, Oct. 13]. WSAL had asked reconsideration on grounds that the Commission, in the Sixth Report, arbitrarily refused to switch Ch. 10 from Terre Haute, Ind., and assign it to both Logansport and Owensboro, Ky., or in the alternative, to Logansport and Carbon-dale, Ill.

Filed by Washington radio counsel Herbert M. Bingham, William A. Porter and Robert M. Booth Jr., the WSAL appeal is the latest of

several which have been taken to the courts. Appeals of the Sixth Report were filed earlier by WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis.; WWSW Pittsburgh, and KROW Oakland, Calif. However, in view of allocation "corrections" made by FCC since issuance of the Sixth Report, the WLOA and KVOL appeals have been dropped.

WSAL's petition to the court contends that the table of assignments, embodied in Sec. 3.606 of the Commission's rules by the Sixth Report, "was not based upon consideration of applications and demand as required by Sec. 307(b) of the Communications Act . . . and therefore, is unlawful. Sec. 307(b) . . . is a specific section limiting and defining the powers and authority granted the Commission" by other previous provisions of the Act.

Sec. 307(b) provides that "In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the

Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." FCC has held the table of assignments best achieves this intent of the law.

WSAL's pleading recalled that in mid-1948, after FCC refused to act on Yankee Network's application for a new TV station in Bridgeport, Conn., because the city and channel were not in the table of assignments at that time, the Federal Communications Bar Assn. contended Sec. 307(b) "required the Commission to accept and consider any complete application specifying any television broadcast channel irrespective of whether or not that channel was assigned by rule to that particular community by the table of assignments as it had done prior to the Yankee Network opinion."

WSAL pointed out that "despite the serious questions raised by the FCBA, it was not until three years later that the Commission finally held oral argument on the Bar Association's petition. During those intervening three years, the Commission had proceeded upon the basis that it did have the legal authority to adopt and execute the proposed rules. Thus, it was no surprise when the Commission issued its memorandum opinion in July 1951 upholding its own contention that it was acting within the authority granted by the Communications Act.

"To have held otherwise would have been an admission that the three-year suspension of consideration of applications for new television broadcast stations commonly called the 'freeze,' and at least a portion of the overall proceedings had been unnecessary."

Similarly, WSAL contended Sec. 3.607(a) of FCC's new TV rules is unlawful if the table of assignments is invalid and further so because it "effectively denies an applicant the statutory right to a hearing specified by Sec. 309(a)" of the Act. Sec. 3.607(a) provides that applications will not be accepted or considered unless the channel specified in the application is specifically assigned to the city by the table of assignments.

"The failure of the Commission to assign vhf Ch. 10 to Logansport will result in dismissal of the application of Logansport Broadcasting Corp. now pending before the Commission and will have the practical effect of denying the application without hearing," WSAL contended.

Concerning FCC's denial of the Logansport - Owensboro counterproposal in the Sixth Report, WSAL charged it had "no notice

Nov. 17-18: NARTB Copyright Committee, NARTB Hqrs., Washington.
Nov. 17-18: MBS Affiliate meeting, Chicago.

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.
Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 19-21: Group meetings of Radio-Television Mfrs. Assn. at Palmer House, Chicago; Roosevelt and Waldorf-Astoria, New York.

Nov. 20-21: Florida Assn. of Broadcasters meeting, Daytona Beach, Fla.

Nov. 20-21: NARTB Insurance Committee, NARTB Hqrs., Washington.

Nov. 20-21: MBS Affiliate meeting, Salt Lake City.

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

Nov. 29-30: National Assn. of Radio Farm Directors annual convention, Conrad Hilton Hotel, Chicago.

Dec. 1-2: MBS Affiliate meeting, Atlanta.

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

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.

that the principles of assignment based upon priorities would be abandoned; and no notice that new principles of assignment would be considered by the Commission in passing upon your petitioner's counterproposal. . . . The Commission, in effect, unlawfully changed the rules in the middle of the game."

As a result, WSAL "had no notice that much of its evidence would not be considered" since that evidence was directed to the previous assignment principles, the appeal asserted.

WSAL further contended that FCC without notice unlawfully adopted new and increased maximum powers and antenna heights. In discussing the Carbon-dale counterproposal, WSAL charged that the Sixth Report illegally, without notice, created three geographical zones having different mileage separation requirements.

The appeal pointed out that the adoption of 170-mile minimum co-channel spacing for vhf in Zone I was unsupported by the evidence and produced an "inefficient utilization of the radio spectrum in violation of Sec. 307(b) of the Communications Act." Lesser spacing would have allowed use of Channel 10 at Logansport.

At another point, WSAL argued that "even if the assignment of Ch. 10 to both Logansport and Owensboro had been proposed for the first time on the 'petition for rehearing,' the failure to consider that proposal was arbitrary, capricious and unlawful when consideration is given to the Commission's action in itself proposing and subsequently adopting new vhf assignments to Lafayette, La., and Temple, Tex., and also adopting a new proposal to add vhf Ch. 4 to Irwin, Pa., long after adoption of the Sixth Report."

FOCUS ON FCC

And Other Agencies Is Hill Plan

AN ACCOUNTING of its stewardship of supervision over radio and TV and other communications services apparently will be required of the FCC as one of the first orders of business when the GOP-controlled 83d Congress convenes Jan. 3.

That is the plan of Rep. Charles A. Wolverton (R-N. J.), chairman-designate of the House Interstate & Foreign Commerce Committee.

Rep. Wolverton declared last week he intends to have all regulatory agencies, coming under his committee's jurisdiction, report to the committee on their problems and their activities.

Most of the agencies never have served under a Republican administration, having been established under New and Fair Deal executives.

No "investigation" is portended, Rep. Wolverton made clear.

"What we have in mind," he said, "is to have the regulatory agencies come down and tell us of their experiences and what changes they think should be made in the laws under which they operate.

"There has been a chasm between Congress and the agencies down the street. We want to have closer relations with them. After all they were created by Congress."

New members of Congress will be able to learn the "scope" of the agencies' activities through such meetings, Rep. Wolverton added.

Officials of industries controlled or regulated by the agencies will also be invited to appear before the House Commerce Committee, Rep. Wolverton said.

As to the FCC, Rep. Wolverton declared he had nothing specific in mind regarding that agency. He said the meeting with the FCC

★ would be "in the same spirit of cooperation we look for when we meet with other agencies." The FCC was established in 1934 as the successor to the Federal Radio Commission. Before that, radio matters were handled by the Dept. of Commerce.

Most observers think that notwithstanding Rep. Wolverton's sentiment, some activities of the FCC would undoubtedly come under challenging scrutiny. Among them, it is thought, would be the operations of the Broadcast Bureau and the Office of the General Counsel under the new provisions of the McFarland Act.

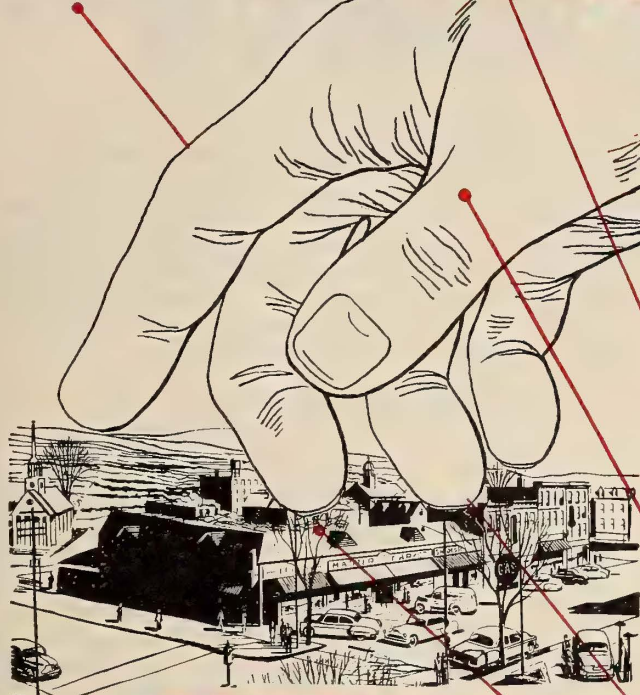
The McFarland Act, which became law last July, revised many of the legal procedures under which the Commission operated.

Rep. Wolverton recalled that a similar group of meetings had been held during the 80th Congress when he was chairman of the House Commerce Committee.

Rep. Wolverton sailed Nov. 12 on a Caribbean cruise.

In addition to the FCC, the House Commerce Committee also has jurisdiction over the Interstate Commerce Commission, the Civil Aeronautics Administration, Securities & Exchange Commission, Federal Power Commission, Railroad Retirement Board, National Bureau of Standards, Weather Bureau and the Public Health Service.

Reach New **FRINGE-AREA** Listeners

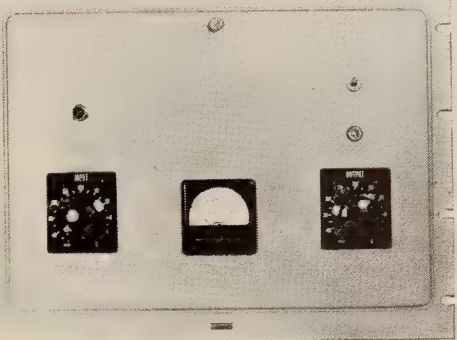
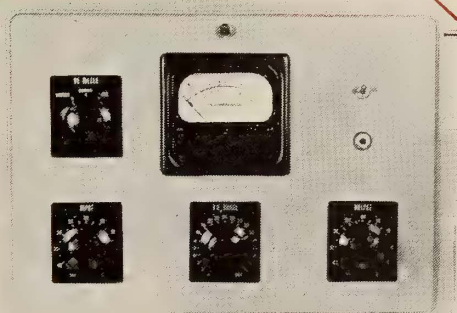


Either of these ultra-modern *GATES Limiting Amplifiers* may help you reach a whole *NEW* area of listeners where you do not now provide satisfactory reception.

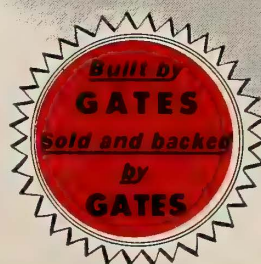
With safe, sure and fast peak limitation you can keep modulation right up to the top, and without chirps, thumps or distortion. Every broadcast engineer knows the value of extra audio power, as well as the increased audience thus gained.

Pages 19 and 20 of the *Gates Speech Input catalog* tells the whole story of *GATES Limiters*. If you don't have a copy — drop us a line — we will gladly send you one.

with **GATES SA limiters**



These two smart new *GATES Limiters* are moderately priced, yet no better can be built. Both models use identical circuits. Model SA-38 has a 4-inch compression, VU and output meter, with 24 step range control. Model SA-39 has a 3-inch compression meter only. Select the one best suited to your needs and save the difference.



GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

HEADLEY-REED CLOSES

Detroit, New Orleans Offices

HEADLEY-REED Co., station representation firm, has closed its Detroit and New Orleans offices after arranging to assure stations of continued service in those cities, officials reported last week.

Gino Cio, Chicago office account executive, will spend one week a month—and more time as indicated—in Detroit to serve Headley-Reed stations, it was explained. In New Orleans, Milton DeRaynor, formerly of the firm's office there, continues independently as DeRaynor Inc., serving stations on the Headley-Reed list wishing freelance New Orleans representation. In the New York office, Ralph Broitman and Bob Davis have joined the research and promotion staff, and Barry Keit, account executive, has been named assistant to Vice President Sterling Beeson.

Tube Production

ELECTRONIC tube production has begun in two new Westinghouse Electronic Tube Div. manufacturing plants, it was announced last week. The new plants are located in Elmira and at nearby Bath, N. Y. Full volume production of virtually all types of radio and television power and receiving tubes is planned.



CITATION from U. of Maryland Assn. on behalf of D. L. (Tony) Provost, vice president-general manager of Hearst Corp. Radio & Television Div., for his work in furthering education via radio and television, is received by Leslie H. Peard Jr. (r), WBAL-AM-TV Baltimore manager, from Talbot Speer (l), UMA Alumni president.

WIBW Bereavement

FUNERAL SERVICES were held recently for parents and relatives of three WIBW Topeka, Kan., figures: Mrs. William Butler, mother of Mrs. LeRoy Carlson, program director; Mrs. Joseph Hann, mother of Mrs. Bob N. Ferguson, assistant to General Manager Ben Ludy, and Donald C. Ross, father-in-law of Irvin Lehman, transmitter engineer.

THERE'S A TUBE

In Your Radio Present

THAT electron power tube, which some engineers said could not be made, today is helping to sharply reduce operating costs and make more efficient use of much electronic equipment, RCA Victor, Harrison, N. J., pointed up last week.

Broadcasters and industrial users of a wide range of electronic equipment are enjoying the performance of "these tubes which couldn't be made." The tubes are high-power vacuum types which use filaments of thoriated tungsten instead of conventional pure tungsten, explains L. S. Thees, general sales manager, RCA Victor Tube Dept.

Just prior to World War II, RCA tube engineers undertook a review of problems involved in using thoriated-tungsten filaments in high-power tubes. Although the war interrupted this research, knowledge gained during that period pointed the way toward the goal. In 1947, the company introduced its first such tubes commercially. Since then, still further developments have been made, RCA Victor noted.

WBEL Beloit, Wis., has issued its rate card No. 3, effective Nov. 1, with increases ranging from 20% to 40%.

DAYLIGHT SAVING

Barred in Washington State

AS A RESULT of the election, broadcasters in Washington state will have a regional problem in their network scheduling next summer. Voters in the state have approved a measure on the ballot which recognizes standard time only.

Daylight saving will be permitted only as a wartime measure or if proclaimed nationwide. State measure ran behind in votes in the Seattle area but was put over by the statewide and rural balloting. It was backed principally by the Washington Grange but opposed among others by broadcasters who asserted radio networks and other national enterprises east of that region follow the daylight saving pattern.

Public Service Panel

PANEL on "Public Service Aspects of Broadcasting" highlights this Wednesday's meeting of the Los Angeles Chapter of Public Relations Society which meets at the Hotel Statler in the West Coast city. Moderated by Alan Herrick, advertising director, Security First National Bank (Los Angeles), panel is made up of John Baird and William Whitley, public affairs directors, respectively, of KMPC and KNX Hollywood, and Howard Rhines, KFAC Los Angeles program director.

**WHAT
BETTER
PLACE**

than here



to hit your point of purchase? Paul Kizenberger, N. W. Ayer & Son, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK.

It works for you every working day of the year—the annual one-time shot campaign.

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.

\$150,000.00 TO \$200,000.00 PER MONTH *Every* MONTH

"We receive an average of one hundred and fifty to two hundred thousand dollars every month from out of the State sources as a direct result of our KVOO ten o'clock newscast! We know that the news brings it in for we always write and ask the folks how they happened to open an account with us. And today, we have savings accounts from people living in 43 of the 48 states!" So said Mr. Louis W. Grant, President of Home Federal Savings and Loan Association of Tulsa, on the occasion of the beginning of his firm's 12th consecutive year of sponsorship of the ten o'clock P.M. newscast over KVOO.

Our congratulations go to Mr. Grant and his staff as they reach this radio milestone. During the past eleven years on KVOO Home Federal has grown from a five million to a thirty-four million dollar organization! This is a great record and is convincing proof of Home Federal's wise and astute business acumen.

KVOO is proud to have been of such important service to this great financial institution and we look forward with confidence to Home Federal's continuing growth and increasing prosperity!

12th Anniversary



Luncheon at the Tulsa Club celebrated Home Federal's signing of their 12th consecutive sponsorship of KVOO's ten P.M. newscast. Enjoying the steaks and birthday cake were, from left to right, Mr. Louis W. Grant, Jr., vice-president; Mr. Wm. B. Way, vice-president and general manager of KVOO; Mrs. Phyllis Edmonds, vice-president in charge of advertising and public relations; Mr. Robert A. Eakin, vice-president; Mr. Gustav Brandborg, assistant general manager of KVOO; and Mr. Louis W. Grant, Sr., president.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

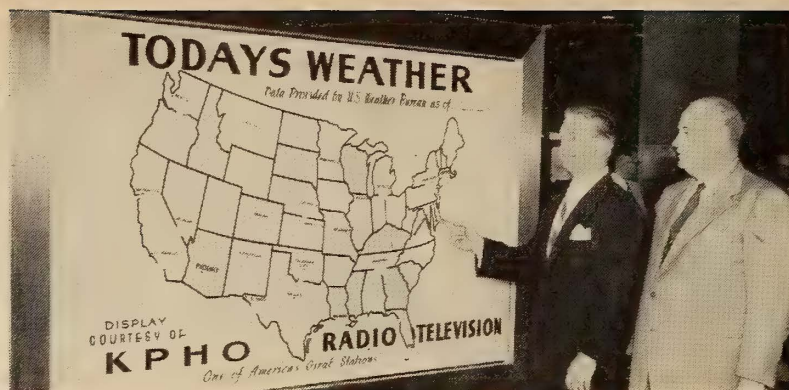
OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

(Continued from page 23)

tions in this proceeding, exclusive of the transfer or assignment applications involved in or resulting from the proposed ABC-UPT merger, which will be considered later. One of the principal matters with which we are now concerned is the transfer of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation in companies holding broadcast authorizations, transfers which took place before we had an opportunity to pass upon the applications relating thereto. More specifically, we shall consider the facts and circumstances surrounding the transfers of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation to consider whether they indicate violations of the Communications Act or the Commission's Rules, and whether they adversely affect the qualifications of Paramount Pictures Corporation and UPT to be licensees, or, more precisely, to have controlling stock interests in companies holding broadcast authorizations from the Commission. The applicants contend, among other things, that these transfers, occurring principally on December 30, 1949, were involuntary in that they were pursuant to the judgment of the United States District Court for the Southern District of New York, entered on March 3, 1949, and also that their applications for consent to these transfers were filed as soon as possible in view of the fact that the two new companies were not incorporated until November 15, 1949.

