We like to talk to PENNY PINCHERS!

Time buyers who watch every penny are the ones for WITH! Because on WITH every penny counts! WITH's rates are low—and WITH's audience is big. That's a combination that produces low cost results.

Here's proof: local advertisers must get immediate, profitable results from any advertising medium. And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!

Get the whole exciting story about WITH from your Forjoe man. Do it today!
JAMMING THE LOUISVILLE ARMORY! TURNING AWAY 10,000*! THE OLD KENTUCKY BARN DANCE MAKES HISTORY!

Farmers moved their milking schedules ahead . . . Traffic outside the Jefferson County Armory was backed up for three blocks . . . Even the cast had to fight their way in . . . for this history-making event. And what was the magnet? The finest collection of local talent ever heard in the Kentuckiana area, "The Old Kentucky Barn Dance." This popular show is a regular Friday night feature on WHAS (7 to 8). Act now, availabilities won't last long.

*Official police estimate 8,500 capacity, 10,000 turned away.
*Armory Manager says biggest "building" crowd in Louisville history.

Mobbed in the best Hollywood tradition for autographs. (L. to r.) Tom "Cactus" Brooks and Randy Archer sign as thousands peer. Featured with them in the three hour "Old Kentucky Barn Dance" extravaganza were such WHAS stars as Janie Workman, Bob Fischer, The House Sisters, the Red River Ramblers, the Bell Family and Maggie Mae. All pre-program publicity was via WHAS.

Basic Affiliate of the CBS Radio Network
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today... some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

| WCUE  | Akron, Ohio |
| WBMN  | Baltimore, Maryland |
| WBNY  | Buffalo, New York |
| WJMO  | Cleveland, Ohio |
| WWKO  | Columbus, Ohio |
| KMYR  | Denver, Colorado |
| KCBC  | Des Moines, Iowa |
| WKY  | Evansville, Indiana |
| WCCC  | Hartford, Connecticut |
| WXLL  | Indianapolis, Indiana |
| WJXN  | Jackson, Mississippi |
| KLMS  | Lincoln, Nebraska |
| WYKW  | Louisville, Kentucky |
| WMIE  | Miami, Florida |
| WMIL  | Milwaukee, Wisconsin |
| WKDA  | Nashville, Tennessee |
| WBOK  | New Orleans, Louisiana |
| WWSW  | Pittsburgh, Pennsylvania |
| KKL  | Portland, Oregon |
| WXGI  | Richmond, Virginia |
| KSTL  | St. Louis, Missouri |
| WMIN  | Minneapolis-St. Paul |
| KNAX  | Salt Lake City, Utah |
| KITE  | San Antonio, Texas |
| KSON  | San Diego, California |
| KYA  | San Francisco, California |
| KING  | Seattle, Washington |
| KREM  | Spokane, Washington |
| WACE  | Springfield, Massachusetts |
| KSTN  | Stockton, California |
| WOLF  | Syracuse, New York |
| KFMJ  | Tulsa, Oklahoma |
| WNEB  | Worcester, Massachusetts |
| WBBW  | Youngstown, Ohio |

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.
KRLD-TV gets 'em!

Every week, by word or letters from KRLD-TV advertisers, overwhelming and conclusive PROOF PILES UP!

Home folks know Best!

This is why KRLD-TV CHANNEL 4, DALLAS is your best buy PROGRAMS IN DALLAS • FT. WORTH

TEXAS' HIGHEST POWERED TV STATION — Serving the SOUTH'S LARGEST METROPOLITAN MARKET AREA

EXCLUSIVE OUTLET FOR CBS

Owners and Operators of KRLD

50,000 Watts

Serving Dallas—Fort Worth and the Great Southwest

John W. Runyon, President

Clyde W. Rembert, Managing Director
WHEN WILL network business situation stabilize—now that big accounts are entering second round in drive for rate concessions? Best guess is that new round of radio's unapproached circulation, stability won't come until fall of 1953, when there will be more TV stations in more markets, and results thereby can be gauged.

AGGRESSIVE steps to meet radio rate-cutting attempts head-on expected to come out of unheralded meeting of NARTB's AM Committee today (Monday), with more to be heard of plans at Chicago convention.

RESULTS of confidential survey—still being held back—discloses that radio is must medium for dime-to-dollar consumer products (cigarettes, soaps, toothpastes, etc.) while TV pays off best for big non-repeats, like automobiles, refrigerators, carpeting, etc.

WHY'S THERE so much talk about network rate-talent deals, and nothing at all about printed media—notably magazines? Answer: When deal is made by account with magazine, (special discounts, merchandising including kitchen sink, etc.) only two people know it. In network radio, 'tis argued, network first must get clearance of affiliates, then everybody knows about it.

ANNOUNCEMENT shortly will be made of appointment of Gayle Grubb, ABC vice president in San Francisco (KGQ-AM-FM-TV) as vice president and director, Fort Industry Co. in charge of Detroit operations (WJLB-AM-FM-TV). It succeeds Richard E. (Dick) Jones, who resigned two months ago, but has not announced plans.

PRESIDENTIAL Telecommunications Advisor Haraden Pratt won't get around to U. S. domestic frequency problems—needs of government departments, private users—not until another six months. While discussions with FCC and IRAC (Interdepartment Radio Advisory Committee) are held periodically, Mr. Pratt and his aides currently are mired in international broadcasting question and specifically 4 mc-27.5 mc band. Pressing need is to implement ITU Atlantic City agreement governing fixed service frequencies.

RE-proposed "frequency management" policy drafted by executive unit of the Technical Policy Steering Committee of 1949, FCC reportedly has given its assent. Policy recognizes need for transfer of frequency rights among all users "as required in the national interest." Practical application of policy, when enacted in due course, could mean greater share of spectrum space for radio-TV broadcasting and other private users through FCC, if IRAC (Defense, State, other departments) relinquishes frequencies.

SIGNS of interest in TV network station performance under new video code already apparent, with more than one group recording (Continued on page 6)

McCANN-ERICKSON ANNOUNCES PROMOTIONS

PROMOTIONS for seven executives of McCann-Erickson, N. Y., announced by Marion Harper Jr., agency president.

Thomas H. Lane, vice president in charge of new and TV, elected to board of directors and will assume new duties as senior service division manager, reporting to president. Alfred J. Scalpone, vice president, becomes general executive coordinating radio and TV activities in domestic and overseas office.


82 STATIONS, 4 NETWORKS SUBSCRIBE TO TV CODE

TOTAL number of subscribers to NARTB Television Code was 82 stations Friday afternoon, eve of March 1 effective date. Four TV networks are subscribers (early code story page 65).

Added to list of 77 station subscribers previously announced were WATV (TV) Newark; WCPO-TV Cincinnati; WFAA-TV Dallas; WTVN TV Davenport, Iowa; WOR-TV New York.

GRABHORN RESIGNS NARTSR

NARTSR board of directors, at special meeting Friday afternoon called by Vice President Eugene Katz in absence of President J. W. Pratt, accepted resignation of Murray Grabhorn, general manager, who is joining Edward Petry & Co. March 16 (see earlier story, page 29). No successor to Mr. Grabhorn was named.

BROADCASTING * Telecasting

MBS 30 Per Cent Stock Rule Eliminated

CLEAR VOTING control of Mutual Broadcasting System assumed by General Tire & Rubber Co. after half-day session in which representatives of all MBS shareholders approved elimination of by-laws based on any single entity voting more than 30% of stock.

Through acquisition of Don Lee Broadcasting System and more recent merger of its own radio-TV interests with those of WOR-AM-FM-TV New York, General Tire owns almost 60% of MBS stock.

Action to remove by-laws' stock voting restrictions was taken at MBS board meeting in Miami Thursday and was described as unanimous. Thomas F. O'Neill, Mutual chairman and General Tire vice president, presided. Question of change in Mutual's type of operation, which has long been subject of speculation, was not discussed at meeting, it was reported. All present board members continued to serve.

Annual meeting of stockholders, when officers and directors are elected, set for April 24 in New York. At that time renewal of President Frank White's contract also will be decided; his present three-year pact expires April 30.

Miami meeting was described as "wholly harmonious," with what had been expected to be a two-day agenda dispatched in one long half-day session. MBS board members, in addition to Messrs. O'Neill and White, are Elbert M. Antrim, WGN Chicago; Williet H. Brower, Don Lee network; H. K. Carpenter, WHK Cleveland; Benedict Gilbel Jr., WIP Philadelphia; J. R. Poppele, WOR New York; Frank Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee network; James E. Wallen, MBS.

BUSINESS BRIEFLY

P&G SWITCH * Procter & Gamble's Chef through Young & Rubicam, N. Y., understood to be planning to switch its spot radio budget into network by sharing sponsorship of Pepper Young's family on NBC radio, five times weekly, with P & G's Camay soap.

CLOSETS SPOT CAMPAIGN * American Chicle Co., N. Y. (Clorets), through Dancer-Fitzgerald-Sample, N. Y., breaking another spot campaign starting March 17 in 15 radio markets.

TEXAS SATURATION DRIVE * General Foods, N. Y., is starting saturation spot campaign in Texas for its instant Maxwell House coffee, effective today (Monday) for two weeks. Live copy with booklet offer will be used.

SHOE POLISH LATE * Griffin Mfg. Co., Brooklyn (Griffin shoe polish), launches its annual spot campaign this year two months later than usual, starting early this month on about 175 stations throughout U. S. Bermingham, Castleman & Pierce, N. Y., is agency.


LUSTRE COLOR EXPANDING * Colgate-Palmolive-Peet, Jersey City, through Lennen & Mitchell, N. Y., presently using small six-week spot radio test for its Lustre Color, will expand in 29 top markets if test is successful.

ADAM HATS EXPANS * Adam Hats, N. Y., through Hirshon-Garfield, expanding radio spot schedule, effective March 17 for four weeks.

SWITCH PROGRAM * Electric Companies Advertising Program, New York, switches its Meet Corrles Archer show from CBS Radio to ABC Radio, Sunday, 9:15-85 p.m. effective (Continued on page 93)
NEW RADIO-TV SERVICE
STARTED BY NIELSEN

NATIONWIDE measurement service covering weekly and monthly audience coverage of radio and TV stations and networks now placed in operation by A. C. Nielsen Co. Service purchased by NBC under contract calling for largest single survey ever made by the research firm.

John K. Churchill, Benton & Bowles media research director, joins Nielsen firm in New York today (Monday) as vice president. Duties include direction of new service.

Six-point plan said to include weekly audience for each station and network for entire U.S. and separately for each county or other economic area, showing within five hours unduplicated coverage of any proposed station or network group; composition of weekly audience by frequency of listening and economic status, family size and composition, TV ownership, car ownership, race, farm ownership; monthly audience of any station and network; homes reached per minute by each network affiliated radio station, by morning, afternoon, evening; out-of-home radio listening; ownership of multiple radio sets, car radios and TV sets.

THIRD FM PROMOTION DRIVE STARTS IN WASHINGTON

THOUSAND of announcements calling attention to District of Columbia "FM Month" campaign being broadcast by AM and FM stations in Washington and surrounding area. Drive started Saturday. It is third conducted under NARTB and Radio-Television Mfrs. Assn. auspices, with cooperation of dealers and distributors, as means of stimulating FM set sales and listening.

Sales of FM sets rose sharply in North Carolina as result of campaign in that state, first of series, according to John Smith, NARTB FM director.

TV APPLICANTS ASK FOR REVISIONS

BELIEVED to be first of pre-freeze TV applicants to revise application to meet expected changes in allocations, WEMP Milwaukee Friday filed amendments for 100 kw on Channel 6 with 1,021 ft. antenna height above average terrain. New transmitter site on northside of Milwaukee is 170 miles from nearest co-channel transmitter, WOCT-AM-AM-FM-TV Davenport. Milwaukee station, 45% owned by WTCN-AM-FM-TV Minneapolis, went through part of hearing before 1948 freeze was imposed. In revised application, WEMP also updated cost figures, estimated $900,000 construction costs (vs. $285,000 in old application); $191,000 cost of first year's operations (vs. $118,000). FCC proposed to delete Channel 6 from Milwaukee in "Third Notice" last year. That was based on 180-mile minimum city-by-city separation factor.

TITO INTERVIEW

UNITED PRESS Movietone Television Films announced Friday release of exclusive interview with Marshall Tito of Yugoslavia who, in English, sent personal message to American people asking for sympathy with his efforts to "Create a happy new young Yugoslavia."

In this Issue—

For first time Congress begins to face the question of what privileges to accord radio and television in covering Congress. It's forced to face it by a summary ruling of Speaker Sam Rayburn ousting radio-TV from all hearings. A showdown battle is indicated. Page 28.

Big retail clothing chains are planning radio budget expansions. Page 27.

As predicted, Vice Chairman Walker becomes chairman of FCC and Robert T. Bartley, Sam Rayburn's nephew, moves into Commission vacancy. Page 26.

CBS is hungry for television stations. It has several stations in the works to pick up the maximum of five owned outlets—either by purchase, trade or partnership. Page 27.

Wayne Coy has another deal on the fire with Time Inc. He and Time may jointly buy KOR-AM-TV Albuquerque. Page 26.

The government is sniffing at what could become one of the biggest anti-trust investigations in years—that of the whole radio and television manufacturing industry. It will be up to a federal grand jury to decide such questions as whether FM was stifled by an industry conspiracy and whether another conspiracy exists in the case of color TV—and if so whether anti-trust laws have been violated. Page 57.

NBC's combined radio and television sales in 1951 were $137 million, a 48% gain over the previous year. All the increase came from television. Page 28.

Zenith Radio Corp. seeks FCC OK of Phonevision, wants a rule-making hearing at which it will demonstrate various techniques of subscription television. Page 29.

Though nothing is certain about it, these are indications that government restrictions of radio-TV construction may be relaxed this year. If so, it would be news of special interest to prospective TV station builders. Page 28.

Forecast now is for a later spring around the FCC, where the wise money is being placed on March 22 as the earliest date the law of the TV freeze can be expected. Page 65.

National Production Authority is expected to exempt theatrical colorcasting from the color television manufacture freeze of March 25. Page 65.

Addenda to 1952 BROADCASTING YEARBOOK appears on Page 46.

Upcoming


Mar. 5: NARTB FM Committee, NARTB Hdqtrs., Washington.

(Other Upcomings page 34)

Page 6 • March 3, 1952

Closed Circ

(Continued from page 5)

commercials out of curiosity to see how much terms of document. Heavy demand on

APPOINTMENT of parent company executive to coordinate its radio-TV operations shortly may be made by General Tire & Rubber Co. which controls (68%) Mutual and owns Yankee Network, Don Lee and General Teleradio (WGRT, Milwaukee). P. O'Neill, operating head of radio-TV properties for General Tire, expected to designate new official who would headquarter in New York.