17. In view of the Supreme Court decision (*U. S. v. Paramount Pictures Inc., et al*, 334 U. S. 131) looking toward a divorcement of theatre facilities from production and distribution (even though the matter was remanded for decision to the District Court) and in view of the adamant position of the Department of Justice in requiring such divorcement and the success it had in arranging for such divorcement of the RKO facilities late in 1948, it would appear that Paramount's entering into the consent judgment of March 3, 1949, had very little of the aspect of a voluntary action. The handwriting on the wall was legible for anyone to read. The feeling of the Paramount officials and counsel that the contemplated divorcement and transfer of assets was involuntary, received some support on October 3, 1949, when the Appellate Division of the Supreme Court of New York in the case of *Kokol v. Paramount Pictures Inc.*, 275 App. Div. 1021, held that the distribution of assets to the two new companies was not a voluntary transfer insofar as the right of an objecting stockholder to have his stock appraised was concerned. We do not regard this decision by the New York State Court with respect to a different problem to be binding



JOHN C. MULLINS (l), managing director, KPHO-AM-TV Phoenix, shows **Walter Fulkerson**, manager, Phoenix' Sky Harbor Airport, the new weather board which KPHO presented to the airport. The lighted board, located in the airport lobby, indicates latest weather reports in major cities across the nation. Mr. Mullins is resigning from the stations Jan. 1 to devote time to outside interests [B•T, Nov. 3].

upon this Commission in applying the Communications Act or the Commission's Rules with respect to transfers of control over broadcast stations. To do so would be "lump-concept thinking" indeed. Nevertheless, this decision⁸ is entitled to some weight in considering the nature of the transfer of assets which occurred, and it does support, on and after October 3, 1949, the claim of the Paramount people that they truly regarded the transfers of assets, including broadcast interests, as being pursuant to the consent judgment and therefore involuntary.

18. The consent judgment, together with the letter incorporated therewith, requires the transfer of certain broadcast interests, directly or indirectly. It does this expressly with respect to television station WBKB in Chicago and, reasonably construed in the light of the circumstances and testimony, it does it also with respect to the other broadcast interests which were transferred prior to the close of 1949. We entertain little doubt that if the transfer of the broadcast interests had been more completely described both in the proposed consent judgment and incorporated document and in the oral argument before the Court, and if the Court had been apprised of the Commission's jurisdiction with respect to such transfers, the Court would have recognized the Commission's jurisdiction and acted accordingly. We do not care to speculate whether the Court would have waited until the present date. In this connection, we think it appropriate to announce at this time that hereafter if this or any similar situation should ever arise again, we would expect members of the Federal Communications Commission Bar, as officers of the Commission in a manner of speaking, under circumstances similar to those which prevailed in the Paramount case, to advise the Court of the Commission's jurisdiction. We do not consider the consent judgment

⁸Approved without opinion by the Court of Appeals, 300 N. Y. 685.

to have deprived the Commission of its jurisdiction to review the pending transfer applications and we are exercising that jurisdiction now.

19. While Section 310(b) of the Communications Act of 1934 requires the prior approval of the Commission for a transfer of control, whether voluntary or involuntary, the Commission as a matter of practice has recognized, in its Rules and in its actions, that in certain types of cases such as death or legal disability, prior approval is impossible or impracticable. Section 310(b) must be viewed in terms of the facts of life, both personal and corporate. In these cases, the Commission has permitted applications to be filed even subsequently to the occurrence of legal disability and, where the circumstances warranted, approved such applications. Under certain circumstances, the Commission has recognized a transfer to a trustee in bankruptcy or a receiver as an involuntary transfer even where the bankruptcy was voluntary and the appointment of the receiver was due to legal action voluntarily initiated. It would appear that the term "legal disability" could also apply to a situation where, as here, a judgment not only required the transfer of assets to two corporations required to be established but contemplated as well the dissolution of the existing corporation. However, we hesitate, pending some elaboration on the meaning

Henlock Talk

OPPORTUNITIES for women in educational radio and TV were discussed by FCC Comr. Frieda B. Henlock last Thursday at a dinner meeting of the District of Columbia chapter of American Women in Radio and Television. Question and answer period included discussion of current status of educational applications and Commission policy. Meeting, one of monthly series, was presided over by President Nancy Osgood, NBC, and Program Chairman Helen Coar of the Congressional Recording Facility.

of "legal disability," in rule-making or other proceedings of a more general nature, to make a pronouncement not necessary, as we shall see, to the decision of the case and relating to a fact-situation unprecedented in our history and unlikely to occur again. Meanwhile, we shall not expect of the parties a clairvoyance which we do not ourselves possess.

20. The applicants filed formal applications for consent to the transfers prior to the actual consummation of the transfers, and within a reasonable time after the formation of the new companies named as transferees. In this respect, the situation differs from the so-called "unauthorized transfer" cases, in which the parties effectuated transfers without notice or application to the Commission and concealed the transfers. In this case, some notice was given directly to the full Commission as early as January 17, 1949, during an oral argument⁹ in a rule-making proceeding, that some transfers of Paramount television interests might become necessary as a result of litigation in the United States District Court for the Southern District of New York. However, this offhand notice does not comply with our Rules (Sections 1.342 and 1.343) requiring the filing within 30 days of execution, of contracts or documents relating to or affecting ownership, management or control of a licensee or permittee, or rights or interests therein, as well as the filing of interim ownership reports containing information as to any transactions affecting ownership or voting rights within 30 days of their occurrence. Until they filed the applications referred to above, the applicants had not provided the Commission with the consent judgment, the plan of reorganization, the proxy statement to stockholders or any of the other documents relating to the proposed transfer of assets. Paramount Pictures Inc. and UPT also failed to file a copy of the May 30, 1949, contract whereby E. V. Richards agreed to sell to Paramount Pictures Inc. or UPT his 50% interest in Paramount-Richards Theatres Inc. In addition, we note that a technical transfer occurred in the month of May, 1950, when 51% of the common stock and voting power of UPT passed from the trustee to persons theretofore holding only certificates of interest in UPT. This was unreported to the Commission; however, the plans for placing the stock of UPT in the hands of the trustee and thereafter for exchanging stock for certi-

⁹See Paragraph 34 of the Findings.

(Continued on page 44)

UPT Dividend

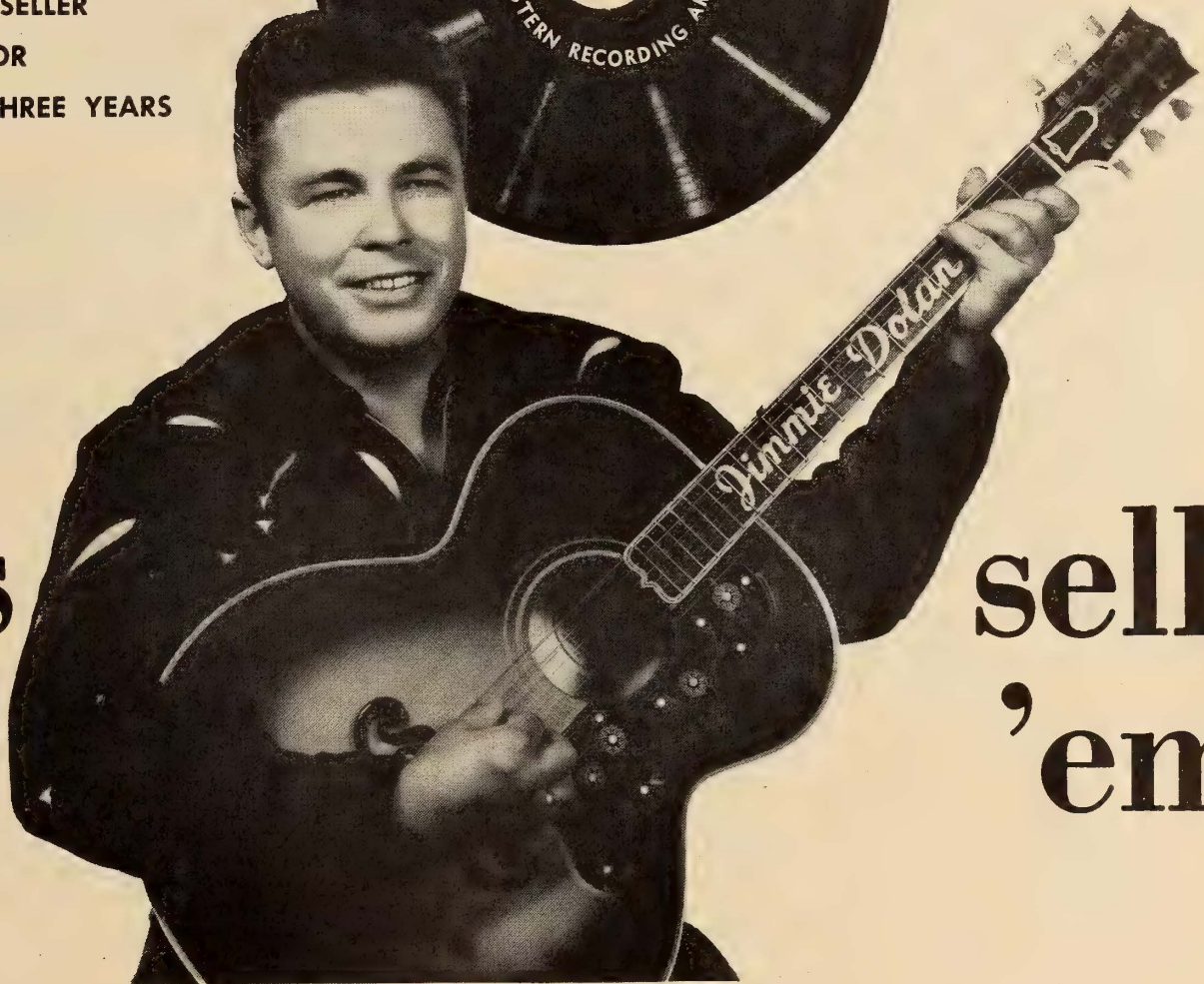
BOARD of directors of United Paramount Theatres declared a dividend of 25 cents per share on outstanding common stock, payable Dec. 19 to holders of record on Nov. 28.

Ramblin' Jimmie Dean

A CAPITOL RECORDS
BEST SELLER
FOR
THE PAST THREE YEARS



tells
'em



sells
'em

twice a day

MONDAY-FRIDAY
2-3 P.M.

on

MONDAY-SATURDAY
9-11 P.M.

K Y A

SAN FRANCISCO

Covering Northern California's 3,000,000 People

Text of ABC-UPT Initial Decision

(Continued from page 42)

cates of interest, were fully disclosed in the documents filed with the applications, and no stockholders' meetings took place during the time when technically the trustee held over 50% of UPT stock and potentially had voting control.

21. While the series of failures to comply with our rules, referred to above, may be explained by the preoccupation of the Paramount people with the tremendously complicated and deadline-studded problems of the reorganization and divestiture proceedings, it does not excuse them and we do not condone their non-compliance. Nor are we satisfied with the very limited understanding of our transfer requirements shown by the top officials of the Paramount companies. On the other hand, we are conscious of the fact that these same officials have demonstrated a knowledge of the public interest requirements of broadcast station operation and that television stations KTLA and WBKB have in their operations over the years put into practice the policy of public service. We are also mindful of the advance notice of such transfers arising from the Paramount litigation given to the Commission *en banc* as early as January 17, 1949, and of the very real distinctions that exist between the circumstances here and the typical "unauthorized transfer" case, in which neither notice has been given nor application filed prior to the transfer. In view of these circumstances, we do not believe that the failure to provide formal notice of transfers which have many of the aspects of an involuntary transfer, should operate as a bar to the grant of the applications with which we are here concerned. Furthermore, even if the participation by Paramount in the formulation and entry of the consent judgment did not have the requisite degree of involuntariness, we warrant a conclusion that Paramount Pictures Inc.'s dissolution on December 30, 1949, constituted legal disability within the meaning of the Commission's Rules, we are persuaded by the circum-

stances that the transfers which occurred should not bar a grant of the transfer applications before us.

22. A second principal problem to be considered is the question of compliance with the anti-trust laws on the part of Paramount Pictures Inc., Paramount Pictures Corporation, UPT, B&K, Paramount Television Productions Inc. and others. Findings with respect to this matter are contained in paragraphs 35 to 41 as well as paragraphs 21 to 31. On the record as presently constituted, it does not appear that any of these companies or their officers or directors have engaged in any violations of the anti-trust laws in the fields covered by Sections 311 and 313 of the Communications Act or in any other fields except for the violations by Paramount Pictures Inc. or Paramount Pictures Corporation referred to in the findings. As far as Paramount Pictures Inc. or Paramount Pictures Corporation is concerned, we note that both prior to and subsequent to the entry of the consent judgment of March 3, 1949, their officials proceeded to put their house in order, at least with respect to the major aspects of distribution and exhibition. The divestiture program has proceeded with due diligence (under officials of Paramount Pictures Inc. until the end of 1949 and under UPT officials since that time); as far as the injunctive requirements are concerned, procedures for compliance were established promptly and our attention has not been called to any action by the Department of Justice asserting non-compliance with these requirements. It may be that the broom did not immediately sweep clean in every corner of their house and every aspect of their motion picture operations. Partly because of the difficult decisions presented in establishing "runs" and "clearances" on a basis satisfactory to everyone concerned (as pointed out in paragraph 38 of the findings) and partly because the procedures for



GREEK Maj. Gen. Christodoulos Gigantes (l), director general of the National Broadcast Institute of Greece, and Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and general manager of WBT and WBTB (TV) Charlotte, discuss Voice of America problems in Greece during the general's visit to Charlotte.

bidding or negotiating for feature films are either not completely disclosed or understood and are therefore sometimes productive of suspicion and distrust, private treble-damage anti-trust suits continue to be filed and such litigation may continue unless and until some method of operating in a goldfish bowl is devised or a comprehensive system of arbitration is put into practice. Meanwhile, we are impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting. They have not done so in their broadcast operations in the past and we do not anticipate that they will do so in the future. Their officers and directors were exposed to thorough and searching cross-examination and demonstrated that they understood that broadcast stations are licensed to operate in the public interest and that free competition is a basic principle of the Communications Act. They have committed themselves on the record and we shall hold them to it.

23. In addition to the matters already referred to, we are concerned with the policies and methods of operation of the applicants, particularly with respect to possible restrictions on the use of film, talent or stories on television. These policies and methods of operation are dealt with at length in the findings, particularly in paragraphs 61-68, 77-83, 85 and 94, and require no further consideration at this point except with respect to Paramount. As pointed out in paragraphs 61-65 of the findings, Paramount has no policy prohibiting the utilization of its motion picture films by television broadcast stations. It will make films available from its library to television when the television industry can pay as much as motion picture theatres can; it will also make available for television new motion

picture feature films unless it decides to produce special film for television consumption. Other things complicating the question of release of these films are the restrictive agreements imposed upon the major producers by the American Federation of Musicians and various guilds, and the uncertain status of television rights to some of the feature films. As for stories, Paramount stands ready to sell television rights to them, if it has such rights, provided the price is sufficient to compensate for the loss of revenue which might be expected from further use of the stories in the motion picture field. Some of Paramount's stories have already been released for use on television. As for talent, most of Paramount's top stars have television rights, although subject to certain limitations. Paramount's junior stars and beginners, who are being trained and groomed for larger roles, are required to give all their time to Paramount and may not appear on television or other media of entertainment during the period covered by their term contracts and until they graduate into the position of top stars. The restrictions placed on these junior stars or beginners do not appear designed to interfere with the development of television but are imposed for other reasons, more fully referred to in paragraph 68 of the findings. We do not regard the policies of any of the applicants with respect to film, stories or talent, as these policies have been revealed to us on this record, as constituting a bar to a grant of the license and transfer applications.

24. On the basis of the detailed findings herein, which are in turn based upon a careful consideration of the record, as presently constituted, and in view of our conclusions above, we find and conclude that the applicants and their officers and directors are qualified to be licensees and that a grant of these license and transfer applications would serve the public interest.

(Continued on page 61)

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WKZO-TV

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WKZO

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EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



CONN., FLA., KAN. RADIO HOMES

Listed by Census

NUMBER of radio homes in Connecticut, Florida and Kansas as of April 1950 is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes are also shown

but TV circulation is based on April 1950 when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is about 19 million.

Official census data for the states follow:

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—CONNECTICUT

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
The State	2,007,280	569,638	561,915	553,475	98.5	417,259	559,625	86,360	15.4
Urban & Rural Nonfarm	1,944,624	552,604	545,320	537,285	98.5	396,513	543,095	84,840	15.6
Urban	1,558,642	445,923	439,990	433,940	98.6	285,068	438,160	71,020	16.2
Rural Nonfarm	385,982	106,681	105,330	103,345	98.1	111,445	104,935	13,820	13.2
Rural farm S.M.A.	62,656	17,034	16,595	16,190	97.6	20,746	16,530	1,520	9.2
Bridgeport	258,137	74,054	72,890	71,800	98.5	*	72,475	15,865	21.9
Hartford	358,081	101,071	100,130	98,995	98.9	*	99,985	8,245	8.2
New Britain-Bristol	146,983	42,505	42,200	41,770	99.0	*	42,100	4,625	11.0
New Haven	264,622	75,108	74,150	73,060	98.5	*	73,665	15,425	20.9
Stamford-Norwalk	196,023	55,399	54,340	53,685	98.8	*	53,995	19,270	35.7
Waterbury	154,656	42,879	42,495	41,855	98.5	*	42,355	6,095	14.4
Urbanized Area									
Bridgeport	237,435	68,307	67,215	66,220	98.5	*	66,825	14,190	21.2
Hartford	300,788	86,121	85,240	84,270	98.9	*	85,130	6,525	7.7
New Britain-Bristol	123,079	34,984	34,715	34,385	99.0	*	34,650	3,480	10.0
New Haven	244,836	69,604	68,710	67,680	98.5	*	68,265	14,345	21.0
Stamford-Norwalk	173,536	49,190	48,325	47,730	98.8	*	48,015	17,405	36.2
Waterbury	131,707	37,547	37,180	36,610	98.5	*	37,040	5,090	13.7

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 7 for Connecticut, No. 10 for Florida and No. 16 for Kansas, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 40, 60 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 7, 10 and 16, now available from the Superintendent of Documents at 15, 20 and 20 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states

are presented in final reports of the 1950 Census of Population, Series P-B, No. 7, 10 and 16, available from the Superintendent of Documents, at 40, 60 and 60 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent

URBAN PLACES (10,000 or more)

Ansonia	18,706	5,441	5,360	5,290	98.7	4,631	5,330	730	13.7
Bridgeport	158,709	46,000	45,135	44,380	98.3	36,826	45,050	7,955	17.7
Bristol	35,961	10,288	10,210	10,090	98.8	7,148	10,175	1,110	10.9
Danbury	22,067	6,594	6,430	6,335	98.5	5,529	6,410	665	10.4
Derby	10,259	2,928	2,915	2,860	98.1	2,440	2,915	460	15.8
Hartford	177,397	51,404	50,870	50,100	98.5	41,374	50,805	2,925	5.8
Meriden	44,088	13,146	12,965	12,780	98.6	10,119	12,910	2,940	22.8
Middletown	29,711	7,309	7,160	7,070	98.7	5,422	7,170	885	12.3
Naugatuck	17,455	5,157	5,120	5,055	98.7	3,951	5,060	630	12.5
New Britain	73,726	20,923	20,745	20,560	99.1	16,025	20,705	1,895	9.2
New Haven	164,443	46,891	46,215	45,390	98.2	39,912	45,885	8,985	19.6
New London	30,551	8,764	8,600	8,520	99.1	7,591	8,575	335	3.9
Norwalk	49,460	14,409	14,040	13,780	98.1	10,130	13,935	4,660	33.4
Norwich	23,429	7,170	7,005	6,775	96.7	5,820	6,950	135	1.9
Shelton	12,694	3,526	3,470	3,410	98.3	2,509	3,430	690	20.1
Stamford	74,293	20,649	20,390	20,155	98.8	11,468	20,235	7,980	39.4
Torrington	27,820	8,189	8,085	7,990	98.8	6,643	8,055	265	3.3
Wallingford	11,994	3,675	3,605	3,540	98.2	2,938	3,585	830	23.2
Waterbury	104,477	29,640	29,305	28,835	98.4	23,863	29,225	3,945	13.5
Willimantic	13,586	4,084	4,015	3,890	96.9	2,967	4,020	85	2.1

COUNTIES

Fairfield	504,342	143,779	140,940	138,990	98.6	103,147	140,135	36,980	26.4
Hartford	539,661	151,873	150,545	148,900	98.9	108,626	150,265	13,270	8.8
Litchfield	98,872	28,868	28,255	27,715	98.1	21,479	28,150	2,085	7.4
Middlesex	67,332	18,628	18,365	18,065	98.4	13,002	18,315	1,965	10.7
New Haven	545,784	155,673	153,995	151,710	98.5	120,312	153,195	28,870	18.8
New London	144,821	40,852	40,080	39,120	97.6	29,676	39,920	1,315	3.3
Tolland	44,709	11,755	11,735	11,460	97.7	7,531	11,730	820	7.0
Windham	61,759	18,210	18,000	17,515	97.3	13,486	17,915	1,055	5.9

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—FLORIDA

The State	2,771,305	952,131	807,060	742,845	92.0	217,044	801,460	17,180	2.1
S.M.A.									
Jacksonville	304,029	85,277	83,695	78,790	94.1	78,790	83,355	3,320	4.0
Jacksonville									
Urbanized Area	242,909	68,020	66,610	63,040	94.6	*	66,330	2,575	3.9
Miami	495,084	154,462	151,020	145,520	96.4	62,001	150,220	9,360	6.2
Miami									
Urbanized Area	458,647	144,219	141,515	136,875	96.7	*	140,810	9,030	6.4
Orlando	114,950	35,833	35,410	33,600	94.9	14,992	35,325	165	0.5
Orlando									
Urbanized Area	73,163	23,719	23,370	22,515	96.3	*	23,315	120	0.5
Tampa-St. Petersburg	409,143	131,683	129,630	122,605	94.6	58,845	128,675	725	0.6
Tampa									
Urbanized Area	179,335	55,384	54,640	51,460	94.2	*	54,120	275	0.5
St. Petersburg									
Urbanized Area	114,596	42,236	41,595	40,210	96.7	*	41,395	255	0.6
URBAN PLACES									
Bradenton	13,604	4,821	4,710	4,415	93.7	1,625	4,690	50	1.1
Brownsville-Brent-Goulding (Uninc.)	20,269	5,495	5,455	5,050	92.6	*	5,460	10	0.2
Clearwater	15,581	5,502	5,420	5,170	95.4	2,243	5,415	90	1.7
Coral-Gables	19,837	6,295	6,160	6,045	98.1	2,368	6,145	480	7.8
Daytona Beach	30,187	10,108	9,885	9,170	92.8	4,851	9,850	10	0.1
Fort Lauderdale	36,328	11,990	11,625	11,105	95.5	3,933	11,585	515	4.4
Fort Myers	13,195	4,190	3,950	3,630	91.9	1,983	3,755	10	0.3
Fort Pierce	13,502	3,966	3,845	3,505	91.2	1,187	3,840	10	0.3

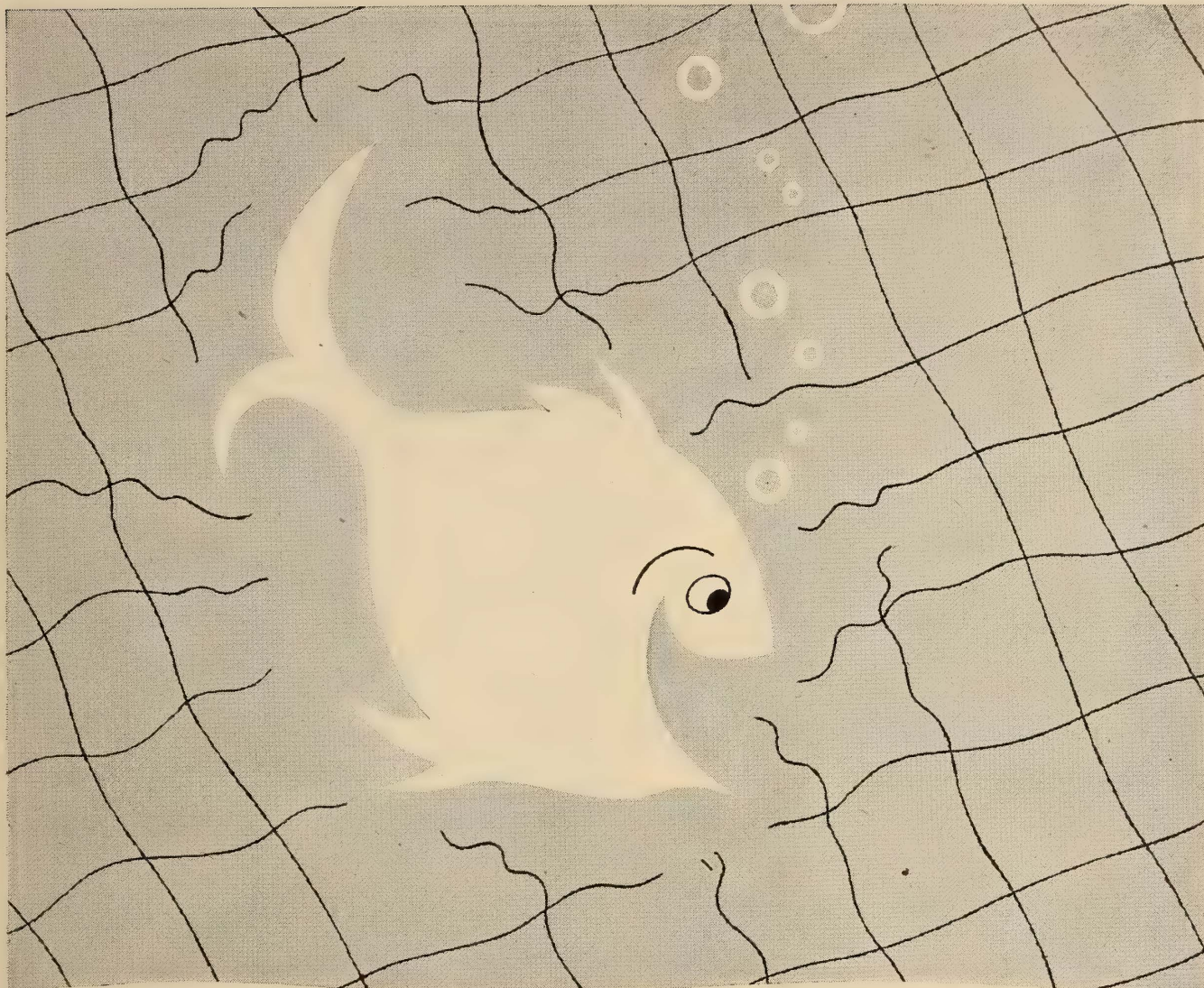
(Continued on page 48)

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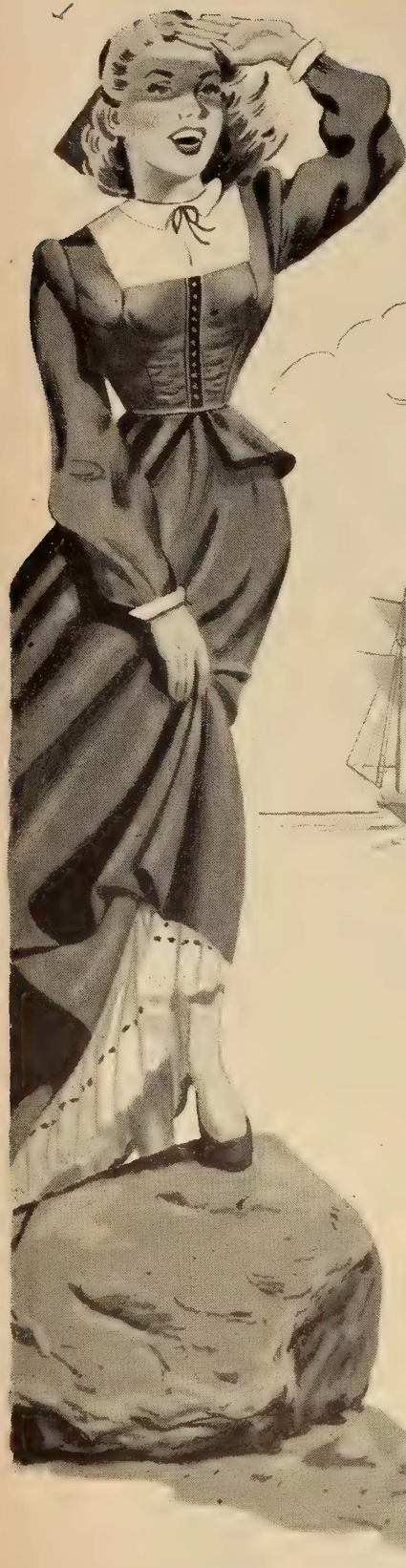
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National Representatives

Paul H. Raymer Company

Conn., Fla., Kan. Radio Homes

(Continued from page 46)

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
Gainesville	26,861	6,742	6,545	6,165	94.2	2,448	6,535	75	1.1
Hialeah	19,676	5,738	5,650	5,500	97.3	867	5,620	450	8.0
Hollywood	14,351	4,814	4,785	4,675	97.7	1,669	4,760	260	5.5
Jacksonville	204,517	57,907	56,700	53,415	94.2	34,266	56,465	2,000	3.5
Key West	26,433	6,408	6,210	5,920	95.3	2,338	6,185	15	0.2
Lakeland	30,851	9,758	9,640	9,165	95.1	4,545	9,615	30	0.3
Lake Worth	11,777	4,570	4,625	4,195	90.7	2,040	4,595	70	1.5
Miami	249,276	78,385	77,360	74,435	96.2	40,710	77,050	4,135	5.4
Miami Beach	46,282	15,906	15,300	14,825	96.9	6,876	15,115	1,470	9.7
North Miami	10,734	3,354	3,310	3,245	98.0	-	3,300	280	8.5
Ocala	11,741	3,580	3,640	3,305	90.8	1,608	3,665	25	0.7
Orlando	52,367	16,794	16,630	15,935	96.1	8,408	16,600	90	0.5
Panama	25,814	7,403	7,325	6,730	91.9	1,992	7,310	60	0.8
Pensacola	43,479	12,801	12,700	11,495	90.5	6,593	12,350	75	0.6
St. Augustine	13,555	4,186	4,175	3,870	92.7	2,535	4,150	110	2.7
St. Petersburg	96,738	35,773	35,485	34,245	96.5	16,255	35,310	220	0.6
Sanford	11,935	3,645	3,565	3,120	87.5	1,813	3,550	20	0.6
Sarasota	18,896	6,518	6,285	6,000	95.5	2,427	6,275	15	0.2
Tallahassee	27,237	7,275	7,215	6,370	88.3	2,845	7,195	35	0.5
Tampa	124,631	38,146	37,560	35,130	93.5	22,810	37,455	185	0.5
Warrington (uninc.)	13,570	4,011	4,030	3,950	98.0	-	4,045	25	0.6
West Palm Beach	43,162	14,068	13,745	13,280	96.6	7,432	13,675	145	1.1
COUNTIES									
Alachua	57,026	14,811	14,375	12,745	88.7	4,844	14,345	135	0.9
Baker	6,313	1,594	1,625	1,297	79.4	479	1,625	5	0.3
Bay	42,689	11,525	11,375	10,515	92.4	3,160	11,340	65	0.6
Bradford	11,457	3,000	2,950	2,460	83.4	938	2,850	80	2.8
Brevard	23,653	7,553	7,395	6,725	90.9	3,021	7,375	50	0.7
Broward	83,933	24,533	25,965	24,415	94.0	7,515	25,840	1,060	4.1
Calhoun	7,922	2,018	2,030	1,730	85.2	626	1,790	5	0.3
Charlotte	4,286	1,498	1,470	1,285	87.4	663	1,470	10	0.7
Citrus	6,111	1,863	1,830	1,620	88.5	756	1,835	5	0.3
Clay	14,323	3,480	3,370	2,870	85.2	813	3,340	80	2.4
Collier	6,488	1,852	1,750	1,330	76.0	577	1,740	5	0.3
Columbia	18,216	4,878	4,910	4,070	82.9	1,424	4,900	35	0.7
Dade	495,084	154,462	151,020	145,520	96.4	62,001	150,220	9,360	6.2
De Soto	9,242	2,456	2,120	1,750	82.5	1,132	2,120	10	0.4
Dixie	3,928	1,101	1,085	830	76.5	749	1,090	-	-
Duval	304,029	85,277	83,695	78,790	94.1	40,627	83,355	3,320	4.0
Escambia	112,706	30,510	30,255	27,740	91.7	11,317	29,590	170	0.6
Flagler	3,367	1,020	1,020	785	77.0	338	1,000	10	1.0
Franklin	5,814	1,723	1,700	1,335	78.5	639	1,700	-	-
Gadsden	36,457	7,719	7,735	6,175	79.8	2,237	7,725	50	0.6
Gilchrist	3,499	893	840	680	81.0	307	850	-	-
Glades	2,199	618	635	530	83.5	350	625	-	-
Gulf	7,460	2,015	2,005	1,805	90.0	884	1,840	5	0.3
Hamilton	8,981	2,522	2,340	1,780	76.1	663	2,320	20	0.9
Hardee	10,073	2,914	2,895	2,525	87.2	1,270	2,525	25	1.0
Hendry	6,051	1,694	1,705	1,445	84.8	817	1,695	5	0.3
Hernando	6,693	2,040	2,005	1,700	84.8	738	2,000	25	1.3
Highlands	13,636	4,146	4,025	3,600	89.4	1,445	3,990	20	0.5
Hillsborough	249,894	74,828	73,900	69,125	93.5	35,836	73,190	350	0.5
Holmes	13,988	3,495	3,405	2,950	86.6	1,048	3,400	35	1.0
Indian River	11,872	3,653	3,665	3,195	87.2	1,454	3,655	5	0.1
Jackson	34,645	8,834	8,710	7,330	84.2	2,414	8,660	65	0.8
Jefferson	10,413	2,667	2,615	1,945	74.4	777	2,610	10	0.4
Lafayette	3,440	913	940	805	85.6	426	920	-	-
Lake	36,340	11,263	11,295	10,325	91.4	4,696	11,200	50	0.4
Lee	23,404	7,401	7,085	6,365	89.8	3,172	6,885	25	0.4
Leon	51,590	12,861	12,775	10,970	85.9	3,857	12,735	60	0.5
Levy	10,637	3,109	3,095	2,425	78.4	1,054	3,120	15	0.5
Liberty	3,182	872	870	715	82.2	243	865	5	0.6
Madison	14,197	3,601	3,560	2,820	79.2	1,229	3,500	25	0.7
Manatee	34,704	11,166	10,925	10,135	92.8	4,567	10,885	90	0.8
Marion	38,187	11,091	10,960	9,410	85.9	4,129	10,885	60	0.6
Martin	7,807	2,521	2,395	2,170	90.6	1,057	2,380	5	0.2
Monroe	29,957	7,317	7,045	6,615	93.9	2,555	7,015	25	0.4
Nassau	12,811	3,298	3,315	2,865	86.4	1,301	3,295	25	0.4
Okaloosa	27,533	6,696	6,475	5,855	90.4	1,207	6,430	25	0.4
Okeechobee	3,454	1,022	1,000	890	89.0	385	995	-	-
Orange	114,950	35,833	35,410	33,600	94.9	14,992	35,325	165	0.5
Osceola	11,406	4,044	3,935	3,530	89.7	2,008	3,925	15	0.4
Palm Beach	114,688	36,998	36,510	32,940	90.2	14,879	36,345	370	1.0
Pasco	20,529	6,386	6,295	5,750	91.3	2,276	6,280	40	0.6
Pinellas	159,249	56,855	55,730	53,480	96.0	23,009	55,485	375	0.7
Polk	123,997	35,925	35,805	32,835	91.7	14,802	35,480	170	0.5
Putnam	23,615	6,901	6,550	5,540	84.6	2,408	6,580	75	1.1
St. Johns	24,998	7,384	7,315	6,475	88.5	3,315	7,265	190	2.6
St. Lucie	20,180	5,963	5,820	5,240	90.0	1,663	5,820	15	0.3
Santa Rosa	18,554	4,675	4,615	4,040	87.5	1,375	4,350	5	0.1
Sarasota	28,827	9,814	9,425	8,800	93.4	3,220	9,400	20	0.2
Seminole	26,883	7,877	7,565	6,660	88.0	3,470	7,530	35	0.5
Sumter	11,330	3,171	3,105	2,765	89.0	1,276	3,105	15	0.5
Suwanee	16,986	4,435	4,375	3,685	84.2	1,459	4,355	50	1.1
Taylor	10,416	2,964	2,900	2,425	83.6	953	2,910	5	0.2
Union	8,906	1,230	1,230	1,010	82.1	387	1,235	5	0.4
Volusia	74,229	24,478	23,945	21,960	91.7	10,747	23,825	105	0.4
Wakulla	5,258	1,370	1,330	1,005	75.6	472	1,325	-	-
Walton	14,725	3,960	3,920	3,470	88.5	1,120	3,920	30	0.8
Washington	11,888	3,115	3,140	2,680	85.4	874	3,110	15	0.5