TO AVOID any implications of favoritism, J. A. Milling, Electronics Production Board chairman and NPA Electronics Div. chief, has divorced himself from top-level agency discussions on revised color TV equipment ban. Sen. Ed Johnson (D-Col.) had noted Mr. Milling's association with RCA Service Co. in letter to Defense Mobilizer Charles E. Wilson (BST, Jan. 30).

WASHINGTON attorneys and others are receiving inquiries about pitch being made by "Economic Education Fund," a St. Louis group for support of project to amend Communications Act for permanent station licenses after five years of operation. Pamphlet, which alleges FCC suppresses free speech, has America First connotations. It supports candidacy of William R. Schneider, St. Louis attorney, for President on Republican ticket. Latter is entered in New Hampshire primaries. Complaints to FCC last year over refusal of several St. Louis stations to accept broadcasts are recited in pamphlet titled, "Survival in Communit-Socialist Gold Brick World."

INTERNATIONAL TELEMETER PLANS SEPTEMBER TEST

PUBLIC TEST of coin-box subscription TV in September was announced last week by International Telemeter Corp., half-owned by Paramount Pictures. Tests will take place in California desert resort of Palm Springs, will consist of (1) community antenna system and (2) scrambled picture service.

Plans made public at Los Angeles demonstration (over KTLA) of ITC also hoping to erect $100,000 master receiving antenna on mountain west of Palm Springs, 90 miles from Mt. Wilson where all seven Los Angeles TV stations are located. Subscribers to community antenna service will pay $150 up for installation, $4 per month for service. ITC also has made arrangements with three Palm Springs theatre owners to feed feature films in scrambled form over the system which subscribers can clear up through coin-box payments. Fee will be regular theatre admission price, with ITC keeping only small percentage; remainder goes to theatre owners. Subscription service will use Channel 6 (82-88 mc), will not interfere with reception of Los Angeles programs.

ITC also hoping to acquire block of Paramount features for future Palm Springs closed circuit tests.

During demonstrations last week, following movie industry leaders were in audience: C. B. DeMille, Charles P. Skouras, Walter Wanger, Hal Wallis, Neal Lesser, Y. Frank Freeman, Sam Briskin, Steve Brody, William Thomas, William Pine and Sam Briskin. Also present was John K. West, NBC Western Div. vice president.
THERE'S NOTHING BETTER THAN...

FIRST PLACE!

Hooper - Omaha - Council Bluffs,
December, 1951

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<td>based on station's one time one min. rate.</td>
<td>30¢</td>
<td>$1.60</td>
<td>88¢</td>
<td>$1.67</td>
<td>82¢</td>
<td>$3.33</td>
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* Every rated hour shown above given equal weight.

* Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs Market (Oct.-Nov., 1951)...
12 noon through 6 P. M.

Represented Nationally By

The Bolling Co.

Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

Largest total audience of any Omaha station in every time period, weekday morning, weekday afternoon, all day Saturday — and Sunday!

Largest share-of-audience, in any individual time period, of any independent station in all America!*
Have you caught up with the new Canadian census?

It happens every ten years. The new figures now show Canada to be a market of over 14,000,000.

Some live here—one there—from Gander, Newfoundland, to Port Alberni, Vancouver Island.

Not much in common, either. But two things that should interest you.

First, their standard of living is phenomenally high. Secondly, radio in Canada reaches 95% of all homes.

Something else you should know is that radio in Canada really sells them. We have no TV stations and there are many places where other media coverage is absent or spotty.

But not radio. "In Canada you sell 'em when you tell 'em!"

For any radio information you want about this rich market, ask any of our independent member stations from coast to coast or write to us.

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St.,
West
Toronto.
Many of the parts needed in factory production are mighty small. But these parts can loom up mighty large—when they’re missing!

For tiny as they are, their absence can halt an entire production line—can cost a manufacturer thousands of dollars every day while he waits for replacements to arrive.

And the sources of supply are often hundreds of miles from his factory!

What does he do? He cuts replacement time from days to hours. He gets needed parts the world’s fastest way—via Air Express!

The money saved by Air Express speed is figured in millions—but its cost is counted in pennies. Whether you need steel bolts or bolts of cloth, you can profit from regular use of Air Express. Here’s why:

IT’S FASTEST—Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at no extra cost.

IT’S DEPENDABLE—Air Express provides one-carrier responsibility all the way, gets a receipt upon delivery.

IT’S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulation affect you? Call your local agent of Railway Express, Air Express Division.
It pays to buy the giant economy size:

WBBM has than the next stations

*Projections based on 1951 averages, Pulse of Chicago.*
more audience
2 Chicago
...combined!

WBBM Chicago's Showmanship Station
Phone WHitehall 4-6000, Chicago—or any
CBS Radio Spot Sales office—for availabilities.
WIND
BEST
CHICAGO
BUY
ENTIRE YEAR 1951
7 DAYS A WEEK—6 A.M.-MIDNIGHT

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<th>SHARE OF AUDIENCE</th>
<th>BASE &quot;A&quot; HR. RATE</th>
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<td>NET A</td>
<td>27.6%</td>
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<td>NET B</td>
<td>15.7%</td>
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<td>IND D</td>
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SOURCES: PULSE OF CHICAGO, 1951; SRDS
“*The Most Homes Per Dollar Station*"

400 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS
AM RADIO SALES CO., REPRESENTATIVE
ROBT. MEEKER & ASSOC.
West Coast Representatives

J. M. HICKERSON, president of Albert Frank-Guenther Law, N. Y., resigns. He is expected to announce formation of his own agency shortly.

THOMAS J. ELLIS, Cecil & Presbrey, N. Y., appointed media director of Grant Adv., same city.


ROY L. BERRICK to Mann-ennis Adv., N. Y., as account executive.

DAVID D. BROWN, manager Kastor, Farrell, Chesley & Clifford, Chicago, to contact staff, Tatham-Laird, that city.

WILLIAM P. HENDRICKS elected a vice president Casler, Hampstead & Hanford, Chicago, where he is account executive.

H. D. ROACH, account executive, Young & Rubicam Ltd., Toronto, has rejoined McKim Advertising Ltd., Toronto, as vice president and director in charge of marketing and research.


JACK SHEFRIN, former program director of WOA (FM) Chicago [now WFMT (FM)], and WNMID Atlantic City, N. J., joins John Kaye Agency, Kansas City, as head of radio-TV production.

FRANK KNIGHT, radio and TV director of the Richard A. Foley Adv. Agency, Philadelphia, claims to have written and produced more singing commercials than anyone in Philadelphia. He has written for approximately 40 different products and services, both national and local.

At the age of 16, Mr. Knight decided he wanted to make advertising his career. At that time he was attending the Friends Central School in Overbrook.

He went to see Wilfred W. Pye, president of N. W. Ayer & Son, who advised him to attend the U. of Pennsylvania's Wharton School to get the necessary background for advertising.

While he attended Penn, where he majored in advertising, he helped to write and produce the Mask and Wig shows and also lead the 110-piece university band for 2 years. He graduated from the U. of Pennsylvania in 1941.

The Campbell Soup Co. selected Mr. Knight for their marketing training program of advertising while he was still in college. With the war came brief duty as a Coast Guard bandman. In 1945 he joined the WPIL Philadelphia advertising and promotion department. At this time he began writing and producing radio and TV singing commercials on a freelance basis.

In 1949 he became the radio and TV director of J. Cunningham Cox Adv. One year later he joined the Foley agency as radio and television director.

At Foley, Mr. Knight originated a time buying form which simplifies the purchase of spot radio and television and has since been adopted by many other advertising agencies.

Some of the radio and TV accounts of Foley are the Baltimore & Ohio Railroad, French's Pet Supplies Products, Abbott's Dairies, Delaware Park Race Track, Burke's Meats and Klix Dog Candy.

The Beneficial Savings Fund singing commercial, which was written by Mr. Knight, has been on the air for six years with the same tune and lyrics and is still being aired about 30 times a week. Frank's Esslinger Beer jingle has averaged about a hundred airings per week in Philadelphia in one year.

Mr. Knight believes "that the most successful commercials are those that drive home product..."
beat

MICHAEL LEVIN, Ward Wheelock Co., N. Y., to Erwin, Wasey & Co., that city, as director of radio-TV creative productions.

LEON RONNEL, account executive, Dan B. Miner, L. A., to Lee Ringer Adv., same city, in similar capacity.


JERRY B. HOOPES, Leo Burnett Adv., Chicago, to C. Wendel Muench & Co., that city, as art director.

RAND ADV., N. Y., opens new offices in Hollywood at 6389 Wilshire Blvd. SELIG J. ALKON is vice president in charge.

JAMES G. WELLS, Buffalo advertising executive, announces formation of James G. J. Wells Inc., Hotel Statler, Buffalo, of which he is president. GENE NOVAR, producer, appointed radio-TV director and KENNETH KAPLAN named account executive.

MR. Wells

WIRGIL A. WARREN Adv., Spokane, and ATHERTON ADV. AGENCY, Los Angeles, elected to American Assn. of Advertising Agencies.

EDGAR W. CLARK, merchandising manager of tire division of Dayton Rubber Co., Dayton, to Kenyon & Eckhardt, N. Y., as sales promotion director in promotion and publicity department.

JOHN H. RIORDAN Co., L. A., relocates at 3870 Wilshire Blvd., that city.


JAMES L. EGOLF, Beck Engraving Co. of Philadelphia, has joined production department of Gray & Rogers, that city.

ARGUS Adv., headed by CLARENCE B. HOROWITZ opens Los Angeles offices at 303 S. New Hampshire St. Telephone is Dunkirk 8-6187.

JOHN L. EDWARDS & Assoc., Los Angeles, moves to 1520 N. Gower St., Hollywood, in mid-March.


WELSH-HOLLANDER, Los Angeles advertising agency, announces opening of new offices at 350 S. Alvarado St., that city, effective March 1.

ROBERT D. SLATE, San Francisco News, to Gilman, Nicoll & Ruthman, S. F.


MRS. JOSEPHINE H. HOoven of United Features Syndicate has joined the copy staff of N. W. Ayer & Son, Phila., in educational department.

JOSEPH D. Knap Jr., Badger & Browning & Hersey Inc., N. Y., to Wesley Assoc., that city, as media director.

JEAN WADE RINDLAUB, vice president of Batten, Barton, Durstine & Osborne Inc., N. Y., named honorary vice president of the Gamma Alpha Chi, professional advertising fraternity for women.

JOSEPH G. MASON, copy executive with Geare-Marston Inc., Phila., to copy staff of Buckley Organization, that city.

RICHARD CRISP, research director at Tatham-Laird, Chicago, to discuss copy testing at American Marketing Assn. workshop session there Wednesday at De Paul U.

BROADCASTING * Telecasting

HOOPER* Again Proves
KVoo IS YOUR BEST
BUY IN OKLAHOMA'S
No. 1 Market Area

*November, 1951

<table>
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<th>Share of Radio Audience</th>
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<td>KVoo</td>
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<td>8 to 12 a.m.</td>
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**Daytime only
**Signs on at 7 a.m.

If your advertising dollar needs to do its best possible job (and whose advertising dollar doesn’t?) You’ll measure it on a cost per listener basis. When you do that you’ll choose KVoo, Oklahoma’s Greatest Station.

KVoo
Oklahoma’s Greatest Station
50,000 WATTS  1170 KC  NBC AFFILIATE

TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

March 3, 1952 * Page 13
The Branham Network

- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- St. Louis
- Memphis
- Atlanta
- Dallas
- Charlotte

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

Hyphen Trouble

EDITOR:

Your hyphen in today's issue [Feb. 25] hurts. I am not sure how much damage it will do ultimately.

Our forthcoming study is not a "CBS-Standard project." It is not fair to our clients who are affiliates of the other networks to call this job a "CBS-Standard project." . . . Perhaps it would help you to remove the hyphen if you were to consider the following:

1. Although 88 of our clients are CBS affiliates, 225 belong to other networks.
2. Seventy-five of our clients are not affiliated with any network.
3. When I last ran up the dollar figures, move revenue was coming from NBC affiliates than from those of any other network . . . .

I do not mean to gripe and I certainly do not object to being associated with CBS in any industry-wide effort, but this is one in which we have tried to keep the base as broad as possible and I would appreciate your cooperating with us to the extent you can.

Kenneth H. Baker
President
Standard Audit & Measurement Services Inc.
New York

[EDITOR'S NOTE: BeT regrets an unfortunate choice of terminology in a Closed Circuit where accuracy suffered in the interest of terseness.]

Industrial Good Will

EDITOR:

Could I possibly impose on you again and ask you to send me a half-dozen or so copies of the Lawrence, Mass., story ["How Industry Makes Friends by Radio"] that you published on pages 26 and 34 of Broadcasting • Telecasting's Feb. 25 issue?

Woosocket is faced with the same problem and perhaps I can start something with this idea.

Eugene A. Mailloux
Sales Manager
WHON Woosocket, R. P.

Got Out the Vote

EDITOR:

It isn't that WOOD-TV in Grand Rapids, Mich., wants to grab off any credit, but the fact remains that balloting in the Feb. 18 primary election reached an unprecedented high this year. And this was WOOD-TV's first chance to promote elections on its new operation.

The public service announcements, which emphasized the material benefits to be derived from voting, rather than stressing such abstractions as "duty," "good citizenship," etc., were planned and prepared by John Corbett, producer at the station.

Willard Schroeder
General Manager
WOOD-TV, Grand Rapids, Mich.

Boiled in Oil

EDITOR:

There appears in the [Jan. 28] issue of BeT a full page advertisement for the oil industry.

Fully one-third of this "newsletter" makes a comparison between the newspaper business and the business of oil . . . .

I'd like to point out that a great number of industries even at this late date do not break down and separate their ads, public relations reports and "newsletters" and channel them into proper media fields.

Mr. [H. B.] Miller [executive director, Oil Industry Information Committee] could very well have written and made a comparison between radio and his oil business.

Jack Davis
WPDQ Jacksonville, Fla.

(Continued on page 20)
Get in step with NBC Pacific Coast Network. NBC reaches 83.5% of all radio homes in the Far West. That means a bigger part of America's fastest growing market for you!

Are you getting your full share of the golden stream flowing from the Pacific Coast? Day or night NBC Pacific Network takes your sales message into more homes than any other network serving this area.

And 98% of all Pacific Coast families have radios in their homes!