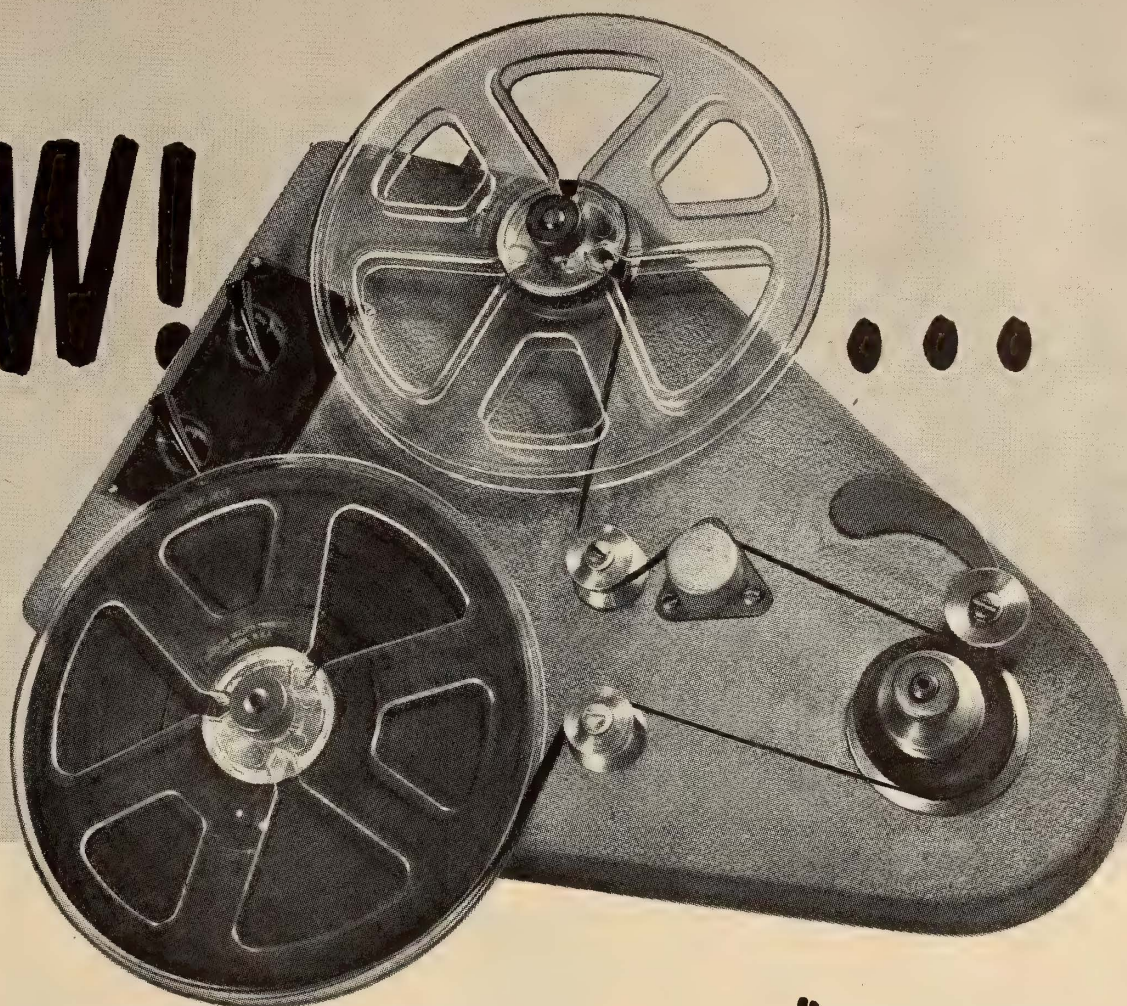
* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KANSAS

	Total population	Total occupied dwelling units	Number reporting	With Radio	Per Cent	1940 Radio Homes	Number reporting	With TV	Per Cent
The State	1,905,279	586,650	577,735	556,365	96.3	411,984	574,940	9,960	1.7
S.M.A.									
Topeka	105,418	32,774	32,330	31,405	97.1	23,202	32,225	605	1.9
Topeka									
Urbanized Area	89,104	28,444	28,010	27,310	97.5	*	27,915	520	1.9
Wichita	222,290	69,426	68,005	66,505	97.8	36,943	67,805	515	0.8
Wichita									
Urbanized Area	194,047	61,223	59,980	58,770	98.0	*	59,800	495	0.8
URBAN PLACES									
Arkansas City	12,903	4,329	4,255	4,140	97.3	3,427	4,235	15	0.4
Atchison	12,792	4,018	4,025	3,885	96.5	3,275	4,010	175	4.4

(Continued on page 50)

NOW!



perfect TAPE REPRODUCTION on a 16" TURNTABLE

Whether you're in a 250-watt local station in California . . . a 5,000-watt network outlet in Ohio . . . or a TV station in a large metropolitan center . . . you should *own* a PRESTO TL-10.

This unique unit immediately converts any 16" turntable into a tape reproducer of maximum accuracy. Mounted on a simple hinge arrangement, the TL-10 lowers on the turntable and is ready for instant use. Just as simply, it can be swung upward, out of the way, to free the table for disc playback. Tape speed can be selected by merely changing the capstan.

No more traffic problems with tape when regular recorders are tied up. No more fear of motor failures—the TL-10 has no motor. No need to buy an additional tape machine. The TL-10 will solve all your tape playback problems at a low cost.

Ask your PRESTO distributor for a demonstration today—or order your TL-10 direct. A limited quantity is on hand for immediate delivery.



here's what it does:



Reproduces tape without tying up a regular recorder.

Attaches to any standard 16" turntable.

Speed: 7 1/2" / sec. and 15" / sec. with response to 15,000 cps.

Easy to operate and maintain.

Has the fidelity of high-priced machine at a fraction of the cost.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Conn., Fla., Kan. Radio Homes

(Continued from page 48)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				1950				Number	Per Cent
				Number	Per Cent				
KANSAS (Cont'd.)									
Chanute	10,109	3,477	3,430	3,335	97.2	2,697	3,395	20	0.6
Coffeyville	17,113	5,764	5,640	5,455	96.7	4,394	5,630	40	0.7
Dodge City	11,262	3,585	3,555	3,485	98.0	2,088	3,540	15	0.4
El Dorado	11,037	3,554	3,480	3,385	97.3	2,590	3,480	15	0.4
Emporia	15,669	4,996	4,965	4,835	97.4	3,555	4,965	45	0.9
Fort Scott	10,335	3,630	3,525	3,375	95.7	2,678	3,500	80	2.3
Garden City	10,905	3,289	3,285	3,165	96.3	1,459	3,260	20	0.6
Great Bend	12,665	3,944	3,815	3,680	96.5	2,234	3,830	40	1.0
Hutchinson	33,575	10,852	10,835	10,400	96.0	7,663	10,790	100	0.9
Independence	11,335	3,863	3,810	3,665	96.2	2,943	3,700	70	1.9
Junction City	13,462	4,405	4,285	4,115	96.0	2,304	4,265	20	0.5
Kansas City	129,553	38,965	38,065	36,930	97.0	30,176	37,830	2,060	5.4
Lawrence	23,351	6,198	6,050	5,890	97.4	4,080	5,845	200	3.4
Leavenworth	20,579	6,698	6,735	6,375	94.7	5,044	6,720	280	4.2
Manhattan	19,056	5,137	5,165	5,060	98.0	3,241	5,165	50	1.0
Newton	11,590	3,666	3,635	3,565	98.1	2,830	3,630	25	0.7
Ottawa	10,081	3,284	3,210	3,120	97.2	2,584	3,195	95	3.0
Parsons	14,750	4,681	4,670	4,550	97.4	3,590	4,660	30	0.6

Advertisement

"Spots great aid for special merchandising events"

Hundreds of advertisers use Spot Radio for special and seasonal selling drives

Today, probably this very minute, greeting card spots are being listened to by women who want to earn from \$50 to \$200 before Christmas, selling greeting cards to friends and neighbors.

Some experts say that almost half of all the cards sold by the dozens of greeting card manufacturers are bought during September, October and November.

Comes early spring and we will hear offers of bulbs that will be in full bloom for Easter. In May, fountain pen and watch manufacturers start their schedules of spots featuring graduation presents. And in August, the "back-to-school time" folks will use spots week in and week out.

All of which is an extension of ideas that appeared in the now famous National Spot Radio report that our editors released in the July 11 issue of *Printers' Ink*. (I will be glad to send you a reprint without charge. Additional copies are 50¢ each).

It is well to keep in mind, however, that these special merchandising events are only a part of the year-round schedule manufacturers use to sell, and sell, and sell.

Now that the election is history and most of us are back on

our daily rounds of selling, it must be obvious to all that 1953 will be one of the most competitive selling years we have known for some time. We, too, will see some changes.

Any radio or TV station that is interested in new business will be pleased to learn that of our total circulation of 23,793, more than two-thirds are buyers of advertising. Who are they? Advertising managers, sales managers, agency officials, and the top management group who give the final OK to schedules.

Printers' Ink alone, with its circulation concentrated where most of the advertising in this country originates, is the greatest selling tool now available for you, your station and your representatives. Used regularly, *Printers' Ink* will enable you to reach practically every important buyer of advertising in this country.

Contact me now, while you are planning sales strategy for 1953, and I will send you the facts.

ROBERT E. KENYON, JR.
Advertising Director



Bob Kenyon

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
Pittsburg	19,341	6,591	6,380	6,220	97.5	5,030	6,260	35	0.6
Salina	26,176	8,350	8,340	8,135	97.5	5,403	8,335	30	0.4
Topeka	78,791	25,589	25,210	24,610	97.6	18,437	25,135	445	1.8
Wichita	168,279	54,278	53,220	52,110	97.9	30,605	53,035	400	0.8
Winfield	10,264	3,339	3,305	3,185	96.4	2,646	3,290	15	0.5
COUNTIES									
Allen	18,187	5,989	5,910	5,605	94.8	4,430	5,835	45	0.8
Anderson	10,267	3,309	3,195	3,065	95.9	2,430	3,175	20	0.6
Atchison	21,496	6,311	6,340	6,085	96.0	5,109	6,330	255	4.0
Barber	8,521	2,715	2,620	2,520	96.2	2,039	2,615	15	0.6
Barton	29,909	8,853	8,560	8,285	96.8	5,763	8,570	100	1.1
Bourbon	19,153	6,416	6,295	5,925	94.1	4,764	6,260	110	1.8
Brown	14,651	4,893	4,815	4,625	96.1	4,142	4,795	65	1.4
Butler	31,001	9,787	9,625	9,250	96.1	7,391	9,605	80	0.8
Chase	4,831	1,568	1,575	1,500	95.2	1,356	1,560	10	0.6
Chautauqua	7,376	2,456	2,410	2,210	91.7	1,754	2,385	15	0.6
Cherokee	25,144	8,156	8,050	7,600	94.4	6,325	8,025	60	0.7
Cheyenne	5,668	1,702	1,735	1,670	96.3	1,151	1,730	5	0.3
Clark	3,946	1,230	1,175	1,155	98.3	880	1,100	10	0.9
Clay	11,697	3,914	3,860	3,795	98.3	3,365	3,855	50	1.3
Cloud	16,104	5,134	5,120	4,875	95.2	3,974	5,100	30	0.6
Coffey	10,408	3,414	3,390	3,275	96.6	2,596	3,120	35	1.1
Comanche	3,888	1,232	1,210	1,145	94.6	1,023	1,215	5	0.4
Cowley	36,905	11,507	11,345	10,920	96.3	9,164	11,315	60	0.5
Crawford	40,231	13,587	13,190	12,705	96.3	10,881	13,030	65	0.5
Decatur	6,185	2,017	1,935	1,850	95.6	1,453	1,920	20	1.0
Dickinson	21,190	6,842	6,740	6,535	97.0	5,698	6,715	10	0.1
Doniphan	10,499	3,290	3,315	3,045	91.9	2,611	3,300	60	1.8
Douglas	34,086	9,358	9,150	8,830	96.5	6,609	8,945	345	3.9
Edwards	5,936	1,904	1,875	1,815	96.8	1,446	1,860	35	1.9
Elk	6,679	2,229	2,145	2,055	95.8	1,694	2,155	25	1.2
Ellis	19,043	4,838	4,885	4,750	97.2	3,071	4,850	5	0.1
Ellsworth	8,465	2,653	2,545	2,425	95.3	2,174	2,530	30	1.2
Finney	15,092	4,350	4,370	4,195	96.0	2,120	4,345	30	0.7
Ford	19,670	6,027	5,925	5,800	97.9	3,806	5,915	30	0.5
Franklin	19,928	6,380	6,315	6,085	96.4	4,811	6,290	155	2.5
Geary	21,671	6,071	5,920	5,680	95.9	3,104	5,905	45	0.8
Gove	4,447	1,176	1,140	1,075	94.3	748	1,135	20	1.8
Graham	5,020	1,470	1,490	1,425	95.6	1,003	1,500	30	2.0
Grant	4,638	1,274	1,220	1,140	93.4	348	1,225	15	1.2
Gray	4,894	1,397	1,375	1,200	87.3	847	1,385	35	2.5
Greeley	2,010	567	550	535	97.3	310	550
Greenwood	13,574	4,382	4,335	4,120	95.0	3,486	4,330	15	0.3
Hamilton	3,696	1,080	1,035	1,000	96.6	529	1,040	10	1.0
Harper	10,263	3,335	3,265	3,190	97.7	2,866	3,280	50	1.5
Harvey	21,698	6,605	6,495	6,280	96.7	5,063	6,470	40	0.6
Haskell	2,606	745	730	695	95.2	424	730	5	0.7
Hodgeman	3,310	918	930	915	98.4	656	930	15	1.6
Jackson	11,098	3,608	3,615	3,380	93.5	2,783	3,625	40	1.1
Jefferson	11,084	3,530	3,470	3,295	95.0	2,541	3,460	80	2.3
Jewell	9,698	3,158	3,160	3,040	96.2	2,554	3,135	5	0.2
Johnson	62,783	18,751	18,390	18,000	97.9	8,279	18,330	1,575	8.6
Kearney	3,492	964	990	945	95.5	493	985	40	4.1
Kingsman	10,324	3,156	3,030	2,915	96.2	2,655	3,025	20	0.7
Kiowa	4,743	1,487	1,470	1,400	95.2	1,123	1,470	5	0.3
Labette	29,285	9,348	9,420	9,025	95.8	7,002	9,405	60	0.6
Lane	2,808	806	810	800	98.8	591	810	15	0.3
Leavenworth	42,361	10,991	11,030	10,440	94.7	7,546	11,000	410	3.7
Lincoln	6,643	2,143	2,160	2,090	96.8	1,788	2,145	5	0.2
Linn	10,053	3,355	3,245	2,985	92.0	2,208	3,220	45	1.4
Logan	4,206	1,208	1,185	1,135	95.8	712	1,180	5	0.4
Lyon	26,576	8,391	8,335	7,995	95.9	6,186	8,325	85	1.0
McPherson	23,670	7,270	7,230	6,760	93.5	5,586	7,210	40	0.6
Marion	16,307	5,020	4,840	4,645	96.0	4,011	4,810	80	1.7
Marshall	17,926	5,807	5,785	5,605	96.9	4,779	5,785	30	0.5
Meade	5,710	1,673	1,630	1,575	96.6	1,060	1,625	10	0.6
Miami	19,698	5,732	5,775	5,560	96.3	4,144	5,785	195	3.4
Mitchell	10,320	3,188	3,050	2,940	96.4	2,599	3,060	35	1.1
Montgomery	46,487	15,430	15,165	14,435	95.2	11,565	14,990	180	1.2
Morris	8,485	2,761	2,755	2,680	97.3	2,334	2,740	15	0.5
Morton	2,610	799	890	800	89.9	406	880	20	2.3
Nemaha	14,341	4,246	4,230	4,005	94.7	3,466	4,230	65	1.5
Neosho	20,348	6,635	6,545	6,300	96.3	4,954	6,470	40	0.6
Ness	6,322	1,915	1,935	1,925	99.5	1,321	1,925
Norton	8,808	2,721	2,680	2,535	94.6	1,848	2,690	20	0.7
Osage	12,811	4,006	3,930	3,720	94.7	3,392	3,835	70	1.8
Osborne	8,558	2,786	2,775	2,690	96.9	2,220	2,775	50	1.8
Ottawa	7,265	2,429	2,390	2,285	95.6	2,294	2,370	20	0.8
Pawnee	11,041	2,753	2,615	2,560	97.9	2,073	2,590	25	1.0
Phillips	9,273	3,018	2,960	2,825	95.4	2,133	2,965
Pottawatomie	12,344	3,796	3,715	3,520	94.8	2,954	3,660	100	2.7
Pratt	12,156	3,904	3,840	3,655	95.2	2,897	3,820	10	0.3
Rawlins	5,728	1,631	1,535	1,485	96.7	1,340	1,525	15	0.5
Reno	54,058	17,061	17,045	16,250	95.3	12,483	17,005	110	0.6
Republic	11,478	3,840	3,775	3,575	94.7	2,974	3,770	35	0.9
Rice	15,635	4,964	4,975	4,870	97.9	4,291	4,965	10	0.2
Riley	33,405	8,104	8,135	7,965	97.9	5,171	8,095	75	0.9
Rooks	9,043	2,746	2,685	2,590	96.5	1,743	2,675	10	0.4
Rush	7,231	2,180	1,875	1,795	95.7	1,664	1,865	20	1.1
Russell	13,406	4,140	4,005	3,875	96.8	3,037	3,980	10	0.3
Saline	33,409	10,522	10,445	10,155	97.2	7,315	10,435	50	0.5
Scott	4,921	1,416	1,370	1,305	95.3	790	1,375	10	0.7
Sedgwick	222,290	69,426	68,005	66,505	97.8	36,943	67,805	515	0.8
Seward	9,972	3,022	2,975	2,840	95.5	1,425	2,950	10	0.3
Shawnee	105,418	32,774	32,330	31,405	97.1	23,202	32,225	605	1.9
Sheridan	4,607	1,263	1,275	1,235	96.9	854	1,250
Sherman	7,373	2,215	2,100	2,065	98.3	1,359	2,095	20	1.0
Smith	8,846	2,949	2,900	2,780	95.9	2,201	2,885	20	0.7
Stafford	8,816	2,838	2,745	2,650	96.5	2,351	2,750	30	1.1
Stanton	2,263	506	525	485	92.4	244	525	5	1.0
Stevens	4,516	1,298	1,285	1,250	97.3	604	1,270
Sumner	23,646	7,701	7,705	7,410	96.2	6,313	7,685	40	0.5
Thomas	7,572	2,258	2,215	2,135	96.4	1,425	2,210	30	1.4
Trego	5,868	1,687	1,665	1,580	94.9	1,110	1,660
Wabaunsee	7,212	2,310	2,265	2,125	93.8	1,858	2,255	25	1.1
Wallace	2,508	720	725	710	97.9	416	720	10	1.4
Washington	12,977	4,106	4,035	3,890	96.4	3,406	4,035	15	0.4
Wichita	2,640	737	710	670	94.4	409	720	30	4.2
Wilson	14,815	4,910	4,925	4,665	94.7	3,952	4,910	30	0.6
Woodson	6,711	2,218	2,245	2,125	94.7	1,616	2,245	30	1.3
Wyandotte	165,318	49,245	48,110	46,660	97.0	35,577	47,800	2,775	5.5

FOUNDERS AWARD

**IRE's First Honor
To Gen. Sarnoff**

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is the first recipient of the new Founders Award of the Institute of Radio Engineers, it was announced last week.

The award, to be presented only on special occasions rather than annually, was given "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The award, it was explained, was established 10 days ago by the IRE board of directors to recognize an outstanding leader in the radio industry and to commemorate the three pioneers who founded IRE 40 years ago: Alfred N. Goldsmith, editor of IRE and consulting engineer; John V. L. Hogan, president of Hogan Labs., New York, and the late Robert H. Marriott. IRE now has more than 30,000 members in the U. S. and abroad.

The award, along with others, will be presented March 25 at the annual banquet during IRE's national convention at the Waldorf-Astoria in New York.

Radio-Electronics, a Preview of

LAB URGES

Parity as State Journals

RADIO and TV stations should have parity with the press as official journals for state business, the Louisiana Assn. of Broadcasters has declared. Meeting at New Orleans Nov. 7, the LAB passed a resolution as follows:

"Since the public should be fully and completely informed by radio as well as the printed media on all official business of the state, now, therefore, be it resolved that the LAB legislative committee seek the proper ways and means to convince the state legislature to designate the radio and television stations of Louisiana as official journals of the State of Louisiana along with the press.



Mr. Wray

In other business of the one-day meeting, E. Newton Wray, KTBS Shreveport, was elected LAB president; B. Hillman Bailey Jr., KSIG Crowley, vice president, and Bill Patton, KLFY Lafayette, secretary-treasurer.

Named to the board of directors were W. E. Jones, KSLO Opelousas; Harold Wheelahan, WSMB New Orleans; Paul Goldman, KNOE Monroe; Henry Clay, KWKH Shreveport; David Wilson, KPLC Lake Charles; George Thomas, KVOL Lafayette; George Martin, KROF Abbeville, and Dierrell Hamm, KANE New Iberia.

Progress, is the theme of the March 23-26, 1953, convention. There will be an accompanying exhibition of new products and components in nearby Grand Central Palace. Color TV and uhf TV are expected to occupy a major place on the convention's agenda, although the program committee has not as yet announced the schedule of technical sessions which make up most of the four-day program.

In addition to the award to Gen. Sarnoff, the board named Dr. Robert M. Page, superintendent of Radio Div. III and associate to the director of research of the U. S. Naval Research Lab., as recipient of the 1953 Harry Diamond Memorial Award for contributions to the development of radar; Richard C. Booton Jr. of Massachusetts Institute of Technology to receive the 1953 Browder J. Thompson Memorial Prize for a technical presentation by an author under 30, and Edward O. Johnson and William M. Webster Jr. to receive the 1953 Editor's Award for literary excellence.

DeFOREST, MILLIKAN Feted at WCEMA Anniversary

CLIMAXED by its all-industry banquet Thursday during which engraved plaques were presented to radio pioneer Dr. Lee DeForest and Dr. Robert A. Millikan of the California Institute of Technology, West Coast Electronic Manufacturers Assn. celebrated its 10th anniversary at Hotel Statler, Los Angeles.

Dr. DeForest was lauded as "renowned scientist, inventor, author, whose invention of the three electrode tube opened the way to modern radio and spearheaded the development of the electronic industry."

Dr. Millikan was referred to as "eminent scientist, scholar, teacher, author, whose researches as a physicist provided a foundation for our modern technology and whose leadership as a scientist and citizen profoundly influenced the development of the West."

IBS Advisory Group Set

FORMATION of a "sales direction committee" to guide the selling activity of Intercollegiate Broadcasting System's national representative, Thomas F. Clark Co., and of the IBS sales department was announced last week by IBS Sales Manager Walter Hofer. The committee includes college students and alumni, representatives of IBS member stations, and IBS executives.



WGST wins by a landslide in Atlanta because it has CPM—the platform endorsed by time-buyers everywhere. C—means coverage of Atlanta and the 36 surrounding counties in the retail trade zone. P—for the best in local and net programs, M—for high-powered merchandising support to jobbers, chains and independent retail outlets. Join the winning party—contact WGST or our national reps for the full story.





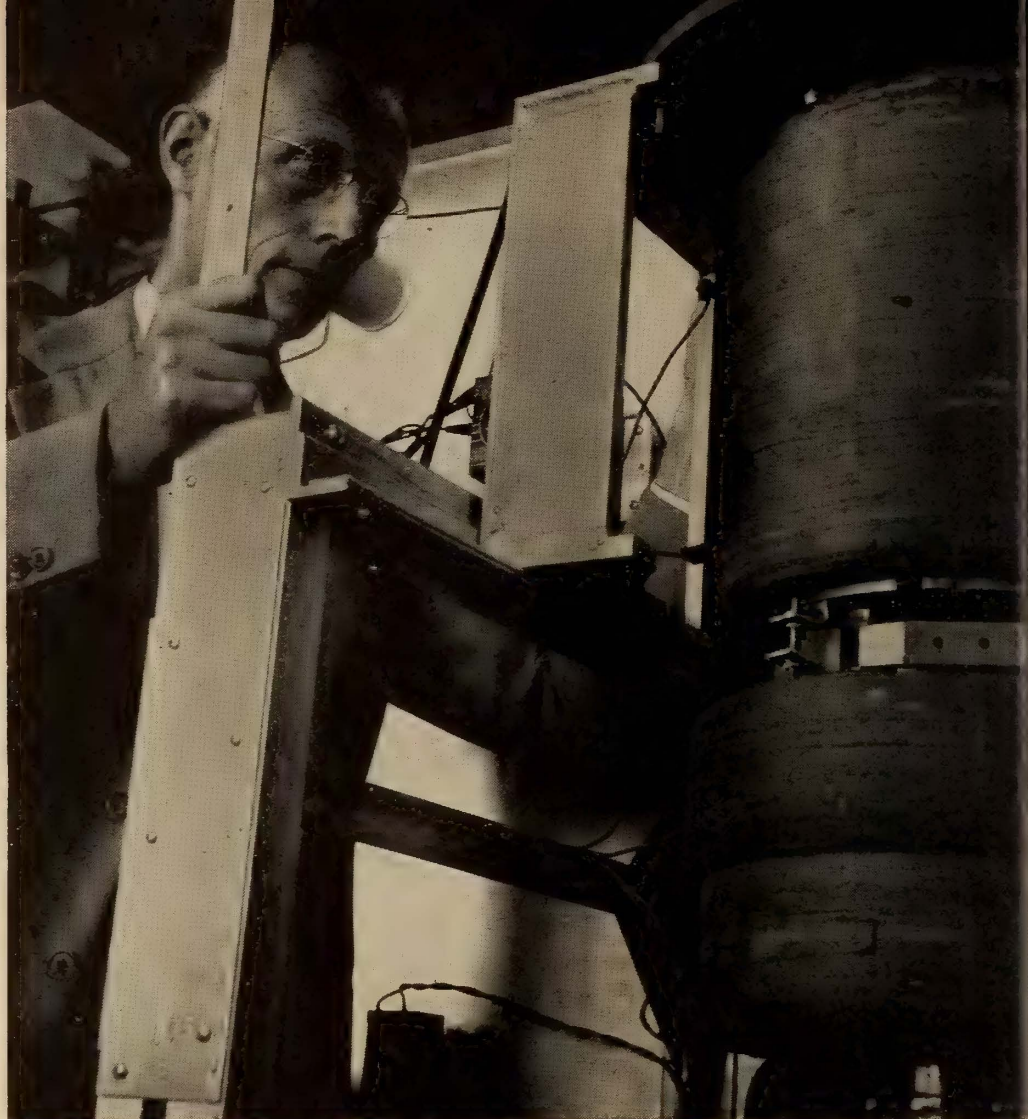
12 KW TRANSMITTER DESIGN. Hundreds of intricate design problems were solved in daily conferences. C. A. Wadsworth, left, confers with W. R. Fraser, right, and E. W. Harvey, center, on model design of a UHF unit.



HIGH-GAIN ANTENNA DEVELOPMENT. L. O. Krause, G-E electrical engineer, left, is one of the men responsible for helical antenna development. Above, he discusses antenna components in the instrument shop.



G-E HELICAL ANTENNA TEST. A field intensity test is run on a four-bay helical antenna installed at Electronics Park. The helical antenna, used with all UHF transmitters, boosts Effective Radiated Power up to 20-25 times.



KLYSTRON TUBE INSTALLATION. H. M. Crosby, project engineer on UHF transmitters, checks an installed 15 kw klystron tube as part of a life cycle test. This tube was developed for G.E. by Varian Associates.

HOW G-E DEVELOPED

G. E. offers a complete plan of equipment requirements—backed by years of research and engineering!

As early as 1949 General Electric predicted the nearness of UHF telecasting. They also recognized this basic fact—only high-power transmitters would solve UHF equipment requirements. Top G-E engineers went to work on a new transmitter design for UHF operations.

Experiments went on for many months to achieve maximum transmitter power. Investigation of resonatron, traveling wave and tetrode tubes proved that the war developed klystron was superior to all others. G.E.'s application of the klystron makes high-power UHF telecasting a here-today reality!

A completed 12 kw transmitter is available now—months ahead of other manufacturers. *Plus*, a complete plan to include all equipment requirements for UHF television operations today!

G-E industry leadership today is a product of thoroughly trained engineers and invaluable experience in the field of UHF television.

Complete Television Equipment for UHF and VHF

GENERAL  ELECTRIC



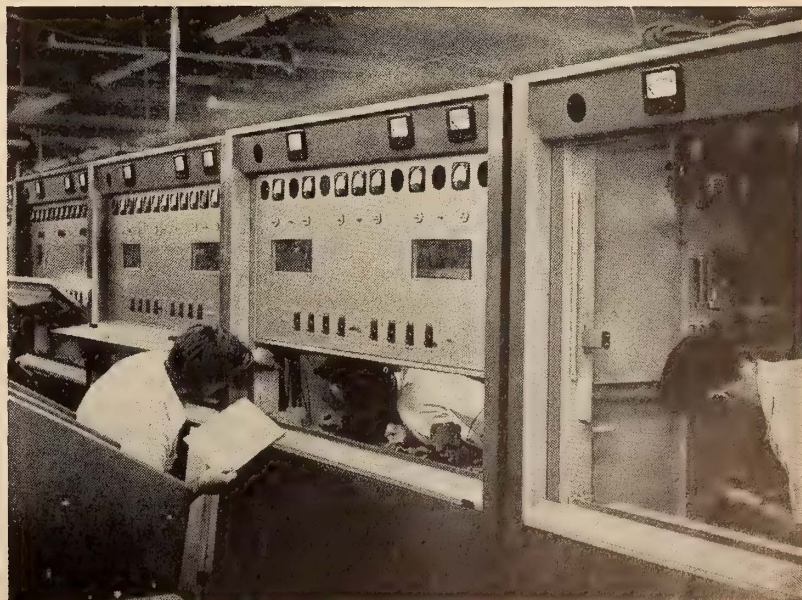
HIGH-POWER TRANSMITTER CONFERENCE. A wealth of electronics experience is represented in the picture above at a conference in

Electronics Park, Syracuse, N. Y. Here H. B. Fancher and his staff lay the groundwork to make UHF telecasting with maximum power a reality.

INDUSTRY'S HIGHEST POWER UHF TRANSMITTER



100-WATT EXCITER TEST. G. A. Mayoral runs a typical test on the General Electric 100-watt exciter which will be used as the driving unit for both the 12 kw transmitter and the 1 kw transmitter. A veteran in the broadcast field, Mr. Mayoral played an important part in this work.



UHF EQUIPMENT PRODUCTION. 100-watt UHF exciter units on the UHF equipment production line—part of the complete requirements for new TV stations. Testing on customer frequencies assures superior design and performance of equipment that is years ahead of other manufacturers.



DuMont on the Ball

THE MONOPOLISTIC football television policy practiced this season by the National Collegiate Athletic Assn. has proceeded far enough for its serious flaws to be clearly visible.

If its flaws are evident, its virtues are completely obscure.

The only virtue ever claimed for it by its adherents is that it would prevent a disastrous decline of admissions at the stadia. And that assumption was made on the basis of the most questionable research.

Its major flaws have been pointed out by Dr. Allen B. DuMont. As reported elsewhere in this issue, Dr. DuMont calls the TV restrictions "collectivist" in nature and "contrary to the principles of the American incentive system."

We believe Dr. DuMont is entirely correct. The unfortunate thing about the NCAA's restrictions is that they are subscribed to by a group of institutions which presumably are shaping the minds of a whole generation of young Americans.

If these institutions flout basic principles in arranging their football affairs, the effect on their students is bound to be harmful to their confidence in the American system.

Dr. DuMont has the ball, and we hope he's headed for the goal line. He deserves some interference as well as cheers.

Loyal Opposition

A NUMBER of Adlai Stevenson's supporters have proposed that funds be raised to underwrite regular radio and television appearances of the defeated Democratic candidate. Though their motives may be wholly partisan, we cannot help feeling that Mr. Stevenson could perform an excellent service to the entire electorate if he were able to broadcast on a fixed schedule.

We do not advance this proposal out of partisan interest. Indeed this publication has never been an advocate of any party. It is out of a broader concern for the enlightenment of the American people through the incomparable media of radio and television that we would like to find Mr. Stevenson on the air.

We believe it could be managed successfully, despite the practical obstacles that appear, at first glance, to block the way.

Broadcasters might be inclined to shy away from a regular Stevenson schedule for fear that it would invite incessant requests for equal time from the Republicans. Perhaps they would be assured by the reminder that since neither Mr. Stevenson nor President-elect Eisenhower will be candidates, in the legal sense of the word, the restrictions of Section 315 of the Communications Act would not apply.

Nor would they be violating the general rules of the FCC regarding impartial presentation of rival views. It is a practical fact that the party in power, especially the President, is given frequent access to the people by radio and television simply because it is the party in power or, in a word, the government.

It seems to us that with Gen. Eisenhower as President and Mr. Stevenson as titular head of the party out of power, the situation is

made to order for an illuminating presentation of differing views. Both are gentlemen and both intelligent. We would not expect either, in aerial appearances, to stoop to demagoguery or rabble-rousing. In the unlikely event that either did fall below the levels of respectability that are typical of them, broadcasters could keep them off the air. There is no restriction against censoring a speech of a non-candidate.

Mr. Stevenson could serve as the moderate and thoughtful spokesman of the loyal opposition whose 25 million votes certainly cannot be ignored. And radio and television could add another important public service to their already unsurpassed record.

Valid Inquiry

THERE CAN BE no valid objection to the plan of Rep. Charles A. Wolverton (R-N. J.) to take inventory of the regulatory agencies under the legislative jurisdiction of the House Interstate & Foreign Commerce Committee when he takes over the chairmanship next January. The FCC is one of the agencies to be called to justify its expansion, both in manpower and in authority, during 20 years of Democratic control.

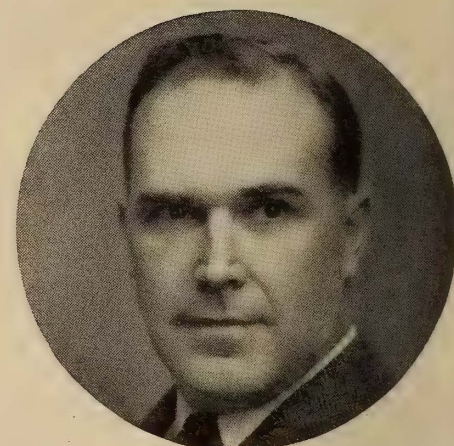
The FCC, it would appear, has little to fear or to lose—manpower-wise—under such Congressional scrutiny. As to arrogation of powers, we think the story is different. A couple of years ago, the FCC might have been hard pressed to justify its payrolls and its appropriations. That was during the height of the TV freeze. And in the late '30's and '40's, the featherbedding propensities of the FCC were in tempo with the WPA projects of that era.

Today, the FCC has 1,125 employees, at headquarters and in the field. Most of them do a full day's work. There remains a group of lawyers, and perhaps others, who, in the staff vernacular, are "in Siberia." These are the men who were not regarded as sympathetic to the New Deal-Fair Deal philosophy, but who, because of civil service status or political connections, were never released or transferred.