More than 11% of the national buying income is on the Pacific Coast... and it's getting bigger. Get your sales story to the greatest number of these potential customers over NBC Pacific Coast Network.

NBC costs per thousand are lower than those of any other network serving the Far West!

For complete details consult your nearest NBC Sales Office today.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

March 3, 1952 • Page 15
the TOP-Rated Afternoon Show in New Orleans!

**Top Twenty at 1280**

BOB HAMILTON

Here's another sales-scoring "plus" for WDSU sponsors. The latest PULSE and HOOVER both show "Top Twenty At 1280" the most-listened-to late afternoon radio show in the New Orleans area. Put your sales message on WDSU—and you'll reach the vast "Billion Dollar New Orleans Market!"

**new business**

**Spot • • •**


PIEL’S BEER to sponsor NBC package, Dangerous Assignment, on WCAU-TV Philadelphia and WNBT (TV) New York starting mid-March. Agency: Kenyon & Eckhardt, N. Y.

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has expanded radio activity in the Midwest. Kitchen Club, 15 minute program, will be aired five times weekly on nine additional stations and Haden Family Program has been placed on four additional stations five times weekly. Agency: Buchanan-Thomas Adv., Omaha.

**Network • • •**

LEWIS HOWE Co., St. Louis (Tums), to sponsor Barrie Craig, Confidential Investigator on NBC Tues., 8:30-9 p.m. EST, effective March 18 replacing Tums Hollywood Theatre. Agency: Dancer-Fitzgerald-Sample, N. Y.

TIME Inc., N. Y., to sponsor Thurs. 8:20-8:25 a.m. portion of NBC-TV’s Today program seen Mon. through Fri., 7-9 a.m. EST and CST. Contract is for 13 weeks. Agency: Young & Rubicam, N. Y.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield cigarettes), starting TV film version Gangbusters on NBC-TV, alternating Thurs., 9-9:30 p.m. (EST), March 29. Series alternates with Dragnet for company’s Fatima cigarettes. Agency: Cunningham & Walsh Inc., N. Y.


**Agency Appointments • • •**


WHISTLE & VESS BEVERAGES Inc., St. Louis, appoints Olian Adv., that city.


HEMPT PACKING Co., Hemet, Calif. (fruits and vegetables), appoints Glasser-Gailey Inc., L. A.

GRANDMA’S CAKES AND COOKIES, Oakland, Calif., names Jewel Agency, that city.

HUCK-GERHARDT Co., Phila. (Wel-Bilt door manufacturer), appoints Gray & Rogers, same city.


**Adpeople • • •**

KARL SCHULLINGER, manager of radio-TV production, Young & Rubicam, N. Y., to American Tobacco Co. in charge of radio-TV activities.

LANDON J. SMITH, manager of chain store sales, Everscharp Inc., N. Y., promoted to eastern regional manager.

WILLIAM H. BAKER, executive, Raymond L. Sines & Assoc., S. F., and RALPH H. EICHER Jr., Brooking Register, Brooking, S. D., appointed to advertising staff, Tidewater Associated Oil Co., S. F.

EDWARD R. McDONALD, Rauthaff & Ryan, S. F., joins Henry J. Kaiser Co., Oakland, as advertising and sales promotion assistant.
At WTCN we have **NEWS** for You!

The Equipment and Staff to cover it:
The Audience to hear it:
...and the Newscasters to deliver it!

This year ... and this month ... Politics is News! From the red fire preamble to the morning of November 5, election news is creating a bonus for news sponsors.

In the Minneapolis-St. Paul market WTCN-Radio has built listener loyalty for their news programs with this formula:

-To *Network news* ... add *Local news*
-Well Covered, Written, and Told

To our listeners local news, color, names are top news items. A staff of thirty-three works on news from radio cars, mobile transmitters, in our news room, and from surrounding towns.

No “Rip and Read” boys

Good leg men, expert re-write staff, careful editing by trained editors! Radio news on WTCN is colorful and complete, well-written, pre-viewed by the newscaster ... then well told.

The friendly voices Northwest folks know

WTCN newscasters ... not announcers ... know how to deliver news. They are part of the life of folks out here.

News ... carefully built and expertly delivered ... has made WTCN a dependable source of news and therefore a sound medium for your advertising.
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC’s dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We’ve been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We’ll stand on that!

IN THE NATION’S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 580 KC

Represented by NBC Spot Sales

March 3, 1952

feature of the week

ACTION at Oklahoma State GOP convention was explained by newscaster Rogers for WKY-TV Oklahoma City viewers. Pickup was made by one of two cameras located on right side of stage in municipal auditorium. A second was placed at left side of stage and still another in forefront of delegation. Floor camera picked up speaker’s table to Mr. Rogers’ right and swung around for closeups of delegates. Stage units panned the convention scene. Interviews were handled by a second newscaster, John Fields. Scoreboard points up sponsor of TV coverage.

If THE experience of WKY-TV Oklahoma City is any guidepost, telecasters who contemplate coverage of state political conventions had better discard any notion of following a rigid schedule.

That’s the word from Bob Olson, WKY-TV program manager, and newscaster Mack Rogers after telecasts of the GOP Oklahoma state convention from the Oklahoma City municipal auditorium.

The station carried the highlights of the first political convention ever telecast in Oklahoma. The coverage was sponsored by Westinghouse Electric Corp., which also has agreed to underwrite CBS Radio and Television broadcasts of the two national party conclaves next summer.

Reporting on the turmoil which perhaps will be compounded a thousandfold next summer, Mr. Rogers said WKY-TV “soon discovered that political parties make up the rules as they go along and the highlights of the convention may come at any time.” Mr. Rogers handled the commentary and Mr. Olson directed the telecast.

“This utterly unpredictable nature of the convention itself was our main problem,” Mr. Olson reported. “We

(Continued on page 61)

strictly business

IN THE LATE twenties, Arthur A. (Arche) Mayers, now president of Unity Television Corp., New York, left the family radio business to go into film work “because I wanted something new.”

All this in spite of—and perhaps because of—his family’s having been in radio for some time. They were, it is said, producers of the first electric radio set, in the days of battery receivers. Mr. Mayers had joined them, after a public school education, in their Argus Electric Co., but he now finds himself going full cycle with a business that distributes films for the newer form of broadcasting—television.

He left the family business, however, to become general manager of Colorfilm Corp., helping while there

(Continued on page 94)

Mr. MAYERS

BROADCASTING • Telecasting

If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income... $1,102 above U. S. average."

Wilkes Barre's Reliable Earway*

WBRE AM-FM AFFILIATE

(Continued on page 61)
CEDAR RAPIDS
(Iowa County)

WMT
(established 1921)

Basic CBS Network

KABC

Basic effective June 1, 1921. (Card No. 127)

Card received May 14, 1921.

Owned and operated by American Broadcasting Stations, Inc.

Business Time and Standards—6th Four Paramount Theatre Rebels, Cedar Rapids, Iowa, 8-1613:

Transcription—1/2 mile east and 1/4 mile north.

Station, Iowa.

WMT

(1,500 watts)

Operating Time

1:00 to 11:00 PM

Licensed to receive Five-Two Operating on Central Time.

Daylight Saving Time not observed.

Operating schedule: Week days 8:00 a.m. to 11:00 a.m., 12:00 noon to 6:00 p.m., 7:00 p.m. to 11:00 p.m. Saturday, 8:00 a.m. to 11:00 a.m., 12 noon to 6:00 p.m., 7:00 p.m. to 12:00 midnight.

1/2 hour on all classes on station time only, no rush charges. Bills due and payable 10th of following month.

General Advertising

For exchange rates see CBS Radio Network Class Specifications.

This includes news copyright fees. HMI ACAP for surplus classes.

A minimum of 24 hours notice is required for announcements which cannot be combined for the purpose of running larger blocks.

Advertisements run adjacent to highest classification will be charged at the rate of the higher classification.

Advertising of alcohol beverages other than beer and wine not included. Beer and wine programs only.

Length of announcements:

Day Programs

5 minutes $15.00

10 minutes $30.00

15 minutes $45.00

20 minutes $55.00

25 minutes $60.00

30 minutes $75.00

45 minutes $90.00

60 minutes $126.00

30 minute copy: Time classified at regular rates. Phonograph records accepted.

SPECIAL FEATURES

News Service—All local 5:00 and 10:00 a.m.

Weather—18:00 and 9:00 p.m.

Newsmakers—Local and national.

WMT has 2 listeners for every station combined.

Advertising outlet in eastern Iowa.

Iowa's best frequency for reception.

With 4 billion dollars annual cash income, half industrial, half farm; 97% radio saturation.
Technicians' Tizzy
EDITOR:
. . . I... doubt that any of these creditable broadcasters would particularly care to see the first phone requirements dropped because they are wise enough to recognize the fact that they must entrust the care, use, and uninterrupted operation of costly equipment to somebody, and certainly better to men who are interested enough in it to have invested their time and money in study to justify that trust. . . .
James P. Rogers
First Phone Man
WFPM Ft. Valley, Ga.
* * *
EDITOR:
. . . I read with much interest the article by William C. Grove in the Feb. 4 issue, "Operator Rules Changes." . . .
Recently our "engineers" began showing up at the last minute for work in the morning and in order to save our tubes a little (warmup, you know) our 86-year-old janitor now flips all the switches and pushes all buttons except the plate current button when he comes in to clean up each morning. By rights he ought to be called an engineer, but he can't even write his name. . . .
I warned a comfortable chair in front a transmitter for a good, long time before I somehow became ensnared in this madhouse end of the business called management. I utter a silent prayer each night that Mr. Grove's proposals be accepted by the FCC.
Edwin J. Powell
V. P., General Manager
WMTX Manistee, Mich.
* * *
EDITOR:
. . . I should like to congratulate those men who are so adequately expressing their opposition to this vicious petition which, if accepted, will certainly prove detrimental to the radio broadcast industry and displace a large number of men who have studied and sacrificed and earned their first class license. . . .
William Manley Estes
Columbia, Ky.
* * *
EDITOR:
. . . I for one hope the Commission doesn't fall for that tripe about the shortage of [first class operators]. . . .
I have worked where there wasn't another capable man on the job and I've had to be called back from a vacation to tune the driver stage of a 260 w rig. You are afraid for your chief to go out of town in a case like that, or take another job, and he never gets a chance to take a vacation, since you wouldn't have anyone to depend on in case of trouble, and they haven't made even the 250's failure-proof yet.
So, you tighten up, loosen the purse strings and divide the fruits properly, then you won't have occasion to ask the Commission to destroy a profession to satisfy your greed.
Earl Hodges
Chief Engineer
KRLW Walnut Ridge, Ark.
* * *
EDITOR:
My heart bleeds for Mr. Webb and the 60% of the first class operators he says will be out of a job if the FCC operator rules are changed. I also feel deep concern for the hundreds of livery stable owners who lost their business when the horseless carriage hit the market. . . .
In our own case, a change in the rule will make no difference in the operating expense of this station. It will enable me to staff the station on a practical, sensible basis. . . .
J. B. McNutt Jr.
Gen. Mgr./Chief Engineer
KBUD Athens, Tex.
* * *
Vanishing Tapes
EDITOR:
I certainly wish that those persons that subscribe to and use the services of Broadcasting * Telecasting would live up to the good name that the publication has.
I wouldn't know how widespread the practice is or how many have been the victims, but I for one am a cousin' those stations that run an ad for help asking for an audition tape and then never return same. Personally I have lost several tapes in this manner and because it's a blind ad a guy doesn't know to what station he should send an inquiry. . . .
Tapes, regardless of size, aren't cheap and so long as a mailing label and [return] postage are included when the tape is sent out, there is no reason why they can't be returned.
Needless to say, many stations are prompt in the return of all material that is sent to them. They make this job of looking for work much easier.
Edward R. Nix
Ex-Program Director
Riverside, Calif.
CUSTOM-BUILT TELEVISION

Television, A.D. 1952, has been engineered into a fabulously efficient advertising vehicle.

And Spot Program television uses all the standard parts which make TV effective...and adds a custom-built, one-of-a-kind, special body.

BUY TV BY SPOT and your station-list is shaped to your own marketing specifications. No unwanted "must" cities nor "must" stations to pay for; a red carpet in the cities you do want. Film programs assure audience-holding picture clarity in all your markets. Plus... savings in station rates which are enough to cover film prints, their distribution and other costs, if any.

These are only a few of the basic advantages of Spot Program television. If you are planning any sort of road test of this great vehicle, it will pay you to examine all the advantages of special-body TV, designed to your needs.

There are experienced TV salesmen in the Katz office nearest you, who can demonstrate in detail why more and more advertisers are saying: YOU CAN DO BETTER WITH SPOT... MUCH BETTER.

AT ASSEMBLY-LINE PRICES

THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
Don't think for a moment that it's too early to get excited about football. Real fans of the sport are making plans right now... just as discerning advertisers are planning to take advantage of the sports programs that attract and influence the most fans!

Speaking of influence, put this down on your score card. Last season, Leo Egan (WBZ Sports Director) challenged his listeners to beat him at predicting football scores. No prizes offered... just a "football prognosticator's certificate." Of the thousands and thousands of listeners, more than 10,000 wrote in to match wits with the expert... a tough assignment indeed! Mail came regularly from 45 counties... more than two-thirds of all the counties in New England! Better get a play-by-play account of Leo Egan's two programs, at 6:15 PM and 11:05 PM. Both enjoy top ratings throughout the Boston area. Check WBZ or Free & Peters.
**LOCKED OUT**

By DAVE BERLYN

SUDDENLY locked out of Congressional procedures to which the press has unfettered access, radio and television last week began an uphill flight to obtain recognition as responsible news reporting media.

As Broadcasting • Telecasting went to press, the Congress itself was in a furore over the ruling of House Speaker Sam Rayburn barring radio and television from covering public hearings of House committees.

In essence, Speaker Rayburn (D-Tex.) had said:

The House rules, which the House Speaker administers, do not give authority to the committees or subcommittees of the House to permit broadcasts or telecasts. The broadcast media are not mentioned, according to Speaker Rayburn, and in the absence of authority, under House rules, the Speaker can interpret them. His interpretation: No radio, no television, no recordings, no film, no newswires.

A ground-swell of indignation poured into the Speaker's office in the House side of the Capitol following his announcement at his morning news conference.

House Minority Leader Joseph W. Martin (R-Mass.) told Broadcasting • Telecasting he thought the issue would come up at a GOP policy meeting scheduled for today (Monday) or tomorrow.

"The only thing we can do is to change the rule and make it definite," he said. There should be no ban on radio and television nor should the Speaker assume this authority, Rep. Martin indicated.