Of course, the elections will have a sobering influence on many of the young "autocrats" on the FCC staff, who have been the law unto themselves. But we suspect that some of the worst offenders will find it expedient to leave Government service just about the time Congress convenes.

The Wolverton committee, of course, will give the FCC its day in court. We think a strong *current* case can be made on the *number* of people on the staff. We doubt whether an effective case can be made on its usurpation of power beyond that contemplated by the 1934 law. But many of those shortcomings were caught up in the McFarland Bill, which became law at the last session, after a half-dozen efforts had been thwarted largely by the FCC's legal staff.

In addition to the hearing of FCC testimony, we hope the committee will call other witnesses in assaying the FCC's size, scope, shape and color during these past two decades. The most competent observers, it seems to us, would be the practitioners before the FCC. The Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers should be invited to offer testimony. And the NARTB, representing most of the nation's radio and television broadcasters, might well be asked for its appraisal of 20 years of FCC under Democratic rule.



JOSEPH PATRICK WILKINS

IT'S ANYBODY's guess, how many of the 61 million votes in the Presidential election were cast because of Joe Wilkins. But it is safe to say that at least part of the 13 million increase in ballots over 1948 was made possible because of him.

No, Mr. Wilkins was not a candidate for any office. He is a veteran broadcaster, who believes that the United States is the greatest and freest country in the world and the right to vote is one of the most important of those freedoms.

Mr. Wilkins is interested in his community, which happens to be Great Falls, Mont. There he operates KFBB. After the 1948 election he was talking politics with some of his friends at the country club and was surprised at how many of them hadn't taken time to vote.

He started making inquiries—a sort of one-man survey—at Lions Club meetings, lodge gatherings and on the street. The results convinced him that something should be done to get otherwise patriotic and loyal Americans to cast their ballots on election day.

Being a radio man he felt that it was through radio that the most people could be reached. He started a one-man crusade. Whenever he took a business trip to Chicago, New York or Washington he sought out people who could help.

One such trip enlisted the cooperation of his network, CBS. Another that of the NARTB, several trade magazines, his Congressman and others.

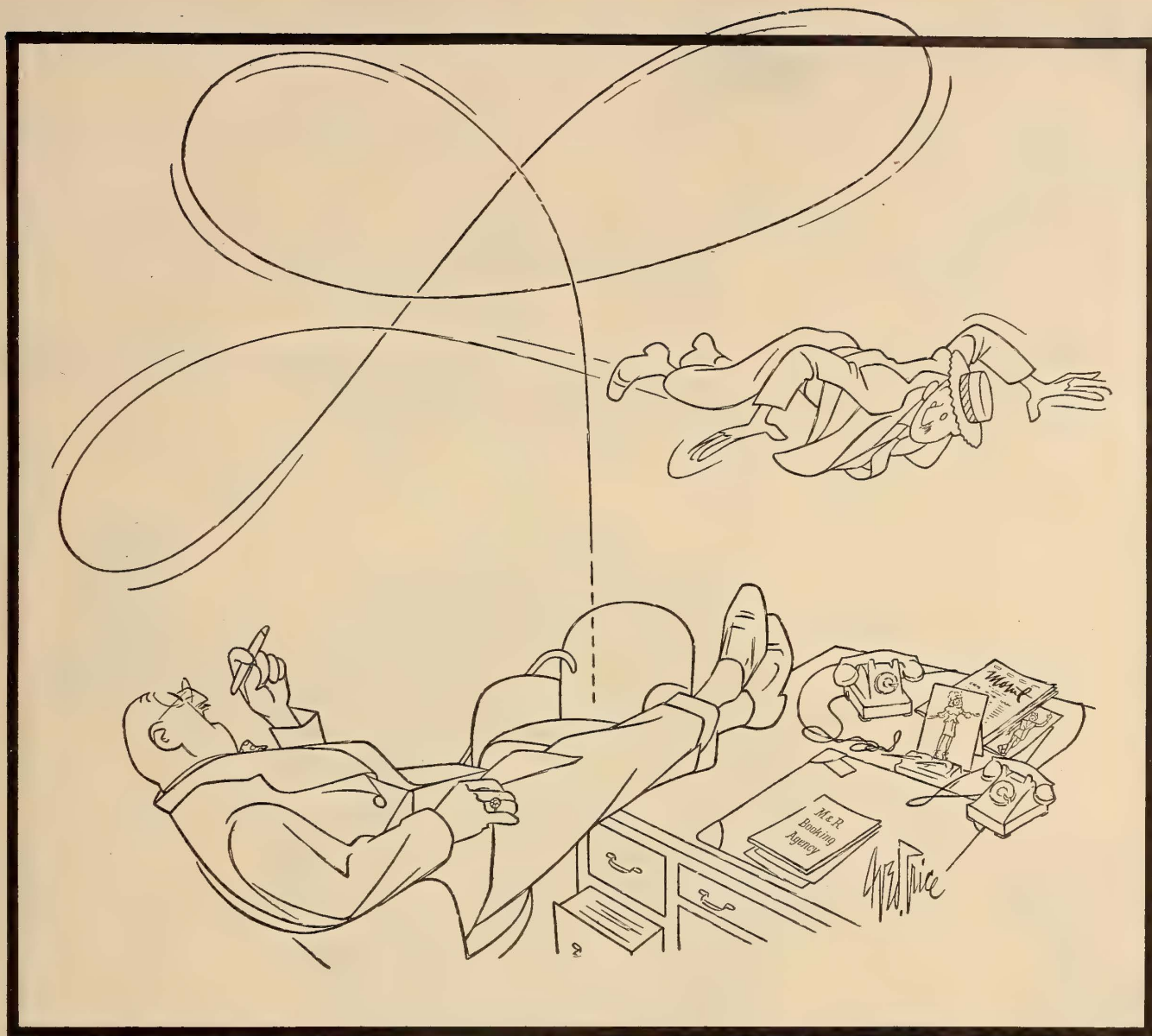
Soon the efforts began to bear fruit. Others joined in the crusade. Everyone favored getting out the vote. It was a natural. Several groups took it up and called it their own idea. That was all right with Joe Wilkins. He was working toward an end and was glad to have as many recruits as he could get.

The result is well known. Radio and television everywhere cooperated. Many people had a hand in the record balloting but it is doubtful that the total would have attained the proportions it did if Joe Wilkins hadn't started his campaign back in 1948.

Joseph Patrick Wilkins was born on March 13, 1903, in Butte, Mont. His father was freight house foreman for the Great Northern Railroad. When he was promoted to station agent the family made several moves until they settled in Neihart, Mont., an old time mining camp.

There young Wilkins went to grade school, learned to fish, hunt and ski. When he was 12

(Continued on page 92)



"Bird imitations...that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year than ever before!



Broadcast Advertising Bureau, Inc.
BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

front office



WILLIAM V. ROTHURM, program director, WSYR-AM-TV Syracuse, N. Y., elected vice president there.

ROBERT HYLAND Jr., national sales director, KMOX St. Louis, appointed general sales manager. **RAY McCARTHY**, director of public relations and publicity, transfers to sales as account executive.



Mr. Hyland

NORMAN SIMPSON to WBRK Pittsfield, Mass., as commercial manager.

JACK MULLIGAN, account executive, KLAC Hollywood, promoted to sales manager.

LU BASSETT, commercial manager, WELC Welch, W. Va., to WMOH Hamilton, Ohio, as promotion director and account executive.

LESTER SEIFFER appointed commercial manager, KRAM Las Vegas, Nev.

JOHN H. WHITE, account executive, KXOK St. Louis, to KMOX same city, in same capacity.

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

JULIAN HAAS, commercial manager of KARK Little Rock, Ark., has taken over active direction of KAGH Crossett, Ark. Station became bonus on NBC as of Nov. 1.

CHARLES JOHNSON appointed manager of newly opened San Francisco office of KROW Oakland, Calif. Office is located at 681 Market St. Telephone is Douglas 2-8172.

Personals . . .

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed campaign director for March of Dimes drive in that city.

HAMILTON SHEA, general manager, WTAM and WNBK (TV) Cleveland, presented with plaque from John Carroll U. there on behalf of stations' cooperation in presenting series titled *Catholics Believe*. . . **BUD PENTZ**, general manager, KWBE Beatrice, Neb., elected vice president of city's Kiwanis Club for 1953.

PLYMOUTH DRIVE Record Concentration Set

TO INTRODUCE the 1953 Plymouth, the auto company is using the greatest advertising concentration in its history, through its Plymouth campaign agency, N. W. Ayer & Son, Philadelphia.

The car will be presented to the public on Nov. 20. During that week, Plymouth will sponsor nine half-hour radio programs on NBC and CBS Radio. The programs, spaced during evenings of the announcement week, are *The Line-Up*, *Junior Miss*, *Gunsmoke*, *Mr. Chameleon*, the *Henry Aldrich Show*, *Meredith Wilson's Music Room*, *Jason and the Golden Fleece*, *Judy Canova Show*, and *Red Skelton Show*. Also on radio, frequent daytime commercials will be broadcast in approximately 270 cities.

Two segments of the *Today* program on NBC-TV will be used and 20-second chainbreaks will be telecast in evening periods in all TV cities. Each city will get 13 to 17 spots.

WETHINGTON NAMED Rambeau Executive V. P.

PROMOTION of James A. Wethington to executive vice president of William G. Rambeau Co., station representation firm, was announced last week by President William G. Rambeau.



Mr. Wethington has been sales manager and vice president of the New York office of the company since last January. He joined the Rambeau organization in March 1951 as a salesman after service on the sales and announcing staffs of WICC Bridgeport, WLCS Baton Rouge and KSLO Opelousas, La. He entered radio in 1948 at KSLO.

NOVEL PROMOTION Wins Advertiser Approval

THROUGH a novel promotion, KEPO El Paso is using recorded stationbreaks made by prominent local business executives.

Carefully planned tie-in copy is used. For example, "This is John Doe of the Friendly Furniture Co., reminding you that this is KEPO, the friendly voice of El Paso," or, "This is James Doe of X-Premium Beer, saying that for premium listening, its KEPO El Paso."

Miller C. Robertson, KEPO president, explains promotion was begun: To obtain in usable form, either direct or implied, approval of well-known personalities; to give the advertiser a plus service, without spending much money and without tampering with the rate structure; to make on-air accounts more conscious of the call letters; to give management an opportunity to show impressive facilities to hard-to-reach businessmen, and to give stationbreaks enough distinction to draw listener comment.

As an added feature, KEPO photographs the person at a KEPO microphone, frames and mails the picture. As a result, the station's call letters are displayed on office walls throughout the city.

RADIO STILL TOPS In Canada—McDermott

CANADIAN AM station operators are improving their programming and have as yet had no competition from Canadian TV, Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, told the Young Men's Advertising & Sales Club of Toronto last week. He stated that based on TV viewing ratings in the Toronto-Hamilton area, it costs about \$1 per viewer for advertisers using CBLT (TV) Toronto. "It certainly must be for reasons beyond good business practice that present advertisers are using the medium," Mr. McDermott said. "Even the smallest Toronto station can deliver more than 300 listeners for every dollar spent by an advertiser."

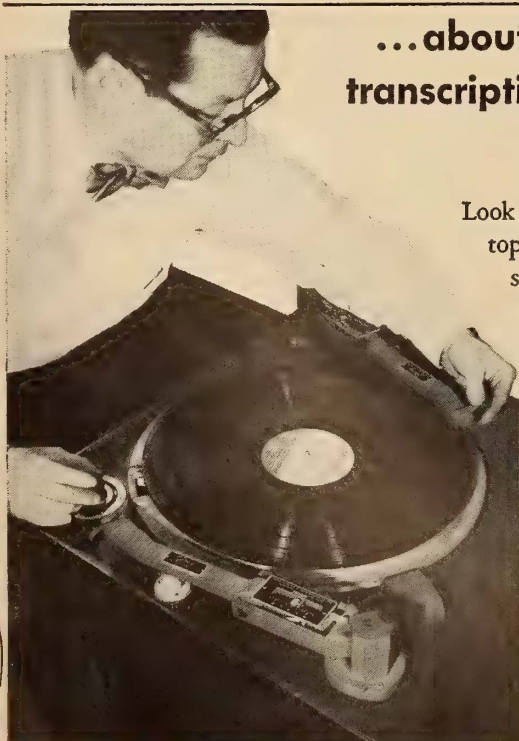
He told his audience that more than 94% of all Canadian homes have at least one radio set, that 922,907 automobiles are radio-equipped in Canada. "Television and radio will eventually complement one another in advertising. But Canadian advertisers will find radio the much better buy for years to come," he forecast.

Choosy is the D-J

...about his
transcription equipment

Look around — you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new viscous-damped 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-11.



GRAY RESEARCH
and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audiograph



PRESIDENT

"local" for 150 miles...



FRESNO



There are 14 other radio stations in the 47 communities of KFRE's Central California market.

Yet so well does KFRE blanket the entire area that leading retailers in those surrounding radio communities buy KFRE in preference to their home town stations — for better home town coverage.*

The incontestable survey that sells them — and resells them — is the continuous tinkle of their cash registers.

** The latest independent, area-wide Pulse study tells the same story. Ask Avery-Knodel.*

KFRE

Paul Bartlett, President

FRESNO, CALIFORNIA • 50,000 WATTS • 940 KC • CBS

No! No!

It's all in the BROADCASTING YEARBOOK



You don't need the T square, graphs, slide rule, geiger counter or a seismograph to find out all the information you want to know about the business of broadcasting.

You'll find it all in the 1953 BROADCASTING Yearbook.*

Enter your reservation today. Single copies \$5.00. \$11.00 for complete subscription, including weekly issues of BROADCASTING TELECASTING, and the 1953 TELECASTING Yearbook.*

* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Here's my reservation for the 1953 Yearbooks and enter my subscription to BROADCASTING • TELECASTING with the next issue:

() \$11 encl () Bill

Name

Company

Street

City

Zone

State

1953 Broadcasting Yearbook

air-casters



ROBERT E. LYALL appointed director of field merchandising for WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton.

NORM KELLER, disc jockey, WMOH-AM-FM Hamilton, Ohio, promoted to program director.

P. S. ANDERSON appointed coordinator of local and national promotion and publicity, KMOX St. Louis.

HARRY MITCHELL appointed program director, KCBQ San Diego.

EDWARD R. CAPRAL, former program director, WATL Atlanta and now on active duty with U. S. Army, to staff of WLTV (TV) Atlanta, after discharge Jan. 1.

CHET COOPER, production staff, WFIL-TV Philadelphia, promoted to studio manager there.

BEA JOHNSON, director of women's activities, KMBC-KFRM Kansas City, elected national president of Gamma Alpha Chi, professional advertising fraternity for women.

ROBERT ROBERTSON, assistant manager, William Foote Homes Projects, Memphis, named to coordinate Negro public relations activities for KWEM West Memphis, Ark.

PAT TURNER, traffic manager, WANN Annapolis, Md., to WICC Bridgeport, Conn., in similar capacity.

KATHRYN D. HEISER, wife of the late **ALBERT E. HEISER**, president-general manager, WLEC Sandusky, Ohio, to station as promotion director.

DON THOMPSON to WBRK Pittsfield, Mass., as announcer. **JOE DOBSON**, Chicago White Sox pitcher, added to station's staff for weekly sports show.

BRANDON LEE CHASE, KFH Wichita, Kan., to announcing staff, WDSU New Orleans.

STAN KAPLAN to announcing staff, WCMA Corinth, Miss.

MAURY RIDER, chief announcer, KIRO Seattle, to announcing staff, KJR same city.

JOHN STEADMAN, Hollywood free lance radio-TV producer-announcer, to Armed Forces Radio Service, that city, as producer.

BOB RAIFORD added to announcing staff, WTOP-AM-TV Washington.

ARTHUR P. CRITCHLOW appointed merchandising director for WIP Philadelphia's *Kitchen Kapers* show, replacing **ROBERT F. TURNER** who has resigned.

MILLIE SOULE appointed women's director and office manager, WMOH Hamilton, Ohio. **DOROTHY KRAUS**, continuity staff, and **VIRGINIA BLEVINS**, traffic department, promoted to head respective departments. **HAZEL DE CICCIO** added to continuity staff. **KEN MALONEY** and **LANCE BEARD** to WMOH as announcers.

HARRY J. VOELKER to KTBC Austin, Tex., as director of merchandising and promotion for TV outlet expected to begin operation Dec. 1.

GENE FLAVIN, graduate of Television Workshop of New York, to production staff, WSYR-TV Syracuse, N. Y. **BOB WHITNEY** added to WSYR's announcing staff.

LARRY THOR, **TOM HANLON**, **JOHN WALD**, **BILL BALDWIN**, **GIL WARREN** and **SAM HAYES**, Hollywood radio announcers, sports and newscasters, assigned roles in Allied Artists feature film, "The Roar of the Crowd."

BEN WRIGHT, who portrays Nicky on NBC radio *One Man's Family*, assigned role in 20th Century-Fox feature film, "The Desert Rats."

WALTER SCHARF, musical director, NBC radio *Phil Harris-Alice Faye Show*, has composed new symphony, "Saga of Scrooge," to be premiered by Los Angeles Symphony Orchestra during December.

ALAN YOUNG, CBS-TV personality, father of girl, Nov. 7.

NICK CAMPOFREDA, sports director, WAAM (TV) Baltimore, father of girl, Ellen, Nov. 11.

PAUL M. ROBERTS, combination man, WSPB Sarasota, Fla., father of girl, Deborah Jean. **DEAN L. FLEISCHMAN**, special events man there, father of girl, Carolyn Susan.

News . . .

LAWRENCE J. WARICK, deputy chief of Radio-TV Liaison Branch of U. S. State Dept., to Washington staff of CBS-TV News and Public Affairs as assistant producer.

WORC Local Sales Rise

LOCAL billings of WORC Worcester, Mass., for last month were up nearly 320% over October of 1951. General Manager Kenneth M. Cooper announced last week. Station for the past year has been under the same ownership-management as WHIM Providence.

FREEDOM CRUSADE

Sparked by Ike, Adlai

THE 1952 Crusade for Freedom campaign opened Tuesday with speeches by President-elect Dwight D. Eisenhower, his Democratic opponent, Gov. Adlai E. Stevenson, and Henry Ford II, national chairman of the Crusade for Freedom, over ABC, CBS, MBS and NBC.

Gen. Eisenhower paid tribute to the Crusade for the effective steps it has taken to combat communism, citing accomplishments of Radio Free Europe and Radio Free Asia. But he declared that "the truth must be told over an ever-increasing number of transmitters to frustrate Communist attempts to drown it out." Gen. Eisenhower noted that Radio Free Europe is using 13 transmitters and Radio Free Asia three.

Gov. Stevenson lauded the project as one "conceived and financed by private citizens and foundations . . . without governmental participation. He noted that this private character of the Crusade gave weight "to the utterances of Radio Free Europe and Radio Free Asia" because "there is no free radio behind the Iron Curtain."

Mr. Ford, who introduced Gen. Eisenhower and Gov. Stevenson, offered the two speakers as the best evidence that all Americans can unite in a common cause. He called on all Americans to back the campaign.

The 1952 campaign is the third annual appeal by the Crusade for Freedom and continues to Dec. 15.

SESAC Contracts

SESAC last week completed contracts with W. Oliver Cooper, Cullman, Ala., and Marion Davis, Payette, Ala., publishers of religious music, according to K. A. Jadasohn, general manager. Mr. Jadasohn said that these contracts give SESAC agreements with virtually all of the publishers of sacred music. More than 900 radio stations carry regularly scheduled programs of gospel hymns, the SESAC executive stated.

1,246,540 active, young-minded West-erners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of South-western Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WCHS Spreads Word

TALKS to 22 West Virginia service clubs have been made in the past three months by the newly-established Speakers Bureau of WCHS Charleston. Among speakers are Harry Brawley, public affairs director; Morton S. Cohen, program director; Frank E. Shaffer, director of sales promotion, and Ernie Saunders, sports director. Thus far, they have talked in 10 of the station's 32-county coverage area. The theme, "radio is bigger and better than ever," is constantly emphasized and receiver sales totals (localized for whatever county being addressed) are quoted to substantiate this contention.

NEW BAB BOOKLET

Stresses Retailer's Needs

BAB has distributed to members a new presentation titled "Monthly Retail Sales Trends by Regions," to help radio salesmen understand the retailer's advertising needs. The booklet includes Federal Reserve Board's report of sales in 300 department stores in more than 100 U. S. cities.

Presentation is the second step in BAB's five-way expansion of retail services. The first was "Sales Opportunities Calendar," which has been issued monthly since June. BAB plans to distribute data on advertising lineage and trends, a how-to-do-it book to help retailers use radio and "Advertising Planning Sheets" for retailers' use in working out advertising schedules.

NRDGA Contest

RENEWAL of the cooperation of BAB and the National Retail Dry Goods Assn. in conducting an annual radio contest for retail stores was announced last week by BAB President William B. Ryan and Howard P. Abrahams, manager of NRDGA's sales promotion division and visual merchandising group. The contest, open to all NRDGA stores, is separate from BAB's "Radio Gets Results" contest in which stations themselves submit entries. Certificates will be awarded in three store classifications, and special awards also will be made. Deadline for entries is Dec. 10. Winners will be announced during NRDGA's annual convention in New York, Jan. 12-15.

TAB Meeting

FULL agenda has been mapped for the annual meeting of the Tennessee Assn. of Broadcasters to be held Nov. 24 at the Andrew Jackson Hotel, Nashville. President and presiding officer of TAB is John Parry Sheftall, WJZM Clarksville. Luncheon and dinner are planned for the one-day conference.

INTRA-RWG SPAT

Chevigny, Higley Sue 31

TWO officers of Radio Writers Guild, Hector Chevigny and Philo Higley, last week filed separate libel actions in New York County Supreme Court asking \$100,000 each in damages from a group within the union known as "We The Undersigned."

Mr. Chevigny and Mr. Higley, who were elected national vice president and vice president of the Eastern Region of RWG, respectively, on Nov. 6, charged that 13 members of "We The Undersigned" have accused the guild's administration with pro-communist sympathy. Sidney Fass instituted the libel action as Mr. Chevigny's attorney while Milton H. Friedman acted for Mr. Higley.

"The 31 have been part of a group which in three successive elections has charged pro-communist sympathy in the guild's administration but to date has elected but one candidate," Mr. Chevigny declared. "My action has been taken as an individual but it should deeply interest the industry for reasons other than the mere curious fact of a union president suing his membership."

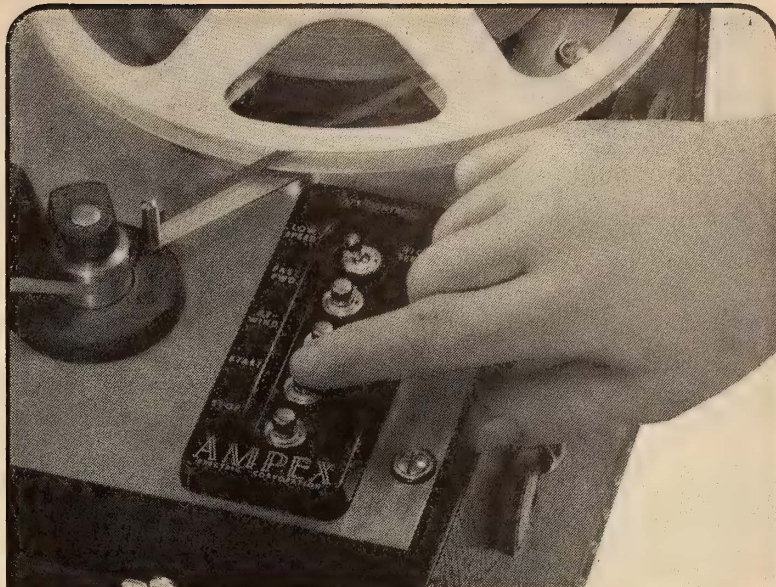
Mr. Chevigny said that during the past three years this segment's tactics had the effect of frightening "sensitive sponsors and their agencies into eliminating some of our most experienced creative minds."

He said that in a mailing sent to the guild membership in October, the 31 named defendants called the entire administration's slate of candidates "a group . . . that consistently and publicly has been supported" by 13 individuals who either had been uncooperative with investigative committees or who had been named associates by ex-Communists.

Mr. Chevigny called this an attempt "to create the impression that these 13 people formed a bloc all in the guild's New York region and influential in our administration."

Mr. Higley charged injury to his "good name, credit and reputation as a man, as a member of the Radio Writers Guild as an officer of such guild and as a member of my profession." He also referred to the purported mailings by the "We The Undersigned" group as a basis for his suit.

Named as defendants in the suit are: Ruth Knight, Paul Milton, Vera Oldham, Knowles Entrikin, Doris Halman, Nora Stirling, Stedman Coles, John Styles, Gordon G. Day, Carl Bixby, Stanley Niss, Joseph Mindel, Ann Dixon, Tex Edmonson, Elinor Abbey, De Witt Copp, Howard Merrill, Stewart Hawkins, Howard Hotchner, Leonard G. Zanca, Gene L. Farinez, House Jameson, Roy L. Deets, Cosmos J. Reale, Nancy Moore, Marie Baumer, Jim McMenemy, Gail A. Ingram, Allen J. Coleman, Frank Wilson and Wanda Ellis.



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have—whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- When you press the button, it operates
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If you plan for tomorrow, buy an AMPEX today.



For new broadcast application bulletin, write Dept. D

AMPEX

MAGNETIC RECORDERS

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934 CHARTER STREET • REDWOOD CITY, CALIF.

CANADIAN LICENSES

CBC Denies Changes

TWO Canadian AM stations were refused license changes by CBC's board of governors, meeting Nov. 7 at Ottawa. CHNO Sudbury's request for a supplementary 250 w transmitter on 900 kc to operate from existing antenna was turned down. CJNT Quebec's application to operate a French-language station was refused.

CKCW Moncton's application for a power increase from 5 kw to 10 kw on 1220 kc was deferred for further study. CKRS Jonquiere was granted a frequency change and power increase. CFJR Brockville and CKY Winnipeg were granted licenses for emergency transmitter equipment, and share transfers were allowed CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmonton, CFJX Antigonish, and CHAB Moose Jaw.

Evans Resigns CAB

T. ARTHUR EVANS, since 1934 secretary of the Canadian Assn. of Broadcasters, and in recent years secretary-treasurer, has resigned to become executive secretary of the Society for Advancement of Canadian Music. The society was formed recently to represent Canadian music organizations and to protect these organizations against the increasing demands of copyright societies in other countries.

allied arts



BERTRAM B. TOWER, vice president and comptroller, American Cable & Radio Corp., elected to firm's board of directors.

RICHARD A. WILSON, general manager of industrial and defense products, Magnavox Corp., Ft. Wayne, Ind., elected vice president.

MAJ. GEN. EDMOND H. LEAVEY U.S.A. (ret.), elected vice president, International Telephone & Telegraph Corp., N. Y.



Maj. Gen. Leavey

ELECTRO - VOICE Inc., Buchanan, Mich., has purchased Radio Mfg. Engineers Inc., Peoria, Ill. (amateur communications receivers, converters and accessories).

ROBERT B. SAMPSON, finance and business div., RCA Tube Dept., appointed administrator of new business and financial consulting service for company's distributors of electron tubes, parts, test equipment and batteries.

EDWARD A. MALLING appointed manager of marketing, components dept., General Electric Co., Syracuse, N. Y.

H. B. STEINHAUSER, senior engineer, promoted to manufacturing engineer, instrument div., Allen B. DuMont Labs. **L. E. FLORANT** will head firm's engineering services section and **A. W. RUSSELL** will head electrical design section.

RICHARD D. GILLESPIE, director of publicity and member of sales promotion department, WKRC-AM-FM-TV Cincinnati, to radio sales promotion department of Frederic W. Ziv Co., transcribed program company.

JOHN S. MAHONEY, advertising manager, Hallicrafters, Chicago, named director of advertising.

INTERNATIONAL NEWS SERVICE, N. Y., is distributing illustrated manual detailing services offered to advertising profession by INS and International News Photos.

JIM BRENT, owner of his own advertising agency, Glendale, Calif., to Mercury Television & Radio Corp., L. A., as advertising manager.

DAVID SHER, radio-TV department, William Morris Agency, Beverly Hills, has resigned.

KARL von GAA, district sales manager in New York metropolitan area for Allen B. DuMont Labs., to television div. of Canadian Aviation Electronics Ltd., Montreal, as national sales manager.

JACK CLOUD, editor, *Playthings* magazine, to Jewell Radio & Television Productions, Chicago, as merchandising director.

EARL KIRK promoted to distributor sales manager, Regency div., I.D.E.A. Inc., Indianapolis.

NORFLEET CALLICOTT, manager, Long Beach branch, Hoffman Sales, L. A., to Oregon Television Distributors, Portland outlet for Hoffman TV sets, as general manager.

HOMER CANFIELD, NBC-TV Hollywood assistant network program director, resigns to become independent TV packager.

ELECTRO PRECISION PRODUCTS Inc., College Point, N. Y., appoints Adolph L. Gross & Assoc., N. Y., as sales representative in metropolitan New York area.

RICHARD J. McCUSKER named assistant sales manager, radio-TV div., Westinghouse Electric Corp., Sunbury, Pa., succeeding **J. W. HITCHCOCK** who has resigned.

ROBERT C. TAIT, president of Stromberg-Carlson Co., Rochester, appointed chairman of finance campaign of National Planning Assn.

NORMAN GREER, partner, Fola-dare, Greer & Bock, Hollywood publicity firm, father of twin girls, Nov. 5.

Equipment . . .

INSULINE Corp. of America, Long Island City, N. Y., announces manufacture of multiplier probe said to extend d-c voltage ranges of standard vacuum-tube voltmeters 100 times. Known as 100X, device is of special interest to TV engineers and service men.

Technical . . .

FRANZ HARTMAN, engineering staff, WSYR Syracuse, N. Y., elected to membership in Phi Beta Kappa, national scholastic honorary fraternity.

JACK ANDREWS, transmitter engineer, WISH Indianapolis, father of girl, Nov. 3.

DUNN ELECTED

Heads New RCA Division

ELECTION of Cecil M. Dunn as president and Robert A. Seidel as board chairman of the new RCA Estate Appliance Corp. was announced last week after stockholders of Noma Electric Corp. approved the sale of Estate Stove Co. of Hamilton, Ohio, to RCA.

RCA acquired Estate Stove, manufacturer of "Heatrola" stoves and equipment, several weeks ago subject to approval of the stockholders of Noma, the parent company. With that approval, Estate becomes a wholly-owned subsidiary of RCA. Election of the new officers was announced Wednesday by Frank M. Folsom, president of RCA.

Mr. Dunn was president of Estate under the former ownership. Mr. Seidel, the board chairman, is a vice president of RCA. Other newly-elected officers of RCA Estate Appliance Corp. are Gordon Kemp, vice president and treasurer; Ellsworth Sims, vice president in charge of manufacturing; Loretta Welsh, secretary; Robert Ireland, comptroller; Robert Isinger, assistant treasurer, and Margaret Stevenson, assistant secretary.

CAPAC Copyright Fees

NO INCREASE in copyright fees for 1953 is being asked by the Composers, Authors and Publishers Association of Canada (CAPAC), in a tariff filed at Ottawa. A special issue of the official *Canada Gazette* on Nov. 6, showed rates for broadcasting stations to be the same as for 1952. Written objections to the fees will be accepted at Ottawa till December 6. Public hearings will be held by the Canadian Copyright Appeal Board early in the year, it is expected. At present, the basis on which the rates were set by the Canadian Copyright Appeal Board for 1952 is under a court appeal by the Canadian Assn. of Broadcasters and CAPAC, in the form of a test case against one Canadian station not paying the 1952 fees set by the board.

30 Years
of
Fitting a Medium to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

It's Happening in NEW HAVEN

ON WNHC

28,040 Radio Programs Ago
The PERELMUTTER CO. started to sell clothing over WNHC

They're still doing it SUCCESSFULLY now in their eighth Consecutive Year!

The cash registers ring when New Haven Merchants put their advertising investment on WNHC.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS! Represented Nationally by The Katz Agency

Text of ABC-UPT Initial Decision

(Continued from page 44)

terest. IT IS THEREFORE ORDERED that the following applications (more completely identified by file numbers and call letters on page 1 to 4 *supra*) BE and they are HEREBY GRANTED:

(a) License applications of Paramount Television Productions Inc.

(b) License applications of Balaban & Katz Corporation.

(c) License applications of WSMB Inc.

(d) Applications by Paramount Pictures Inc. and Paramount Pictures Corporation [and United Paramount Theatres Inc.] for consent to the transfer of control of Paramount Television Productions Inc. and Balaban & Katz Corporation.

(e) Applications by Paramount Pictures Inc., E. V. Richards Jr. and United Paramount Theatres Inc. for consent to the transfer of control of WSMB Inc.

Conclusions With Respect to the Merger of American Broadcasting Company Inc. and United Paramount Theatres Inc.

25. This part of the proceeding involves the proposed merger of American Broadcasting Company Inc. (ABC) into United Paramount Theatres Inc. (UPT), the merged company to be known as American Broadcasting-Paramount Theatres Inc. (AB-PT). The particular applications before us in connection with the proposed merger are applications for assignment of ABC's authorizations for television, AM and FM stations in Chicago, Los Angeles, San Francisco and New York and for the transfer of control over ABC's wholly-owned subsidiary, WXYZ Inc. (licensee of television, AM and FM broadcast stations in Detroit) to AB-PT, and the application by UPT to transfer to AB-PT its negative control over WSMB Inc., license of WSMB and WSMB-FM in New Orleans. While the particular applications we must pass upon are related, strictly speaking, only to the stations referred to above, in applying the statutory standard of "public interest" we must consider the effect of the merger not simply upon the owned and operated stations but also upon the ABC radio and television network and its competitive status.

26. We have long recognized that network broadcasting is an integral and necessary part of radio,¹⁰ and we have more recently extended this recognition of the benefits of network broadcasting to the field of television.¹¹ We have also recognized that the public interest is served by competition among the networks, both radio¹² and television.¹³ Indeed, it was our concern

with the necessity of stimulating competition in network broadcasting, as discussed in detail in paragraph 99 of the findings, that led to the establishment of ABC in 1943 as an independent, competitive network. However, while ABC has been aggressive in securing AM affiliates, in obtaining its full quota of owned and operated television stations in major markets, in pioneering with respect to certain practices now standard network usage, and in developing special events and news programs which could be produced at moderate cost, it has not been able to compete effectively with NBC and CBS either in radio or television.

27. The dominant positions of NBC and CBS in network broadcasting, both in radio and in television, together with some of the reasons for their position, have been discussed in detail in paragraphs 105 to 110 of the findings

and that discussion need not be repeated here. ABC has been unable to compete effectively with NBC and CBS, principally because it lacks the financial resources, the working capital, and the diversity of revenue-producing activities of the other networks or the companies with which they are associated. Increased financial resources are essential to enable ABC to improve its program structure, build larger audiences, and thereby attract and retain sponsors and affiliates. ABC has attempted from time to time to secure additional capital but with only meager success. The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in nine years of operation, has never paid a dividend. Attempts to secure equity capital through public issues of stock have been only partially successful. Short term bank loans, already resorted to by ABC, afford no permanent

answer, and such loans have recently been obtained only through the personal endorsement of ABC's principal stockholder. The management of ABC therefore decided to seek a merger with another company and, after unsuccessful discussions with other organizations, finally initiated negotiations with United Paramount Theatres Inc., which resulted in the proposed merger.

28. The financial, organizational and operational details of the proposed merger are set forth in paragraphs 113 to 126 of the findings. They indicate that the merged company will have an ABC Division which will be a self-contained unit having full charge of the day-to-day broadcast operations and following existing ABC program and public service policies, and which will continue to have as its President, Robert E. Kintner; that the merged company will have adequate resources to enable the ABC Division

(Continued on page 62)

it's
a
fact!

The average American spends more time with radio than with magazines, TV and newspapers combined!

It's also a fact—WGN reaches more homes per week than any other Chicago station*—in the second largest market in the nation!