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

Concrete moves already are underway in the House. Resolutions have been introduced to amend the rules, which authorities concede are perhaps the only way to lift the iron curtain dropped on the broadcast industry.

A delegation representing NARTB conferred Tuesday afternoon with Speaker Rayburn, explaining the industry's feeling that fundamental rights of free speech are on the block. The Speaker told the delegation his interpretation would stand until the rules are changed. For NARTB at the conference were President Harold E. Fellows; Thad Brown, TV director; Robert K. Richards, public affairs director; and Gilmore Nunn, WLAP Lexington, Ky., former NARTB board member and active in association affairs.

Meanwhile, radio commentators, newscasters and leaders of the radio-TV industry jumped into the fray. Nation-wide editorial opinion was varied.

There were a combination of factors leading to the Rayburn rule. Here is a boiled down version of what happened last Monday and ensuing days with addition of background information:

The action: The House Un-American Activities Committee had scheduled a hearing in Detroit last Monday to probe subversive influence in the industry. TV cameras and microphones were ready. Chairman John Wood (D-Ga.) and three other members arrived but announced radio-TV would be held and cited Speaker Rayburn's feeling on the matter.

Shifting to Washington: Newsmen questioned Speaker Rayburn at his daily news session. The Speaker admitted he had intervened. He added that he had stopped broadcasts and telecasts in the past when he had learned of them and following that policy as long as House rules explicitly gave him authority to do so.

That afternoon in the House, Speaker Rayburn repeated his stand when asked to rule on a parliamentary inquiry. Interrogator Martin said he interpreted the rules differently.

House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) introduced a resolution calling for creation of a special joint (Continued on page 80)

**CBS DICKERS FOR TV**

IN ITS quest for owned and operated television stations which would place it on a parity with competitive networks, CBS last week was negotiating on a number of fronts looking toward purchases, trades or partnerships.

While no formal verification of pending transactions was forthcoming from CBS executives, it was ascertained that conversations have been going on for several months to crystallize projects that might give it the present maximum of five TV stations in as many key markets.

President Frank Stanton was in Washington last Thursday and talked informally with members of the FCC. He was on hand to congratulate Paul A. Walker upon his assumption of the FCC chairmanship within minutes of President Truman's announcement of the appointment.

CBS now owns 2,456 television stations. Its owned stations are WCBS-TV New York and KNXT (TV) Los Angeles. It also owns 45% of WTOP Inc., Washington, which includes WTOP-AM-FM-TV there. In addition, CBS has a contract for acquisition of WBKB (TV) Chicago from Balaban & Katz, contingent upon approval by FCC of the now-in-hearing proposed merger of ABC and United-Paramount, involving a $25.5 million stock transaction. CBS would pay $6 million for WBKB—a record price for a single facility in radio or television.

While CBS officials were non-committal on the areas of negotiation, it was not denied that conversations are in progress in Boston looking toward disposition or exchange of the network's WEEI there for another property. Among those understood to be interested in this facility is Tim McInerney, Washington manufacturers' representative and former assistant to Supreme Court Justice Tom Clark when he was a state industrialist. His backing is said to include Joseph P. Kennedy, Boston industrialist and former Ambassador to the Court of St. James.

But aside from this discussion, it was learned that talks are underway which would involve exchange of WEEI for a combination AM-TV facility in another market.

Overtures have been made; it was understood, for possible sale of control of its KMOX St. Louis to the St. Louis Post Dispatch under a transaction whereby CBS would acquire 45% of the corporate entity which would include KMOX and KSD-TV there, now owned by the newspaper.

March 3, 1952 • Page 23
STATEMENT OF CHAIRMAN PAUL A. WALKER
I HAVE just been advised of my appointment by President Truman as chairman of the FCC. This appointment I accept with the full realization of the scope of the task to be accomplished and the importance to the public of how it is done.

Our urgent public mission, at this time, is to complete our task in the field of television allocations. The Commission now is actively considering its final allocations report and it hopes to complete that assignment with greatest possible dispatch. But aside from this project, the Commission is confronted with myriad activities about which little has been revealed.

We have large responsibilities in fields other than radio and television broadcasting. These have to do with the various common carrier activities and the safety and special radio services, so important to our nation's defense. We also have entrusted to us important functions having to do with the national defense.

Our course of activity is well charted. With the resignation of Robert T. Bartley to the vacancy created by the resignation of Wayne Coy as a commissioner, the Commission will have its full strength. Our activities are constantly expanding. Our great need is manpower. We are hopeful that Congress will acquiesce in the recommendations of the Budget Bureau to enable us to acquire the personnel essential for the optimum job required of us.

HST DISCLOSES
FCC Appointments
OFFICIAL disclosure that the FCC vacancies had been filled came at Thursday morning's radio-press conference at the White House. President Truman proceeded with announcement that he had asked Comr. Paul Walker to be chairman of the FCC and was sending the name of Robert T. Bartley to the Senate for the unexpired term of Wayne Coy. A reporter queried Mr. Bartley, "He's Rayburn's son-in-law." The President agreed, but was met with the disclosure that the proposed new commissioner is Speaker Rayburn's nephew and a Texan.

The new chairman was a White House caller Tuesday afternoon but refused to answer reporters' questions about his status when he emerged from the Executive Office Suite.

WING, WIZE Name H-R
WING Dayton and WIZE Spring- field, Ohio, both owned by Secretary of Commerce Charles Sawyer, has named H-R Representatives Inc. as national representatives, effective last Saturday. Both affiliated with ABC, WING operates on 1410 kc with 5 kw and WIZE on 1340 kc with 250 w.

The Crucible . . . . . . . . . . AN EDITORIAL
PRESIDENT TRUMAN did what came naturally when he named Paul A. Walker chairman of the FCC in his own right. He likewise did the obvious when he appointed Robert T. Bartley to the vacancy on the Commission created by the sudden resignation of Wayne Coy.

The real test comes in the weeks ahead. The big bonanza is television. It is a political year. The politicians know the value of a franchise, as measured in votes.

The Democrats are in control. They intend to keep it. They will use every device and means available. (The Republicans would do the same if they were in power.)

Chairman Walker is tossed into this crucible at the twilight of a career in public office. He has been near the throne but never on it, as now. He will get the pressures from good party workers on the Hill, at the Democratic National Committee, and even from the White House. There's ample precedent in this and other administrations.

Neither Chairman Walker, nor any other chairman, should be subjected to pleas for favoritism that go beyond the record. The Commission, in recent years, has avoided capitation to political pressures. It is also true that in recent years (the freeze has been on in TV since September, 1948) there haven't been many pitches.

But times and values have changed. It will take a strong, stolid Commission to withstand the inevitable. Chairman Walker and his six colleagues know it.

It will be only a matter of weeks before the FCC begins its evaluation of TV applications. The first authorization that stems from political suction could: (1) threaten the whole licensing process with litigation, or (2) result in an influence-peddling melee that would put the whole allocation up for political grabs.

ROBT. BARTLEY
Know-How Is Soon to All
ROBERT TAYLOR BARTLEY's record speaking for itself in the broadcasting industry. He has been in the business, was an ex-staffer of FCC, of NAB, and is well-versed in the affairs of government and Congress.

The latter knowledge he has picked up with ease as executive assistant to his uncle, House Speaker Sam Rayburn (D-Tex.). He will turn 52 on May 28.

Born in Ladonia, Tex., Mr. Bartley spent his first 23 years in the Lone Star State, leaving Southern Methodist U. after two years of study to run a filling station and later to sell appliances for a gas company.

During the depression, Mr. Bartley came to Washington, and became executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter W. M. Splawn, whom he accompanied to the Interstate & Foreign Commerce Commission. Mr. Splawn was named to the agency.

In 1934, he became director of the Telegraph Div. of the FCC, and when it was abolished three years later, Mr. Bartley was made a Securities & Exchange Commission examiner.

Broadcast experience was gained as executive secretary to the late Judge William Foster, FCC chairman, and thereafter was a member of the Yankee Network. He subsequently became a vice president. He also was secretary-treasurer of the American Network, a projected hookup of FM stations, and FM Broadcasters Inc. This New England background encompassed the years 1939 to 1943.

In 1943, Mr. Bartley joined NAB as Director of Washington activities. Later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB, left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1946.

Editors Note: For review of FCC Chairman Paul A. Walker's career, see B&T, Feb. 25.)

Kratoskiv Named
FRANK M. KRAKOSKIV was named assistant chief of the new Field Engineering & Monitoring Bureau of the FCC, it was announced last week. Mr. Krakoskiv also was named chief of the Field Operating Division of the bureau, a post in which he will supervise the operations of 24 district offices, six sub-bureaus and three ship offices and radio monitoring stations. Mr. Krakoskiv was previously assistant chief of the Field Engineering & Monitoring Division of the Office of the Chief Engineer and before that was chief of its monitoring branch.

He started as a radio inspector with the Commerce Dept in 1928.
By SOL TAISHOFF

ON EVEN keel again with a new chairman and a new commissioner, the FCC this week resumes its consideration of the final TV allocations—its last major business—with the hope of completing the job “with greatest possible dispatch.” The quote is from Paul A. Walker, who last Thursday assumed the chairmanship in his own right by appointment of President Truman. He expects to have his seventh commissioner—Robert T. Bartley of Texas—on the job this week. But Mr. Bartley probably won’t participate in the vote on TV allocations, now ready for final review after a 41-month solid freeze. Mr. Walker, who climax his more than 17 years with the FCC by acquiring the coveted chairmanship, inherits this Herculean assignment from Wayne Coy, who resigned Feb. 21 to become Time Inc.’s consultant on radio-TV (see story this page). This appointment announced by the President last Thursday, coincident with the nomination of 43-year-old Bob Bartley, is for the “permanent” chairmanship.

Serves Until Election

Mr. Walker, who has been eligible for retirement for more than a year (he is 71), is expected to serve at least until after the November Presidential election. His term as a commissioner (the President appoints the chairman from among the members) does not expire until June 30, 1953.

Senate confirmation of the Bartley appointment to fill the unexpired Coy term, which runs until June 30, 1953, is expected without difficulty. An old hand on Capitol Hill where he has served for the past five years as top assistant to his uncle, Speaker Sam Rayburn, Mr. Bartley may well receive the “Senatorial courtesy” accorded members of Congress which amounts to confirmation by acclamation.

He testified Friday before the Senate Interstate & Foreign Commerce Committee in open session. They made short shrift of it and reported the nomination favorably to the Senate the same day (see story page 6).

What Chairman Walker means by “greatest possible dispatch” was problematical as it pertains to the long-awaited and potentially explosive TV allocations. FCC first shot for a mid-February deadline. Now it looks hopefully toward mid-March. But because of the infinite amount of detail and paper work involved (maybe 800 pages, mimeographed), it could well be toward the end of March before eager applicants and prospective applicants get their first look at a mosaic providing for 2,000 stations, along with the ground rules governing procedures.

Sen. Robert S. Kerr (D.-Okla.)

NOMINATION of Mr. Bartley was highly praised by Sen. Edwin C. Johnson (D-Col.) last Thursday, the day before his Senate committee scheduled the hearing.

Questioned by Broadcasting • Telecasting about the President’s choice of Mr. Bartley to fill the vacancy on the Commission, Sen. Johnson said: “From what I know of this chap (Bartley), it is a very good appointment. The President made an exceptionally good choice. Bartley has good judgment and is cool headed. I think he will prove to be a very valuable commissioner on the FCC.”

Neither the Walker nor the Bartley appointments came as a surprise (B., Feb. 25). The Walker appointment, however, while in the “permanent” category, must be viewed in the light of his eligibility for retirement. Logically, it is expected that he will serve through November or possibly the end of the year.

In November he will have completed his 18th year with the FCC, having been appointed to the original Commission in 1934. The end of the year is regarded as the logical time for his retirement in the

(Continued on page 44)

NEW FCC CHAIRMAN, Paul Walker (l), and new Commissioner-Nominee Robert T. Bartley met informally Thursday afternoon at FCC just after President Truman announced the appointments.

COY, ‘TIME’ TO BUY KOB? $1 Million Deal

He would continue, however, as Time consultant and, under the arrangement with Time Inc., would participate in any other station properties acquired by corporation.

Closure of the transaction, it was reported, is dependent upon working out financial and tax matters. Mr. Pepperday, who has been in frail health, is understood to be desirous of disposing of his radio-TV holdings “to the right people,” but plans to continue operation of his newspaper properties in the southwest. He will not sell to absentee owners, it is understood.

While no formal statement was forthcoming from Time Inc., it is understood Mr. Coy’s arrangement contemplates a salary of about $25,000 as consultant, plus like amount for operation of Albuquerque stations upon acquisition.

The Albuquerque transaction would involve purchase of the capital stock of Albuquerque Broadcasting Co. KOB, established in 1921, operates under special service authorization on 770 kc with 50 kw local sunset, 25 kw night. It is affiliated with NBC.

KOB-TV, which began operation in 1948 and is the only TV station in New Mexico, operates on Channel 4. It takes service from all four TV networks by kinescope. Details of the transaction presumably will not be released until

(Continued on page 44)
RACING NEWS

FCC Cites 16 Outlets for Hearing

STATIONS cited for horse racing new programs, with consolidated hearings to be held in the various cities, are as follows:

New York — WZZ-TV, WPXJ (TV) and WBNX.
San Francisco — KJJS, KGB and KGB-FM.
Los Angeles — KKW hold.

Miami—WMIE and WPWF-PM.

And these on an individual basis,

KVSM, San Mateo, Calif.; WXJ, Providence, R. I.; WPGA Beth-

Hilton, Md.; WAAAFP, Ft. Worth.

All seek license renewals except WMIE, which is already in the new TV stations which are operating on program tests or other special authority and have applications for licenses pending.

In the limelight was WMIE Miami, then applying for a transfer of control to Arthur B. McBride and Daniel P. Rosenthal and which the FCC has finally approved last September [BT, Sept. 10, 1951].

Station was later sold to ex-Gov. E. D. Rivers of Georgia [BT, Nov. 28, 1952].

Following issues were listed for the hearings of the 16 stations:

1. To determine whether, to what extent, or in what manner, in which for any new program station has broadcast, is currently broadcasting and proposes to broadcast to horse racing — (a) Entries; (b) spectators; (c) jockeys; (d) horses; (e) betting odds; (f) wagering; (g) Sunday; (h) (i) (j) post time; (i) post positions; (j) running time; (k) pre-betting odds.

2. To determine the manner in which the station will carry the horse racing events.

3. To determine whether the broadcast of horse racing information by the station is substantially the same as the information to be used, or is used by persons engaged in illegal gambling activities.