*BMB Study No. 2

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

¹⁰ Report on Chain Broadcasting (Docket No. 5060, 1941), page 88. The benefits of network broadcasting, as set forth in this Report, are referred to in paragraph 97 of the findings *supra*.

¹¹ Notice of Proposed Rule-Making, Docket No. 9807, adopted October 5, 1950.

¹² In re Radio Corporation of America, 10 FCC 212.

¹³ Notice of Proposed Rule-Making, *supra*.

Text of ABC-UPT Initial Decision

(Continued from page 61)

sion to strengthen its programming and improve its physical properties, and thereby compete more vigorously with the other networks; and that the ABC Division, while retaining substantially its existing personnel organization, will secure the benefit of the full-time efforts of four of UPT's top executives, including Robert H. O'Brien, a former member of the Securities and Exchange Commission. ABC will have representation on the Board of Directors of the merged company and Edward J. Noble, organizer and presently majority stockholder of ABC and Chairman of its Board of Directors, will be a director of the merged company, Chairman of its Finance Committee and the largest individual stockholder.

29. Thus far, we have been concerned with the affirmative aspects of the proposed merger, chiefly the increased competition that ABC would be able to provide to the other networks. We now turn to a consideration of the possible adverse effects arising from the merger of a theatre chain and a radio and television network.

30. One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the Radio Corporation of America, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded

by AB-PT, while formidable, would place it in a dominate position. Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple television. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on television, would cripple UPT financially, and produce only a minute increase in attendance at UPT's own theatres. There are, however, elements of competition presently or potentially existing between ABC and UPT as separate organizations which will probably suffer to a degree should the merger be effectuated, and these elements require and have received serious consideration. Paragraphs 127 through 142 of the findings contain a brief analysis of the competitive factors involved in the merger, particularly with respect to competition for audience and competition for product, the availability and future use on television of motion picture feature film in comparison with films made specially for television, and the effect upon competition of theatre television and pay-as-you-see television. The autonomous operation of the ABC Division and the decentralized operation of UPT's theatre subsidiaries and the obvious determination of the AB-PT officials to promote both media should serve to preclude the elimination of the competition for audience that probably exists between

UPT theatres and ABC television stations and affiliates; on the other hand, we do not for a moment believe that some lessening of competition may not inevitably occur. However, we feel that there will not be any substantial lessening of competition, in view of the external competition facing UPT theatres and ABC radio and television stations and affiliates in every area, as pointed out in paragraphs 131 to 135 of the findings, and in view of the reasonable expectation that this competitive situation will continue, for the reasons stated in paragraph 136 of the findings. Furthermore, this external competition, particularly in radio and television, is sufficiently strong to compel AB-PT, even if it were not already so committed, to promote vigorously its activities in each medium; failure to develop strong ABC programming would more probably result in greater audience for programs of its broadcast competitors than for AB-PT theatres.

31. It is the aforementioned factors, among others, which distinguish the proposed merger from the situation which existed within NBC at the time it operated two networks, the Blue and the Red, a situation which the Commission regarded as adversely affecting competition. Specifically, the competition, or more accurately, the potential competition between the Blue and the Red networks could have been direct and on "all fours," whereas the competition, present or potential, between a television network and a theatre chain is by no means as direct and complete as that between two independent networks. Secondly, whereas AB-PT will face the competition of other theatres, and of other networks in a dominant position, and will have to promote both of its activities vigorously, NBC was the dominant company in the field, had no great need to promote both networks vigorously and, as a matter of fact, did not promote the Blue network as vigorously as it did the Red. In fact, as we pointed out in the Network Report (page 45) the Red and Blue networks were not "even two distinct operating divisions or departments within NBC," and there was no real competition, as indicated in part by the policy of granting discounts on combined billings of the two networks (page 45). Finally, whereas the proposed merger offers the affirmative benefit of fostering competition between ABC and the dominant networks, the preservation of the two networks under NBC would not have promoted competition but would have limited it and maintained the dominant position of NBC.

32. Turning to the question of competition for product, we find that there is little, if any, competition presently existing between theatres and television for films, and the sources from which theatres and television secure films are separate and distinct. Any expectation of competition between tele-

vision and theatres for films assumes that current motion picture feature films produced by the major producers would be made available to television; based upon the financial and other problems referred to in the findings, particularly paragraphs 61 to 65 and 128, we do not anticipate that the "majors" will initiate during the next few years a general release to sponsored home television of current feature film produced for motion picture theatre exhibition. In any event, we must bear in mind that the ABC network does not regard motion picture feature films as having much value for networks, and that the trend, for reasons outlined in paragraph 130 of the findings, is to film made specially for television. Such films are presently being produced by independent companies (as distinguished from the "majors") and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The "majors" may find that their high costs of production, high standards of technical perfection, late start in making film specially for television and the existence of other sources for such film give them only a modest role in the television film market. In summary, it appears unlikely that the "majors," who are the principal source of film for UPT theatres, will be the principal source or even a substantial source of film for the ABC network or ABC owned and operated stations. To the extent that the "majors" may in the future be a source of film, either substantial or minor, for both UPT theatres and the ABC network and owned and operated stations, to that extent, the merger might reduce the competition between them that might otherwise exist, but then only to the extent that the merged com-

WOR's 'Anonymous' Ads

WOR New York will launch a campaign of "anonymous" ads in trade publications this week using slogans and headlines incorporating the station's call letters.



National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.

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They also know about our new 5000-WATT TRANSMITTER

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RADIO REACHES PEOPLE...

WSIX **WSIX DELIVERS**
THE NASHVILLE MARKET

* 53 BMB Counties in Middle Tennessee and Southern Kentucky can be COVERED by WSIX ALONE! Sell this Rich, Productive Market . . .

WSIX—Celebrating a Quarter Century of Service!

Better Buy

NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE • 5000 WATTS • 980 KC and **WSIX FM** 71,000 W 97.5 MC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE

AP UNIT HEAD

Elected in Michigan

ELECTION of Milton L. Greenebaum, president of WSAM Saginaw, as president of the Michigan Associated Press Broadcasters Assn. was announced last week. He was named Nov. 7 to succeed J. P. Scherer, general manager of WHFB Benton Harbor, as head of the AP group.

Other new officers: Frank Benesh, news director of WKZO Kalamazoo; Dan E. Jayne, general manager of WELL Battle Creek, and Bob Runyan, news director of WOOD Grand Rapids, all elected vice presidents; and Ray J. Keiser, of Detroit, secretary.

On behalf of WKZO, Mr. Benesh accepted a trophy donated by Lester W. Lindow, general manager of WFDF Flint, for the best contributions to the AP news report from the Michigan radio field.



Mr. Benesh (third from l) accepts trophy from Burl Ely (extreme l) of New York, AP administrative assistant for radio. Watching are Mr. Scherer (second from l) and Mr. Lindow (r).

pany's pledge to promote both media aggressively and the autonomous operation of ABC and decentralized operation of the theatre subsidiaries prove ineffective to maintain that competition.

33. While UPT, through its theatre subsidiaries, has been a substantial purchaser¹⁴ of film (amounting to approximately \$30,000,000 in 1951), its so-called purchasing power must be considered in the light of the requirement of the consent judgment that pictures must be licensed, picture by picture and theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others. Furthermore, the announced policy of AB-PT is to make no package deals for theatre and television, and as stated above, its proposed organization is designed to effectuate this policy. Under these circumstances and in view of all of the uncertainties concerning the purchase by television and theatres of films from the same sources, we cannot credit with reasonable probability any suggestion that an unfair competitive advantage might accrue to ABC in the purchase of

¹⁴ UPT does not produce or distribute film. As for its relationship to Paramount Pictures Corporation, see paragraphs 28 and 29 of the findings and paragraph 37 of the conclusions.

films, as a result of being associated with UPT.

34. The competition between theatre and home television for audience and product, as it exists today, is analyzed briefly in paragraphs 138 and 139 of the finding. Paragraphs 79 to 83 of the finding refer to the number of theatre television installations in theatres of UPT subsidiaries, the number of events televised, the financial results of theatre television events, the use of theatre television by the Civil Defense Administration and its projected use by business corporations for meetings. On the basis of the facts and findings on this record, we do not believe there is any reasonable probability that the merger of the home television and theatre television interests here involved will result in a substantial lessening of competition. As far as the future of theatre television is concerned, we do not propose to anticipate here what will develop in the pending rule-making proceeding (Docket No. 9552).

35. As far as pay-as-you-see television is concerned, to evaluate its role in the competitive situation in view of its experimental status, calls for stacking one assumption upon the other. This we have done in paragraph 140 of the findings.

However, the competitive situation assumed is too remote and speculative to require or warrant any conclusions. The competitive situation with respect to stories and talent is referred to in paragraphs 141 and 142 of the findings; it is sufficient to state here that no competitive problems arise as far as stories are concerned and, as for talent, it is unlikely that the merger would substantially lessen competition in that respect.

36. Upon reviewing the competitive factors hitherto discussed, we conclude that while the merger may result in some lessening of some aspect of the competition that exists, either presently or potentially, between ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or tend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7¹⁵ of the Clayton Act, 15 U.S.C. 18, as amended on December 29, 1950, as well as the test of Issue No. 9¹⁶ of the Commission's Order of August 27, 1951. In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned and operated stations and its affiliates to improve their service to

¹⁵ No "corporation engaged in commerce shall acquire, directly or indirectly, the whole or any part of the stock or other share capital and no corporation subject to the jurisdiction of the Federal Trade Commission shall acquire the whole or any part of the assets of another corporation engaged also in commerce, where in any line of commerce in any section of the country, the effect of such acquisition may be substantially to lessen competition, or to tend to create a monopoly."

¹⁶ "To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce in any section of the country."

the public, and stimulating the other networks and stations to compete in turn. Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote. We therefore conclude that the merger will be in the public interest.

37. As far as compliance with the multiple ownership rules are concerned, upon approval of the merger, as indicated in paragraph 143 of the findings, UPT proposes to have filed requests for dismissal of the three pending television applications of its subsidiaries and B&K proposes to surrender its authority to operate FM station WBIK and assign its license for television station WBKB to CBS. The proposed assignment to CBS is dealt with in the next section of the conclusions and is approved. There remains for consideration in connection with the multiple ownership rules the question as to whether KECA-TV and KTLA, both located in Los Angeles, would be under common control by virtue of the substantial amount of stock of Paramount Pictures Corporation (the parent company of Paramount Television Productions Inc., which operates television station KTLA) which would be owned by stockholders of AB-PT, the com-

(Continued on page 64)

Professional Portable Battery-Operated Spring-Motor Tape Recorder



The Magnemite*

Field recordings can now be made with equivalent quality and with as little effort as studio console recordings. Smaller than a portable typewriter (11½ x 10 x 8 inches), and weighing 15 lbs. including the dry-cell batteries that last 100 operating hours, the Magnemite* is easily carried and operated anywhere.

Here are truly professional specifications:

- Model 610-SD (7½ ips, 50 to 7500 cycles) meets secondary NARTB standards.
- Model 610-E (15 ips, 50 to 15,000 cycles) meets primary NARTB standards.
- Dynamic range 50 db.
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Write for complete technical literature and direct factory prices to:



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— IN NEWS
— IN SPORTS
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ASK TO SEE THE
APRIL 1952 HOOPER

•

The O. L. Taylor Company
National Representatives

•

IMPACT RADIO SALES—DETROIT

•

**5000 WATTS DAY
1000 WATTS NITE**

LANSING, MICHIGAN

Text of ABC-UPT Initial Decision

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pany succeeding to ABC's license for KECA-TV upon the approval of the merger. Detailed findings are set forth in paragraphs 24(b), 28, 29, 47 and 143(c), *supra*, with respect to the extent of the common ownership of Paramount Pictures Corporation and UPT; the wide distribution of UPT stock among thousands of small stockholders residing in every state of the Union and the similar wide distribution of Paramount Pictures stock; the requirements of the consent judgment that the two companies operate wholly independently without common directors or officers and that officers and directors of each company dispose of stock interests in the other, and the compliance with these requirements; the injunction in the consent judgment against the companies attempting to control or influence the policies of each other, and the continuing supervision of the Court; the further dilution of the common ownership between UPT and Paramount Pictures which

will result from the merger of UPT and ABC; and the expectation that this common ownership will continue to decline so as to approach the degree of common ownership prevailing among other companies selling on national security exchanges. On the basis of these findings, we conclude that there will be no common control of AB-PT and Paramount Pictures Corporation.

38. AB-PT is legally, technically, financially and otherwise qualified to be a licensee of the Commission. Its officers and directors are likewise qualified. In view of the foregoing findings and conclusions, we conclude that a grant of the merger applications, referred to in paragraph 25 of the Conclusions and more completely identified by file numbers and call letters on page 3 *supra*, would serve the public interest, convenience and necessity, and it is ORDERED that they BE and THEY ARE HEREBY GRANTED.

TV 'THREAT'

RADIO has made substantial progress in the past year despite television's advance and has "passed the point where some considered that TV was a threat to its continued existence," Clyde D. Vortman, time-buyer of Zimmer, Keller & Calvert, Detroit agency, told the Michigan Assn. of Broadcasters.

Speaking Nov. 8 at the concluding session of MAB's two-day meeting in Detroit, Mr. Vortman said, "No medium has ever been able to reach the potential coverage of radio." He explained that 14% of the people never read newspapers and 17% take no magazines. "This means," he said, "that radio could provide the exclusive means of reaching a minimum of some 15% of the total market. 'Wherever you go—there's radio.' This is particularly important in terms of mass purchase items and necessities.

"While television can deliver more audience to some programs at certain times—primarily nighttime—there is a mounting cost factor involved. There are many cost comparisons which are favorable to radio. I know of one program, which is both broadcast and telecast, where television produces from five to seven times the audience ratings, but when costs of audience are compared radio is substantially lower and its ratings are of total homes, where the TV ratings are limited to TV homes.

Radio's Plusses

"There are additional plusses in the fact that each radio broadcast is over a period of about four times the length of the telecast, and the broadcast is additionally heard on many car radios. When we consider that the radio audience is unduplicated and lower in cost, this advertiser would be unwise to consider not using both media.

"Many advertisers do not have unlimited funds and there are many products where the sight message or demonstration is an unnecessary luxury. Go after them with your radio sales story. You've got a good one, if you'll trouble to organize its presentation and point it specifically to the product or service you're soliciting."

Mr. Vortman said television "is today and for some years to come will be working toward a goal that radio has already achieved—virtually complete coverage of all families in the United States. The progress of television coverage-wise in the past year is toward increased penetration in existing television markets—still far short of radio's coverage even in these comparatively few cities."

Howard Meyers, of O. L. Taylor Co., urged broadcasters to keep in close touch with regional and local sales managers of manufacturers and packagers since much advertising is now directed through these sources. "Every one of you must get to know every wholesaler, every distributor, every jobber in your primary area," Mr. Meyers said. "You must get into the retail

Radio Has Passed It, Vortman Tells MAB

sales field—particularly on drugs and foods."

The Michigan group elected W. A. Pomeroy, WILS Lansing, as president. William Edwards, WKNX (WKNX-TV and grantee) Saginaw, was elected vice president and Gayle Grubb, WJBK-AM-TV Detroit, secretary-treasurer.

New directors elected were John Wismer, WHLS Port Huron; Arch Shawd, WKBZ Muskegon; Dick Burnett, WSOO Sault Ste. Marie, all for two-year terms.

Franklin Sisson, program director of WOOD-TV Battle Creek, urged "modest-market TV stations" to leave extravaganzas to the networks and program with plenty of panels, news, interviews, weather, children's and women's shows and amateur productions. James Keachie, of RCA, Cleveland, spoke on economical operation of live cameras. Thad Brown, NARTB television director, reviewed the association's TV activities.

Glen Dolberg, BMI vice president, told of a recent BMI survey showing that three-fourths of stations are broadcasting concert music. Other speakers included Franklin Mitchell, WJR Detroit; Fred Palmer, radio consultant; Kevin Sweeney and Jack Hardesty, of Broadcast Advertising Bureau; Mr. Edwards; Robert Cessna, WFYC Alma.

WSAZ BIRTHDAY

Station Enters 30th Year

LAST Thursday WSAZ Huntington, W. Va., ABC affiliate, entered its 30th year of broadcasting in the Ohio Valley region. The station was founded Nov. 13, 1923.

Among notable WSAZ achievements was one during the Ohio River Valley floor in 1937, when the station broadcast nearly 200 hours continuously, providing a public service by warning people of the flood dangers, and airing emergency messages and news to families, the staff traveling to and from the station by rowboat.

A humorous highlight of WSAZ's chronology was the oft-told tale that onetime sports writer Duke Ridgley, instructed to stay by the microphone and talk about sports until an announcer returned, stayed two and a half hours alone in the studio for what probably was WSAZ's longest off-the-cuff dissertation on sports.

WSAZ today is licensed to WSAZ Inc., which also licenses WSAZ-TV. Col. J. H. Long is WSAZ president and Lawrence H. Rogers, general manager. On 930 kc, it has 5 kw local sunset power and 1 kw night.

Latest PULSE Reveals ANOTHER LANDSLIDE for KMTV

KMTV Captures 9 of the TOP 10 Television Shows in Omaha

All the precincts have reported, and it is another sensational landslide for KMTV. According to the most recent Pulse survey (October 8-14), KMTV carries nine of Omaha's ten television favorites. Only the program in the #8 position among the top ten was lost to Omaha's second TV station. Such an overwhelming endorsement of popularity and programming superiority is seldom received by any one TV station.

KMTV also landed the first three out of the top five favorite multi-weekly television programs. The average Monday-thru-Friday ratings for the 10:00-10:30 weather-news-sports summaries also revealed KMTV's dominance.

	KMTV	#2 Station
10:00	24.3	16.0
10:15	19.6	15.2

And for still further proof, KMTV's average week-night (6:00 p.m. to midnight) share of audience was a big 61% as compared to 39% for the second station.

It is an unsurpassed vote of popularity for KMTV. When you place your advertising campaign, be sure you order the TV station with the big audience. Order KMTV. Check today with KMTV or your Katz representative for availabilities and further particulars.

CHANNEL
3

KMTV

CBS
ABC
DUMONT

OMAHA, NEBR. Represented by KATZ, INC.
MAY BROADCASTING COMPANY