4. To determine (a) the coverage of the broadcast, (b) the manner in which the broadcast of horse racing information, and (c) whether and to what extent these arrangements have been or are being carried out.

5. To determine the arrangements, or commitments, if any, entered into by those persons engaged in illegal gambling activities for the broadcast of horse racing information, and those to whom such commitments or arrangements are being made.

6. To ascertain whether the broadcast of horse racing information by the station is substantially the same as the information to be used, or is used by persons engaged in illegal gambling activities.

7. To determine the manner in which the station will carry the horse racing events.

8. To determine the effect of the broadcast of horse racing information for the account of such persons engaged in illegal gambling activities.

9. To determine the effect of the broadcast of horse racing information for the account of such persons engaged in illegal gambling activities.

10. To determine, on the basis of the evidence, whether a grant of the above application would be in the public interest.

RATES

FROSTER & GAMBLE, engaged in a drive to secure nighttime radio rates more nearly on a par with daytime charges [BT, Feb. 28], expects to start final deliberations over its new advertising appropriations for all its products about mid-March, a Telecasting last week.

By that time it is possible will remain, by CBS Radio officials that the position of other network authorities and how much of horse racing information, and the future of those networks with respect to horse racing or any other sporting events, will be decided by the FCC in its decision, which is expected, that its policy is to be heard by the FCC.

The P&G official said that the use of horse racing information is not illegal in many states. Such information is carried as a matter of course in newspapers.

RATES

P&G Expects CBS Radio Adjustments Soon

P&G expects CBS Radio to make adjustments in its advertising rates soon, after the arbitration hearing on the matter.

In the arbitration hearing, the FCC is expected to rule on the matter of the rate charged by CBS Radio for its advertising time.

The hearing is expected to last for several days, and a decision is expected to be made within a month.

The arbitration hearing is expected to be held in New York City, and will be open to the public.

The hearing is expected to be attended by representatives of CBS Radio, P&G, and other interested parties.

The hearing is expected to be presided over by a neutral third party, who will make the final decision.

The decision is expected to be final, and will be binding on both CBS Radio and P&G.

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HENRY JOINS ORR
Named Vice President

SAMUEL J. HENRY, Jr, director of advertising media, Trans World Airlines, joined Robert W. Orr Assoc., New York, March 1. He has been named the president and account executive of the agency.

Mr. Henry's Business career has been devoted to broadcasting, advertising and aviation. After three years with Eastern Air Lines and Ludington Airways, he joined CBS as assistant to the manager, Radio Sales. A year later he went to World Broadcasting System as advertising and sales promotion manager.

In 1939, Mr. Henry became first director of the NAB (now NARTB) Bureau of Radio Advertising. He was commissioned a lieutenant, j.g., in the Navy in 1942, serving with Naval Air Transport Service in the South Pacific and rising to the rank of lieutenant commander.

CLOTHING BUDGETS

By FLORENCE SMALL

FIVE AMONG the nation's leading retail clothing chains, as well as the largest local clothing advertiser in New York, will greet the spring and pre-Easter promotional season with generally increased budgets in which local radio will share heaviest, with television also slated for augmentation though on a more limited basis.

Keynoting the attitude of the clothing chains in respect to radio, Jerry Bess, vice president of Frank B. Sawdon Inc., the agency handling the radio and TV advertising of the Robert Hall Co., the country's leading user of radio spot announcements, told Broadcasting: "We have found that radio is still very potent force in mass media advertising even in those cities which today are considered primarily TV markets by most national advertisers."

The firm, which spends over $1 million annually in radio and TV, will expand its present coverage of over 150 radio stations, coast to coast, to more than 180 stations under the terms of the new budget. As part of its new promotion, Robert Hall will salute the opening of 18 new "super salerooms" in cities, increasing the number of Hall stores to 120 across the country.

A keystone of the Robert Hall policy is on-the-spot analysis of cities and station coverage. Mr. Bess plans personally to tour the areas where Robert Hall is inaugurating salerooms or expanding stations. The purpose is to direct the buying and scheduling of radio-TV advertising for the pre-Easter periods as well as for the remainder of the year.

Robert Hall market areas are the following: Detroit; Perth Amboy, N. J.; Long Island City, N. Y.; Stamford, Conn.; Chelsea, Mass.; Joliet, Ill.; Youngstown, Ohio; Atlanta; Milwaukee (two); Pittsburgh; and McKeeps, Pa.

Another leader in the field, Crawford Clothes, which is understood to spend approximately $500,000 annually, through its agency, Al Paul Lefton Co., New York, also has increased its radio appropriation over last year.

In addition, this advertising already has started a television schedule for the first year in its history. Crawford currently is using approximately 38 programs weekly on New York stations, WMGM, WMCA, WLIR, WQXR, WINS.

The chain, which consists of 70 stores located in the eastern U. States, The Cases of Crawford, has just been added to the WABD (TV) New York and WCAU-TV Philadelphia, Sunday, 10-11 p.m.; plus the film series, "The Caves of Steel," and the main boxing event at St. Nicholas Arena, Monday nights on WOR-TV New York.

A third firm, Bond Stores, has (Continued on page 58)
EASE BUILDING BAN?

By JOHN OSBON

THERE were straws in the wind last week that the government may relax restrictions on radio-TV and other construction during 1952.

First inking came from Secretary of Commerce Charles Sawyer, who noted that the National Production Authority has started to issue authorizations which "will allay the temptation of the construction on every partially-constructed building in the United States for which application to continue work has been filed with the NPA.

Actually, this enunciation of previously-announced NPA policy has, in itself, little practical effect on radio and television station construction or remodeling projects.

But it appeared to be symptomatic of NPA feeling that controls on controlled materials may be eased slightly under the weather.

The principal reasons, it was understood, are (1) acceleration of America's production efforts, (2) leniency of the original preparedness program over a greater stretch and (3) the prospect for growing availability of steel and other materials.

There were these harbingers of things to come:

• Transfer of jurisdiction over broadcast construction applications from NPA's Construction Controls Division to the Industrial Section, with the latter now prescribing less stringent conditions for building.

• Announcement by NPA of grants for religious, municipal, institutional and community projects entailing a go-ahead for "immediate commencement of construction.

• Liberalization of NPA's revised construction regulations allowing greater allotments of steel, copper and aluminum to authorized federal, industrial, public and commercial projects other than housing and recreational.

• Secretary Sawyer said that "we are approaching the point where our capacity to produce will permit us to reduce controls will "accelerate as the months go on," he predicted, in an address before the Tallahassee, Fla., Chamber of Commerce.

Similar Easing Ahead

This relaxation for community, commercial and other non-industrial work would mean a similar easing for radio-TV broadcasters in the months ahead, it was felt. Broadcasters are classified as industrial, with permission to self-select greater quantities of materials than commercial applicants.

The ban on recreational and amusement building now underway continued.

There is no immediate change in policy involving station construction, although shifting of jurisdiction to the Industrial Division the past few weeks may prove significant. This division, it is known, sets far less severe restrictions on building than the Commercial Division. Seals on which broadcast applications previously had been referred.

For the radio-television industry, the criteria will still be that projects (1) must already be underway and (2) be vital to the defense effort. For projects already commenced, applicants are assured of controls for materials already under construction. Remodeling or alteration work not requiring NPA approval—those needing less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum—are not affected, of course.

May Start Building

The fact that religious, community and institutional community projects may start building and that NPA promised materials for the third and fourth quarters of 1952 and the first three months of 1953 was adjudged as significant in some NPA quarters. It was felt that this system of granting building permits with a rain check on future materials under NPA rules to broadcasters who have not yet commenced construction. NPA has had such a policy under study in recent months [BT, Feb. 4].

Fruition of this policy could have a favorable effect on future UHF-VHF TV station permits by the FCC after the freeze is lifted and once the Commission is well embarked on its allocations work, it was conceded.

It would mean that, while materials might not be readily available, television applicants could proceed with their station planning with construction authorization assured of steel, copper and aluminum.

Transfer of work on broadcast applications to NPA's Industrial Division is expected to mean a closer liaison between the allocation agency and the FCC. Community TV applicants will also apply to this division, since NPA promised this is the proper controls, not community, activity.

Radio-TV applicants generally have fared well on their bids for construction or alteration materials in the past two quarters, with projects valued at over $13 million approved [BT, Feb. 11]. NPA indicated last month that allotments for construction may be meted out on a project rather than quarterly basis.

SELENIUM SUPPLY THREAT ALLAYED

National Production Authority Averts Disruption

Relaxation Rumored

As a result of the NPA's action, a critical material, selenium, may be available to TV manufacturers.

Selenium, used in the rectifier industry, is largely derived from selenium mining. In early January, selenium was signed as a major allocation item during the past three months. By this time, it was felt, the selenium supply threat would be allayed.

Selenium, used in rectifiers, also is used in small radio and television sets and for industrial applications such as radar, where it is used in small radio and television sets and for industrial applications such as radar, where it is used in small radio and television sets and for industrial applications such as radar, where it is used in small radio and television sets and for industrial applications such as radar, where it is used in small radio and television sets and for industrial applications such as radar.

The March quota—25,000 pounds—represents 15% of overall supply, with the remainder going to the military. The industry group questioned whether the monthly allocation should be continued or whether NPA should adopt a new pricing system for selenium.

NPA pointed out that selenium is used in the production of copper shortage, the supply has increased generally since World War II with the growth of electronics.

Prospect of easing restrictions on selenium held the odor of politics to Sen. Homer Ferguson (R-Mich.), who charged the administration was using them for "aautocratic and industrial purposes."

He claimed NPA is doing "somersaults" on materials and predicted controls would be eased further before the elections.

EMPLOYMENT

Up in Radio-TV Plants

EMPLOYMENT in plants producing radio-TV receivers and other consumer goods has steadily increased since December and is expected to show a 4% rise through the first quarter of 1952, according to a survey prepared by the Bureau of Labor Statistics.

The study was compiled for the National Production Authority and covered about 11,000 companies employing about 85% of the labor force in some 110 metal-working industries. Purpose was to ascertain the effect of metal cutbacks on civilian output this quarter compared to October-December 1951 and to aid NPA in reviewing allotments for the third quarter.

Employment in consumer durable goods, generally hit the hardest by cutbacks, is higher than during any period since the beginning of 1951, it was announced by Henry H. Fowler, NPA administrator. The employment picture is steadily improving, he added.

Aside from radio-TV plants, employment increased from 0.7% for electrical appliances to 8.9% for refrigeration machinery.

Employment was up, not only for motorcycles and bicycles, cutlery and sewing machines. Consumer goods industry is expected to reflect a 10% jump in January, Fowler predicted.

Jan-Employment

JANUARY SETS

Total Down From '51

RADIO manufacturers turned out 652,485 broadcast receivers in January despite limits on supplies of many materials, according to the first 1952 monthly report of Radio-Television Mfrs. Assn. The weekly average output was 7% under December, the lowest since the average of January 1951.

Output of TV receivers in January was estimated at 404,933 sets, compared to 466,027 in December, a five-week month, but the weekly average was up 8% over December and down 36% from January 1951.

Of the 652,485 radios turned out in January, 1,280,041 were home sets, 68,483 portables, 195,147 auto sets and 80,152 clock radios. RTMA data cover all industry manufacturers.

Radio set output totaled 652,485 in January.


Page 28 • March 3, 1952
**AM-TV Up 48% in '51—RCA**

NBC's radio and television sales volume registered a 48% gain in 1951, reaching a record $137,156,000 in the network's silver anniversary year.

This was revealed last week in the 32d annual report of the parent RCA, whose total gross income from the sale of its varied products and services exceeded all-time high of $598,565,000 compared to $886,393,000 in 1950.

The annual report, released Wednesday by Brig. Gen. David Sarnoff, chairman of the board, placed RCA's net profits at $311,933,000 as against $46,250,000 in 1950, with the decline attributed largely to a levelling-off of lead-a

umer demand following 1950's wave of scare buying.

All of NBC's 48% boost in sales volume was attributable to television. The total represented 22.9% of RCA's total gross income, whereas NBC's $52,871,000 in sales in 1950 amounted to 15.3% of the RCA total that year.

The report showed 49.2% of NBC radio network programs and 76.1% of the TV shows were sponsored, while 50.8% of the radio shows and 24.3% of the TV programs were carried sustaining.

Gen. Sarnoff and RCA President Frank M. Folsom said in a joint statement that expansion of RCA's manufacturing plants during 1951 to meet military and civilian demands, plus previous additions, "provide RCA with the greatest production potential of its 32-year history."

They also noted: "Television, now operating on a nation-wide basis, has established itself as a vital force in the life of America. As the most effective means of mass communication, devised, it exerts a widespread impact on the home, on entertainment, education, politics, advertising, news and sports."

"With four TV networks and 108 stations on the air, television surpassed network radio in revenue for the first time in 1951. Today there are more than 16 million TV sets in the U. S. Whether the nation is at peace or at war, or in a state of national emergency, television is destined to have an ever-increasing influence in national and international affairs."

But, they continued, "communications ... is only one facet of the future of electronics and "limitless possibilities are foreseen for invention in new and broader fields, especially home appliances. But more important, the science of electronics is a vital source of America's national strength. Radar is a major example. Research and industry comprise a partnership for progress in the development of such inventions."

"The now same momentum of science that advanced all forms of radio communication spearheads every phase of electronics and television, the golden age of which is still ahead."

Looking back at RCA's financial affairs for 1951, the report noted that the year's $311,933,000 net profits were the equivalent of $2.02 per share of common stock, where-as 1950 earnings equalled $3.10 per share.

RCA's taxes in 1951 totaled $82,

389,000—more than twice the amount of net profits.

Dividends amounted to $3.50 a share on preferred stock ($3,185,000 total) and $1 a share on common stock ($13,857,000 total).

Total current assets at the end of 1951 were placed at $235,932,000, compared with $229,936,000 at the end of 1950. Additions to plant and equipment during 1951 totaled $26,099,000, or $5,019,000 more than in the preceding year.

Over the past 10 years, the report noted, RCA has had annual averages of $588,671,000 in gross income; $42,904,000 in profit before federal income taxes and $19,714,000 in net profit after income taxes.

The RCA parent company divisions—RCA Victor, RCA Labs and RCA International—and related RCA service and distribution activities reported sales of $440,135,000 in 1951, representing 73.5% of the overall RCA gross, as against $475,091,000 (or 81.2% of the total) in 1950.

Other Sales Figures

In addition to the parent company divisions and NBC, RCA Communications had 1951 sales of $174,188,000 compared with $148,929,000 the preceding year; Radio-Marine Corp. of America, $9,130,000 compared with $7,279,000 in 1950; and RCA Institutes, $811,000 as against $298,000 in 1951.

The report said RCA Victor's "backlog of government orders for radio-electronic equipment at the end of 1951 was about seven times greater than at the beginning of the year. Deliveries against govern- ment contracts were more than three times those of 1950 and higher than in any other year since World War II."

In addition, RCA in the civilian field during 1951 "maintained rela-tively high levels of production of television receivers, radio sets, electron tubes, phonographs and records as well as engineering and technical products, including broadcast and communications equip- ment," the report showed.

Among the year's highlights cited in the report were further develop- ments in RCA's compatible color TV system, including development of a 21-inch color tube, projection of color TV on a 9-by-15-ft television screen and a series of tests of the RCA color system, plus the sending of a color signal 8,000 miles (across the U. S. and back).

Another highlight was RCA's continued work in UHF, centering around the RCA-NBC experimental UHF station at Bridgeport, Conn. Cost of UHF experimental work to date has been reported as more than $2.5 million.

Other highlights reported include the following:

- Sales of engineering products, including television equipment—of which more than 50 units were in operation or being installed at the end of 1950—reached a new high. Among other items "showing promise" were listed in community television antenna systems, a magnetic film recorder-projector and master TV antenna systems for commercial and civilian use.

- Foreign sales of all major product lines increased and television continued to expand abroad, especially in Latin America. RCA sold to TV stations in the Dominica Republic, Brazil and Mexico, and made "substantial sales" of TV receivers in Mexico, Brazil, Cuba and Argentina, while the volume of RCA imports was at an all-time high.

(Continued on page 28)

**L&M for Schlitz**

**To Handle Radio-TV**

SCHLITZ Brewing Co., Milwaukee, has appointed Lennen & Mitchell, New York, to handle its radio and television advertising for the current TV season. Leo Burnett, Chicago, takes over the print allocation of the advert-isiting budget. Firm bills over $6 million annually with the majority going to printed media. Radio-TV is believed to get nearly $3 million.

Young & Rubicam, Chicago, which had handled the entire advertising budget, loses the account, almost the entire hand of the advertiser's decision to cut its hour-long Schlitz Playhouse of Stars on CBS-TV to a half-hour. Lennen & Mitchell will take over the half-hour version, which will be on film.

Move to L & M also involves the Schlitz radio show, Halls of Ivy, an NBC package program, which will remain on that network Wednesdays.

Meanwhile, Young & Rubicam will also lose the billing of the half-hour General Foods shows, Mr. Bobbin (NBC-TV, Sundays, 7:30-8 p.m.), which will be dropped at the end of the year. Both NBC network and General Foods reportedly have been dissatisfied with the rating of the show, since it replaced Henry Aldrich last year.
Locked Out

(Continued from page 32)

Senate-House committee to study the 1946 Congressional Reorganization Act. "The work of improving Congress cannot stand still. Such problems as televising Congressional hearings, radio broadcasts of such hearings, as well as recording...now merit considerable thought," he said. The longer such problems are postponed, the more the witnesses' rights—are delayed, the longer the confusion will remain," he added.

Rep. Moody: "Television and radio broadcasting are here to stay and will probably increase in popularity as the days go by..." Policy on the media, he declared, "is a twilight zone which has not been clearly defined.

Two cries went up immediately: (1) that the so-called "gag" on radio-TV was imposed because the Administration wanted to whitewash investigations into tax scandals and in Communism, and (2) that the Administration "did not want to make a Kefauver out of Rep. Charles E. Potter (D-Mich.)" as a Michigan Republican and who is said to be a logical candidate for the Senate against Sen. Blair Moody (D-Mich.), Rep. Potter was a member of the Anti-Communist Activities group.

Sen. Moody, himself, entered the battle last Thursday. President Truman told his Thursday morning radio-press conference he wanted to be sure of Sen. Rayburn Monday when Sen. Moody placed an emergency call for the Speaker. While the President listened, the Speaker told Sen. Moody radio and TV pickups of the Detroit hearing would violate the House rules, adding that he could not permit either broadcast or telecast facilities in the hearing room.

The President said he merely listened and had no comment on the interpretation. Pressed by reporters, he said he felt the matter was the business of Congress and not his affair. He said he always felt government officials went to the House with requests of Congressional committees that they testify.

An explanation was quickly forthcoming from the Senator. The Michigan congressman, a radio-press newsmans on Capitol Hill, said he was asked by the Detroit Times on Monday morning what his views were of Speaker Rayburn's position.

He said he told the Times he was in favor of "televisionizing these and all Congressional hearings. I then went to the office of the Detroit News, and gave the city editor a similar statement."

With two assistant city editors standing by, Sen. Moody said he called Speaker Rayburn, then attended the White House meeting "and urged him to allow the televising of the House committee hearings...to rescind the ban."

The Speaker said he appreciated my suggestion but could not agree with me that the hearings should be televised.

"I still feel that the hearings, and all others which are open to the public, should be open to the television camera and the microphone."

BROADCASTING * TELECASTING

subsequently learned on unimpeachable authority that the call by Sen. Moody went to the White House before Speaker Rayburn's news conference.

His Position Clear

Speaker Rayburn told newsmen that he thought he had made his position clear a fortnight ago when some television company representatives (either WWJ-TV Detroit which had set up cameras or TV and wire news representatives who had conferred with the Speaker on the matter of House committee hearings on tax scandals in government) had talked to him about the hearings.

While there is a welter of political theory, there were actual legislative moves:

Appeal to a not-too-receptive House by Rep. Jacob Javits (D-N.Y.) that members sign his discharge petition. The latter proposed many of the shopworn arguments about television's violation of witness' rights and its mechanical obtrusiveness.

In Retrospect...

- Senate prepared to cover Congressional committee proceedings in World War II.
- Television coverage grew with the expansion of the industry itself.
- House UAN-Activities Committee barred television and radio immediately after it had allowed coverage of its famous hearings on communism in Hollywood held in Washington.
- Kefauver Crime Committee hearings at Washington's Municipal Auditorium as it never had before in all broadcast history. It also made Congress aware of their potentialities.
- Rep. Rayburn of Rayburn ordered a ban on all media except the press and non-photograph, a full subcommittee was permitting TV at its investigatory in the Elizabeth, N.J., plane crash. Following his policy announcement there stopped television coverage, if 218 names are gained, a method by which legislation, bottled within the House Rules Committee, can be pried loose.
- Rep. Javits' measure (HR 62) goes far. Not only would it permit the broadcast and telecast of committee proceedings in the lower chamber but it also would allow the important House debates to be covered on radio and television.

Two House resolutions (HR 533 and 564) were dropped in the hopper Wednesday by Reps. Patrick J. Hillings (R-Calif.) and George Meader (R-Mich.) respectively.

Both would amend the House rules. They would invest the right to decide on broadcast and telecast of congressional proceedings in the committees of the House (see editorial below). That is the pattern followed in the Senate, where the legislation has been reported by Sen. Warren G. McFarland (D-Ariz.), when asked about the development in the House, said there was no comparability against radio, television or newreels at Senate committee meetings.

It's 1952, Mr. Rayburn . . . . . . . . .

THOUGH it was at worst a bald excursion into censorship in violation of broadcasters' rights under the First Amendment and at best an ultra-conservative interpretation of House rules, Speaker Rayburn's ban against radio and television last week could have been the best that events could take at this moment.

A grave injury has been done to fundamental freedoms, but fortunately it is not irreparable. Logic compels us to believe that the Speaker's ruling will at last bring to a head the whole question of broadcasting's place in the new gathering family, a place that needs desperately to be enlightened by politicians and lawyers.

It is well that this happens early in a Presidential election year, for politicians will not be disposed to put off a consideration of the question. Too many of them want the radio and television for campaigning and will wish their status clarified before mid-summer, when the campaigns begin to take serious shape.

Campaigning, it must be added, is done in much the same way at House committee sessions. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard as they are at House committee meetings. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard as they are at House committee meetings. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard as they are at House committee meetings. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard as they are at House committee meetings. 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In the heated debate over the remaking of the House rules one may expect to hear reiterated many of the shopworn arguments about television's violation of witness' rights and its mechanical obtrusiveness.

Within the past month the New York State Bar Assn. and the policy makers of the American Bar Association anti-television resolutions making much of these points.

In both cases the voices of uninformed conservatism drowned out the voices of enlightened progressiveness. The same thing could happen in Congress if and when it comes to grips with the problem of establishing broadcasting rights.

Already Rep. John Rankin (D-Miss.), possibly the least advanced thinker on the Hill has announced his opposition to broadcasting. Others of like persuasion may be expected to follow.

Fortunately, radio and television have more friendly representatives in Congress. They should be encouraged to state their views and provided with information to support them.

Mr. Rayburn's ban has focused attention on a problem that has long been common to all broadcasting. There is enough interest to warrant full-scale consideration by the Congress. This is an opportunity for broadcasters to state their case before an interested audience. Precisely, skillfully as it merits, radio and television stand to get recognition as 20th century instruments that a 20th century public can use to inspect the work of Congressmen, including those of 17th century attitudes. BROADCASTING * TELECASTING

AN EDITORIAL
SIR GLADWIN FOR TV

Though Speaker Rayburn isn't

TELEVISION coverage of high

profile debate, effective

on

U. S.'s House Speaker Rayburn's

now-you-do, now-you-don't, has

become part of the diplomat's lan-

guage, the U. S. National

Security Council. Sir Gladwin Jebb,

Great Britain's delegate, rose in

the Security Council meeting in

Paris to counter a Soviet attack on

Frank P. Graham, former U. S.

Senator and former president of

the U. of North Carolina.

Sir Gladwin said, in part: "... Do

Graham look like a secret agent?

I am only say that I am sorry that the absence of

television cameras prevented the

court from forming its own con-

elusion on this important point.

Sir Jebb's observations, in view of

Soviet Delegate Malik's attack in

which he accused Mr. Graham of

involvement in the assassination of

the gos' in Kashmir (Mr. Graham was

UN mediator there), were noted by

a Greensboro, N. C., paper and

presented in the Senate last week by

Sen. Wayne Morse (R Ore.).

That the tribunal was incompetent.

Edward R. Murrow, CBS Radio

and television commentator

warned that the ban on the ban in his Tuesday evening radio

cast found "no legal doubt as to the Speaker's

ruling" but felt it should be appealed to the

whole House.

If allowed to stand and "if car-

ried to its ridiculous conclusion," he asserted, the ban

could have "paralyzing communica-

tion media, except "re-

porters using pencil and paper"

might require "that newspapers go

back to setting all type by hand, or

that reporters should arrive in the

counsel committee equipped with a

slab of stone, a chisel and a mallet,

as the essential tools of their trade.

In the meantime, DuMont TV

Network scheduled Speaker Ray-

burn's ruling as the subject for dis-

cussion on its Kepp Postcast program

Tuesday (Tuesday) night (8:30-

9 p.m.)

Producers of program have in-

vited CBS President Frank Stan-

ton, NBC President Joseph H. Mc-

clung, and Robert Kintner and

Mutual President Frank White to participate in the pro-

gram as members of the "citi-

enes panel." It was understood that other industry representa-

tives, including trade journal publishers, also were invited to appear.

Shortly after Rep. Rayburn's ban was

announced, AIB's ABC's News of To-

torrow program on Monday pre-

sented Rep. Martin, House Min-

istry Leader, with his views: "The

authority of Speaker Rayburn to

telecast and radio broadcast of committee hearings is ques-

tionable. It is what I call a twi-

light zone case. I believe the jurid-

diction rests with the committee in-

volved, not with the Speaker."

CBS Radio's Peoples Platform

meanwhile planned to air the issue

on yesterday's broadcast (Sun., 12

noon-12:30 p.m. EST). Rep. Rich-

ard Bolling, Missouri Rep., was in-

vited to support Speaker Rayburn's

ban and Rep. Leslie C. Arends

(R Ill.) was to oppose it.

Statements, protesting the inter-

pretation of the ban on coverage from networks, the Radio-TV Cor-

respondents Assn. and the National

Assn. of Radio News Directors.

Edward H. Witting, president of

DuMont, said: "The interpretation

of rulings deprives the American

public of significant information and

relevance, which is not in the best interest of the American

citizen, nor does it further the

aims of the Committee on

Investigations.

Disregard of the ban by

TCN, the Texan in New York, will mean that he

and teletester has fully proved that his pro-

pose in broadcasting the hear-

ing, at the direction of the

Speaker, is to consider the hearing as an

amendment to the House rules in

order tof amplify the knowledge of the American

citizen regarding the actions of official

in Washington.

On Tuesday, White declared the Du-

Mont Television Network as "Television's first broadcast to the

American people," adding that the hearings and given impetus to the cause of

the American people. He said that the hearing will benefit most by the

rules which is to be a powerful blow to electronic journalism.

The national significance of this

one-man edict could very well arouse the country and call to

the good government in and keeping open all of the channels of communica-

The American public was uninformed of the ban on TV and radio broad-

casts of this nature but rather that they can be

exposed to public scrutiny, the hearing will be an important addition to the

work of our trade.

Nativel District

Miss Keesler succeeds Parker D. Hancock, who left the Commission to

join Hogan & Hartson last year.

Miss Keesler was born in Wash-

ington in 1915, got her law degree

in 1936 from Southeastern U. She

joined FCC in 1943 after being as-

sociated with a local law firm and

engaging in private practice in

Washington. She served as special assistant to the late Comr. Ray C. Wakefield and

later in the Common Carrier and Broad-

cast branches of the Law

Dept.

Since 1944, Miss Keesler has been one of the special

group of attorneys whose primary

function is drafting for Commis-

sion approval final decisions in

hearing cases.

Filing of the two positions still leaves two vacancies, both legal.

One is that of a legal counsel, formerly held by Max

Goldman who resigned early in

February to become director of the Office of Industrial Tax Exemptions

in Puerto Rico [B* T. Feb. 11].

The other is that of general attor-

ney in the general counsel's office, formerly held by Mr. Clark, who

was named last month to

become assistant general counsel of the National Security Resources

Board [B*T. Feb. 11].
SPOT IN JAN.

BAB Reports Its Spread

MORE national and regional advertisers use spot radio during a month than any other medium. Broadcast Advertising Bureau stated last week in a report on a BAB survey which showed more than 1,100 national and regional accounts buying spot radio in January. Survey was based on reports submitted by most of the major national radio station representatives, BAB said.

Other facts about spot radio released by BAB included:

1. National advertising spot radio is a more important medium than outdoor advertising, with estimated 1951 spot billings of $185 million against outdoor advertising's national billings of $110 million.


In number of accounts using spot radio, food advertising is the largest category, with 296 food advertisers purchasing spots in January. Drugs and cosmetics ranked second, with 129 active accounts; breweries were third, with 98 and soaps and cleansers fourth, with 91. Automotive advertising, with nearly all auto manufacturers using spot in January; religious advertising; wire, television, telephone, petroleum, animal feeds, transportation, candy and tobacco advertising were also strong spot users in January, when the medium was used for a wide variety of products ranging from cures to tombstones.

Demand for one-minute periods is the present strongest demand, according to station representatives, although more advertisers are buying programs than last year. The demand for morning time far exceeds the amount available.

Describing the BAB report on spot as "no more than a preliminary report," BAB President W. B. Ryan cited the more than 1,100 January spot accounts as "proof of the tremendous vitality of that medium." He noted that spot has grown to five times its present volume, although so little is known about it that no one will attempt to estimate accurately what the top 10 advertisers are or what their approximate billing are.

**NBC Honored**

AN AWARD for "outstanding service to the cause of national defense" was presented to NBC by the Armed Forces Reserve Officers Association in a special radio broadcast, Feb. 23, in observation of National Defense Week. John K. West, vice president in charge of NBC Western Division, accepted the award from Lt. Gen. Charles L. Bolte, Army deputy chief of staff.

**NBC Sales (Continued from page 29)**

the world increased. Among other activities abroad: Sale of a medium-wave broadcast transmitter to the Voice of America for use on the USS Courier; completion of a 1,000-mile communication system for the trans-Arabian pipeline; sale of "a large number" of complete mobile transmitting and receiving stations to the Indonesian government.

Record sales increased, and "long-range success of the 45-rpm is assured." In addition to development of such devices as a 50-pound "walkie-lookie" portable TV transmitter, an electron microscope and a super-electronic computer built in cooperation with the Navy, RCA engineered transistors—tiny germanium crystals devices which will eventually replace certain types of electron tubes"—in preparation for "pilot plant" production.

**Added Ten Stations**

The report on NBC's activities noted that the radio network added 10 stations in 1951, bringing the total to 190 stations including six owned by NBC, while NBC-TV had 64 affiliates (one in every TV market) counting five network-owned TV stations; NBC also owns six FM stations. New studio space was acquired in both New York and the West Coast in 1951 and 40 acres of nearby land purchased in Burbank, Calif., for future use.

In a review of NBC programming in the fields of news, sports, symphonic and other music, education and religion, it was brought out that President Truman was heard 22 times on NBC radio and seen 12 times on NBC-TV in 1951. Additionally, eight Cabinet members, 59 Senators and 67 members of the House of Representatives used NBC radio facilities, while 10 Cabinet members, 44 Senators and 178 Representatives appeared on NBC-TV.

NBC not only put into effect its own revised standards of program practices, but also subscribed to the code adopted subsequently by NARTB and instituted "a program of rigorous self-discipline."

**Tandem Plan a Success**

In the sales field, it was noted that NBC's radio Tandem Plan of multiple sponsorship "proved a success," while two new sales concepts—the Guaranteed Attention Plan and the Market-Basket Merchandising Plan—were announced, and the Minute Man Plan of allowing affiliates to sell local announcements on certain network shows was inaugurated. Additionally, NBC set up a nation-wide merchandising service.

NBC personnel reached a total of more than 4,000 regular employees in 1951—a gain of 500 during the year—while RCA's overall employment attained a total of 57,685 at the end of 1951.
RCA PROMOTIONS
DuBois, Others Named

APPOINTMENT of Russell C. DuBois Jr., as sales manager for RCA mobile and microwave communications equipment was one of several announced last week by A. R. Hopkins, general sales manager of RCA Engineering Products Dept.

Four communications field representatives also were promoted to be district supervisors: H. G. Boyle, for the eastern region; O. H. Mackley, southwestern region; F. C. Gusler, central region; and S. J. Coombs, western region.

Two communications field sales representatives in the southwestern region were transferred to the home offices in Camden. D. B. McKee, also southern supervisor of microwave equipment, was named field sales coordinator for microwave equipment, and A. Fischer was assigned to coordinate field sales for mobile communications equipment.

Mr. DuBois has been field sales coordinator for mobile communications since 1956 and, in his new position, succeeds Dana Pratt, who has become product manager for RCA broadcast transmitters. Previously, Mr. DuBois served as a sales engineer for RCA broadcast and TV equipment and the RCA tube department, having joined the company in 1946 after serving as a lieutenant in the Navy.

CAPEHART PLAN
Hearings Set March 4

HEARINGS on extension of the Defense Production Act, containing the contractual labor cost allowance amendment, will begin March 4. The Senate Banking & Currency Committee unanimously held the hearings March 21 and report a bill to the Senate floor by March 31. Officials of the Office of Price Stabilization, including Price Chief Ellis Arnall, will be heard first.

President Truman has requested repeal of the cost formula, authored by Sen. Homer Capehart and approved by the Senate March 1, which provides that manufacturers may compute additional costs for advertising, selling, administration and research incurred from the start of the Korean war to July 28, 1951. Mr. Truman also has asked Congress to curb consumer credit on radio-TV set installment purchases.[6 B. E. F. 1, 1951].

While Congress marked time on economic controls, Mr. Arnall promised to lift ceilings on some soft goods (not radio-TV receivers) "as fast as it can be done," effectively. No widespread decontrol action is planned in the near future, Mr. Arnall stated on NBC-TV's Feb. 24 Meet the Press.

CALIF. VALLEY
Station Group Forms

FORMATION of California Valley Broadcasters Assn. was announced last week. New organization is composed of KCVR Lodi, KTUR Turlock, KRDU Dinuba and KWSO Wasco, all Calif.

Egon Hofer, KRDU manager, was elected president. H. A. McMillen, KTUR manager, was named secretary. Group is represented by Luther G. Baker, San Francisco. Stations are located in the San Joaquin and Sacramento Valleys.

FAIR TRADE LAWS
Restoration Sought

A MOVEMENT for restoration of "fair trade" laws in 45 states permitting manufacturers and retailers to fix minimum prices on "name brand" products was gathering momentum in Congress last week.

Legislation was approved by the House Interstate & Foreign Commerce Committee and a House Judiciary subcommittee to lay the ground work for repeal of a Supreme Court decision of May 1951. If passed by Congress, it would mean that contracts would be binding on non-signers of such agreements.

Basis for Congressional concern was the epidemic of price wars in New York and other large cities last year involving sale of a number of consumer appliances in department stores.

The House Commerce Committee reportedly was "heavily in favor" of the legislation, while the Judiciary subcommittee vote was not revealed. Rep. Emanuel Celler (D-N.Y.) heads up both the subcommittee and full committee.

During hearings on the bills (HR 4592, 5797), the Justice and Commerce Deps., registered opposing views of proposed fair trade laws. Commerce officials testified the laws are needed to protect the retailer and small business. The Justice Dept. claimed price-fixing, as envisioned in bills reported out by the House groups, would open the door to conspiracies and boost consumer prices.

For the last year, FTC enforcement orders were "marked as containing possibly false representations," FTC said.

By comparison, the staff set aside for further study 17,326 published advertisements out of 323,120 newsstand and magazine ads examined in the continuous survey.

The commission received 12 petitions for review of cease and desist orders which went to the courts and 10 of the decisions were favorable to FTC. Of the 10, one petition was dismissed, five others affirmed without change and four affirmed with modification.

March 5, 1952 • Page 33

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AID FOR KWTO
Fire Brings Help Offers
KWTO Springfield, Mo., resumed operation only six days after deroofing its transmitting plant [BT, Feb. 25] and Ralph D. Foster, president-general manager, credits the "marvelous cooperation of employees and fellow broadcasters." A new RCA transmitter has been ordered. Meanwhile, KWTO is operating with a plant obtained from the State of Missouri. Temporary building was begun the day after the fire and a permanent structure is planned soon.

Mr. Foster said it was heartening for so many broadcasters to offer help. Among first to send messages were Joe Hartenbower, KCMO Kansas City, Mo.; Robert Needherry, KWPF West Plains, Mo.; Storm Whaley, KUOA Siloam Springs, Ark.; Wayne Cribb, KMHO Hannibal, Mo.; L. C. Mc-Kenny and Richard Mainline, KICK Springfield, Mo., and Pearson Ward, KTTV Springfield, Mo. KICK and KTTV offered air facilities for KWTO's use in addition to other assistance.

KILA RETURNS TO AIR
After Flames Raze Station
KILA Hilo, Hawaii, returned to the air Feb. 26, only 10 days after a fire which destroyed everything from transmitter to transmitters, leaving only the station's tower intact.

Fire Hollinger, manager, Inter-Island Network, gave credit for the station's rapid return to the air to John Sanders, Inter-Island Network chief engineer; John D. Keating, owner, and James Jaeger, KILA manager. A real act of major assistance, said Mr. Hollinger, was the nearby offer of an AM applicant, the Ward Wood Oahu Broadcasting Co., which helped out with a 1-kw transmitter on a 90-day rental basis, and Hilo's CBS affiliate, KHBC, which carried KILA's MBS programs without interruption during the 10-day period.

IVOR KENWAY FORMED
Sales Development Firm
FORMATION of Ivor Kenway Associates, new company to specialize in sales development for manufacturers located in Connecticut and Western Massachusetts, was announced by Mr. Kenway last week.

Mr. Kenway simultaneously announced his resignation from Grey Advertising, New York, to have been effective last Saturday. Prior to his association with Grey Adv., he was a vice president of ABC and, before that, advertising manager of Devoe & Raynolds Paint Co.

Ivor Kenway Assoc. will maintain offices at 62 West Putnam Ave., Greenwich, Conn.

WMAL-AM-FM-TV
Creates Separate. Sales Staff
SEPARATION of sales staff at WMAL-AM-FM-TV Washington, with appointment of sales managers for radio and television, was announced last Thursday by Kenneth H. Berkeley, general manager of The Evening Star station.

Mr. Berkeley announced the appointment of William Decker and George Griesbauer as sales managers of TV and radio, respectively. Both will report to Ben B. Baylor Jr., assistant general manager and director of sales for WMAL-AM-FM-TV. Mr. Griesbauer joins The Evening Star radio outlet from the sales department of WBNB (TV) NBC Washington.

Mr. Decker will be assisted in TV sales by Robert Livingston. Serving under Mr. Griesbauer in radio sales will be Charles Tappy and Jack Neff. A similar split already has been effected for WMAL radio and TV program operations.

OFFENSIVE SHOWS
Rees Seeks Probe
A SECOND resolution calling for a House select committee to investigate "offensive and undesirable books and radio and television programs" has been introduced in the lower chamber.

H Res 541, which would set up a nine-man committee appointed by the Speaker, was dropped in the hopper at Wednesday by Rep. Edward H. Rees (R-Kans).

It followed by a few weeks similar legislation introduced by Rep. E. G. Mahaffey (D-Ark.) [BT, Feb. 11].

Portion of bill dealing with broadcast media points out the probe would determine "the adequacy of existing law to eliminate offensive and undesirable radio and television programs and promote higher standards for such programs."

It was referred to the House Rules Committee.

upcoming


Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginia Hotel, Wheeling.

Mar. 17-18: Arkansas Broadcasters Association meeting, Marion Hotel, Little Rock.


Mar. 19-21: Assn. of National Advertiser Meet. in Cincinnati, Queen City Grand Hotel.


Mar. 21-22: Canadian Broadcasters Corp. Board of Governors meeting, CBC headquarters, Toronto.

Mar. 22-April 5: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.
"Have you seen our ad in this issue?"

If he had told his story over WAVE, he would probably have gotten her — and 999 other impressions, too — for only 37¢!

People hear WAVE radio in the kitchen, the bedroom, the automobile — in many places you can't see either television or newspapers. Want complete statistics?

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
WLAW
BOSTON - LAWRENCE
50,000 WATTS
on
680 KC - ABC
ANNOUNCES THE APPOINTMENT OF

THE O. L. TAYLOR CO.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE MARCH 1ST

BOSTON IS SOLD ON WLAW

AMERICA IS SOLD ON ABC

STUDIOS AND OFFICES:
HOTEL BRADFORD—BOSTON
ADDITIONAL STUDIOS—LAWRENCE
WILLIAM A. RIPLE, General Manager
Hoffman Plan Requires Applicant Bond

A CONGRESSMAN-station owner and operator is out to help the "little fellows" by the broadcast business. And Rep. Richard W. Hoffman (R-Ill.), owner-operator of WHFC WEHS (FM) Cicero, Ill., is in a position to make his proposal stick.

The legislator is a member of the House Interstate & Foreign Commerce Committee. That group is currently approaching the stage where it can clear for House action the Senate-passed McFarland Bill (S 658) [B*T, Feb. 25]. Measure would re-assign the procedures of the FCC by amending the Communications Act.

At the same time, it was learned last week that the committee has reached a tentative agreement to hold daily sessions on the bill until the measure is approved.

Rep. Hoffman's proposed amendment to the bill has not come up in committee yet. But he assured

Broadcasting • Telecasting last week it will.

This is what the amendment would provide: Posting of bond with FCC by an applicant for a construction permit for frequency already in use by a licensee. In event the application is denied, dis- missed or withdrawn, the applicant would be required to pay all "reasonable expenses" including attorney and engineer fees incurred by the licensee of that frequency.

Should the applicant contesting the licensee prove he can do a better job in the public interest, he would not be required to pay costs of the licensee. Procedure would be similar to that of a court case where the plaintiff incurs court costs when he loses a suit but does not pay costs when he wins a suit. Rep. Hoffman explains that such a provision would help deplete the "swarm of broadcast complaints" which Congressmen receive.

KLEE Assignment

As asked of FCC

APPLICATION for assignment of license of KLEE Houston, Tex., from executors of the estate of the late W. Albert Lee to Trinity Broadcasting Corp (KLIJ), Dallas was filed last week with the FCC [B*T, Feb. 4].

Trinity (owned by Barton R. and Gordon McLeod, owners of the Liberty Broadcasting System) takes control of the station under a lease-option agreement if FCC approves sale. The McLeod's also own KELP El Paso.

Terms are a lease of $30,000 a year for property rental with an option to buy the station at the end of 20 years for $110,000.

Assets of Trinity were listed as $188,035.72, with a surplus of $18,515.77. Net income after taxes for 1949 were given as $22,519.84.

Executors of Mr. Lee's estate are Mrs. Hallie Lee, Mrs. Mary Alice Rosenberg, Laster E. Rosenberg and Lowell C. Clark.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Television Households)

REGULAR WEEK, JANUARY 20-26, 1952

<table>
<thead>
<tr>
<th>Current Rating</th>
<th>Current Rating</th>
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<tbody>
<tr>
<td>Home Address</td>
<td>Home Address</td>
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<tr>
<td>Rank</td>
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<tr>
<td>Program</td>
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<tr>
<td>(Average for All Programs)</td>
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<tr>
<td>1.</td>
<td>Arthur Godfrey (CBS)</td>
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<td>2.</td>
<td>Amos 'n Andy (CBS)</td>
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<tr>
<td>3.</td>
<td>Lux Radio Theatre (CBS)</td>
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<tr>
<td>4.</td>
<td>Charlie McCarthy Show (CBS)</td>
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<tr>
<td>5.</td>
<td>People Are Funny (CBS)</td>
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<tr>
<td>6.</td>
<td>Arthur Godfrey's Scors (CBS)</td>
</tr>
<tr>
<td>7.</td>
<td>Our Miss Brooks (CBS)</td>
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<tr>
<td>8.</td>
<td>Bob Hope (CBS)</td>
</tr>
<tr>
<td>9.</td>
<td>Flipper McCool &amp; Molly (NBC)</td>
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<td>10.</td>
<td>Art Link (CBS)</td>
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<tr>
<td>11.</td>
<td>Alka-Seltzer (CBS)</td>
</tr>
<tr>
<td>12.</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
</tr>
</tbody>
</table>

On the Air: (Average for All Programs) (4.8)

| 1.         | Bob Hope (CBS)       | 10.2 |
| 2.         | Mother's Family (NBC) | 7.5 |
| 3.         | News of the World (NBC) | 7.4 |

Weekday (Average for All Programs) (4.9)

| 1.         | Arthur Godfrey (Lippert & Myers) | 8.0 |
| 2.         | Our Gal, Sunday (CBS)  | 8.3 |
| 3.         | Arthur Godfrey (NBC) | 8.5 |
| 4.         | Romance of Helen Trent (CBS)  | 7.4 |
| 5.         | Arthur Godfrey (Phillips) (CBS) | 7.2 |
| 6.         | Miss Perkins (CBS)       | 6.9 |
| 7.         | Aunt Jenny (CBS)         | 6.0 |
| 8.         | Big Sister (CBS) | 6.9 |
| 9.         | Panny Warren and the News (CBS) | 7.3 |
| 10.        | Panny Warren (CBS)       | 7.3 |

Day, Sunday (Average for All Programs) (3.0)

| 1.         | True Detective Mysteries (CBS) | 7.2 |
| 2.         | Shadow, The (NBC)            | 7.2 |
| 3.         | Martin Kane, Private Eye (NBC) | 4.8 |

Day, Saturday (Average for All Programs) (3.9)

| 1.         | Central Station (CBS) | 7.9 |
| 2.         | Gypsy Rose Lee (CBS) | 7.8 |
| 3.         | It Happens Every Day (CBS) | 7.2 |

(*) Average reached during or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute pro-
gram-Average rating is used.

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ABC Names Two

McDaniel, McCarthy Promoted

ABC Radio appointments of William K. McDaniel as sales manager for the West Virginia Division and C. L. McCarthy as manager of the network-owned KGO San Francisco [B*T, Feb 25], were announced in New York last week [see also ABC Sales Appointment story, page 65].

Mr. McDaniel, whose appointment was to be effective Saturday, succeeds C. B. Smith who resigned to become manager of the network's Western Division after joining ABC Hollywood in 1949. A graduate of Duke U., he first became associated with ABC as a salesman in 1939, joining Scripps-Howard Radio shortly thereafter as a salesman. Next associated with the sales department of KMPC Hollywood, he was in military service for five years during World War II before returning to that station in 1946, remaining there until he joined ABC three years later.

Mr. McCarthy has been in broadcasting since 1927 and is identified by his network as one of the West Coast's leading radio executives for over 20 years. He served as vice president and general manager of KQW (now KBSC) San Francisco for 15 years prior to the station's purchase by CBS. The new man-
ager of KGO, whose appointment is effective immediately, also served for a brief time on NBC's station relations staff in New York.

Covington Outlets

Three Transfers Sought

APPLICATIONS for the transfer of the Covington radio stations from the estate of G. W. (Bill) Covington to his heirs is to be filed today with the FCC, it was announced by Hugh M. Smith, general manager of the three Alabama stations. Mr. Covington died in Chicago in 1949 (B*T, July 18, 1949).

Stations are being transferred to three separate corporations, each with the same officers: Oscar Covington, Montgomery and Birmingham shoe merchant, president; Miss Clara Covington, vice president; Hugh M. Smith, secretary-treasurer. Mr. Smith has pur-
chased stock in the corporations and will continue as general manager of the group.

The three stations are WCOV-
AM-FM Montgomery, CBS affiliate, 1240 kc with 250 w, to be owned by Capital Broadcasting Co.; WGWG Selma, CBS affiliate on 1340 kc with 250 w, sold by Dallas Broadcasters Inc., and WGWG Gadsden, LBS affiliate on 570 kc with 1 kw, to be owned by Broadcasting Inc. The Montgomery outlet is also a TV applicant for that city.

Air France announces purchase of more than a half-million dollars in airborne radio equipment from Collins Radio Co. for UHF navigation and instrument landing.
WHO HAS THE SCRAP?

1. STEEL MILLS ARE GROWING SO FAST
they will need many millions of extra tons of scrap this year. There are more than 250 companies in the steel industry and practically all of them are expanding. A plentiful supply of steel is important to everybody. Steel for fighting can save lives...Steel for living can mean more homes and home appliances, cars and hundreds of other products that help us live better. Here's how to find scrap:

2. IN SHOPS AND FACTORIES there are millions of tons of obsolete machinery, equipment and structures. In this picture an old lathe is being broken up for scrap. Motor will be salvaged...Remember—any machine or structure that hasn't paid its way for a year probably should be scrapped.

3. FARM OWNERS, alone, could snow us under with old steel. In every county, on nearly every farm, old machinery stands useless...Cash and a great service to your country are the rewards for selling farm scrap.

4. COUNTIES AND STATES hoard old bridges (the one left spans Brandywine Creek), road machinery, street car tracks and other rusting junk. Now is the time to cut red tape and sell old steel to make new. Ask your county, town or state officials to start a scrap hunt.

5. HOW YOU CAN HELP: If you work in a shop, a factory or on a farm, please help the steel industry increase its scrap supply. Expert advice on best ways of locating and salvaging industrial, farm and government scrap is available from representatives of the Steel Industry Scrap Mobilization Committee located throughout the country. Send for interesting description of the national scrap-hunt. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York and ask for reprint from STEELWAYS Magazine titled, "Clearing the Industrial Attic"...Factual, excellent for schools and discussion groups as well as industrial use.
REGIONAL GROUP
Wyo. Network Formed
WILLIAM GROVE, president and general manager of KFBC Cheyenne, Wyo., has announced the formation of the Wyoming Cowboy Network, a new seven-station regional network assuring low-cost almost complete radio coverage for Wyoming. Stations are: KFBC Cheyenne, KRAL Rawlins, KGOS Torrington, KWRL Riverton, KWOR Worland, KODI Cody, all Wyo., and KSID Sidney. All stations are ABC affiliates.

Another advantage the new group claims, Mr. Flynn stated, is "since all stations in the group are ABC line-connected, Wyoming Cowboy Network spot and program availabilities are uniform and are cleared for the same time with the same adjacencies over the entire net and are fed out of Cheyenne."

Cost of a one-minute or chain-break announcement over the entire seven station hookup starts at $12 for daytime and $18 for nighttime announcements, less frequency discounts.

It's Slim's For An "Honest" Meal

Most people thought Slim Benson would probably go broke when he first started his system of letting customers figure out their own checks over at his big diner on the highway.

Slim trusts them to pay for as much as they eat—you simply tell Sally, his cashier, the amount of your bill. It works, too. Take the other day when Buck Harris went and told Sally his bill was 35¢.

Now I was right there with Buck and I knew all he had was coffee and pie which comes to a quarter. "How come thirty-five cents?" I asked Buck. "Had an extra cup of java the other day, Joe, and forgot about it—till now," he says.

From where I sit, most people are basically honest—and that goes for their opinions, too, even though they may be different than our own. I like a glass of beer with my dinner; you may prefer something else . . . but we all ought to be allowed to "figure it out" ourselves.

Joe Marsh

From where I sit by Joe Marsh

Station Saves Day

ARMY brass paid its respects to radio in Henderson, Ky., after WSON there came to the aid of the 101st Airborne Division stationed at Camp Breckenridge. The Army called for hurried assistance in locating a box of poisonous insecticide which dropped off an Army truck. Max Cockley of WSON aired the announcement immediately and within an hour the box was found. Maj. Gen. Ray E. Porter, commander at the post, expressed his gratitude to the station "for the excellent manner in which this emergency was handled," adding that he could only hazard a guess as to what might have happened if the poisonous grain had been mistaken for feed and given to livestock.

EXECUTIVES CLUB
Officers Are Announced

HOLLYWOOD Executives Club, limiting membership to 55 from radio, TV, recording and advertising agencies and recently organized, will hold its first semi-monthly meeting at the Vine St. Brown Derby next Thursday noon.

John K. West, NBC Western Division vice president, is club president; Willet H. Brown, president of Don Lee Broadcasting System; Glenn Wallichs, president of Capital Records Inc., and Neil Reagan, Hollywood manager of McCann-Erickson Inc. are vice presidents.

Other officers include Henry S. Ackerman, CBS-TV Hollywood vice president in charge of western network programs; Walter Shulker, vice president, Young & Rubicam; Sam Fuller, NBC-TV network producer; Tom McCray, NBC Western coordinating director of radio network operations; Hal Magg, western division vice president, RCA Victor; Harry Maltzah, president-general manager, KPWR; Frank Mullen, Henry Ginsberg and Sidney Strotz, TV consultants; Ed Nassour, vice president, Nassour Productions; William Phillips, director, ABC Western Division operations; Robert O. Reynolds, vice president and general manager, KMPC; Joe Rimes, TV producer; Frank Saunders, manager, radio-TV department, William Morris Agency; Robert D. Wolfe, vice president Kenyon & Eckhardt.

Function of club is exchange of ideas and information by leaders of membership industries.

FM Station Expands

NEW program schedule was begun March 1 by WYAT (FM) Richmond, Va., the city's original FM station. Full day of broadcasting will feature music, sports and service programs. Complete new staff has been employed by the station which will devote a large part of the daily schedule to educational programs.
E L E C T E D!
Again this year
WJBK
Key Station
DETROIT TIGERS BASEBALL NETWORK

WJBK-DETROIT
Tops in News—Music—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
And if you're an advertiser with something to sell the public... an advertising agency executive whose job is to help your clients do that selling... or the owner or manager of a radio or television station doing business with advertisers and agencies—with, that one person automatically becomes YOU!

Why? Because this ad concerns itself with a certain fundamental that endangers anyone in any of those three categories. Today, with an expanding economy following paths never traveled before, what you DON'T know CAN hurt you!

There's an awful lot to know, too—about media trends and ratio of expenditures by the biggest advertisers in recent years, about results, effects of TV on other media, significance of spot and local radio gains. Also, there's a great deal to be forecast with an accuracy that will give today's decisions a fighting chance of being right tomorrow.

**WHAT'S HAPPENED? WHAT'S GOING TO HAPPEN?**

Those are big, imposing questions. BROADCASTING-TELECASTING, however, will attempt to answer them—for you—in a Review & Preview Issue to be published on March 31, an issue presenting the most authoritative, complete facts yet assembled on the changing picture of media investment by top advertisers during the fast-moving years since the end of World War II.

Even more valuable, this issue will analyze its findings and develop from them the kind of forecasts every advertising man, every station operator wants and needs for intelligent planning. What's behind us is interesting. But what's ahead is vital!

**ANSWERS ARE HERE FOR EVERYBODY**

This March 31 issue of BROADCASTING-TELECASTING can be as important to any plans board meeting as the conference table around which it meets—and far more valuable. Between the two covers of BROADCASTING-TELECASTING you'll find facts that help answer such basic questions as—

- What are the 1952 trends in media appropriations?
- Will the national economy continue to expand, and what part can advertising be expected to play in it?
- Can the nation support large numbers of TV stations without seriously impairing present radio facilities?
- What do the best-qualified leaders in advertising, marketing, radio and television say about the future?
- Is television over-priced today? Is radio under-priced?
- Will there be a realignment of all media rates soon?
- What are the trends among the top 100 advertisers on their allocation of budgets to various media?
- What effect has TV had on newspaper and magazine linage?
- Do results show that some products are better suited to radio than TV advertising?
- What influence will defense production have on set manufacturing?
AT JUST ONE PERSON

These (and many more) are typical of the puzzlers that hundreds of plans boards all over America will be trying to think through during the year ahead. The Review & Preview Issue of BROADCASTING-TELECASTING can help make their task far easier because of the essential facts it has uniquely gathered together.

FACTS THAT ARE VITAL TO YOU, TOO

Whether you're an advertiser, agency man, or station operator—the contents of the March 31 issue demand your attention because of their practical usefulness. And it takes no particular prophet to point out that such an issue will be kept, thumbed through, read and re-read by advertising's decision-makers for the fullest study of the material it contains.

If you are the owner or manager of a radio or TV station anywhere in America, that holds considerable significance for you. This issue of BROADCASTING-TELECASTING would be an excellent place to tell your story as well . . . to run your station's message, directed just as accurately as the March 31 issue itself will be, to the attention of advertisers and agencies planning now what they'll do in the future.

NOT MUCH TIME LEFT

(There's a big bonus with this issue, incidentally. It will be published on the opening day of the 1952 NARTB Convention in Chicago (March 31-April 3)—thus commanding the additional attention of everyone at the Convention as well as every advertiser and agency executive who has his eye on the events of this year's NARTB Convention schedule.)

The deadline for all advertising is March 17. Despite the importance of this Review & Preview Issue of BROADCASTING-TELECASTING, there is no increase in rates. If you want your station represented wherever and whenever important advertisers are making plans—today (and not tomorrow) is the time to send us your space reservation. Wire or phone our nearest office if you prefer. But—just don't wait until it's too late!
Coy, Time to Buy KOB?

(Continued from page 25)

formal application for voluntary assignment is filed with the FCC. Time Inc. is represented by Crawford, Swaine & Moore, New York law firm, with Philip G. Louches, Washington attorney, representing both Time Inc., and Mr. Coy in the KOB negotiations. Legal counsel for Mr. Pepperday is W. Theodore Pierson of the Washington law firm of Pierson & Ball. F. Cleve- Hendrix, tax expert of the Pierson firm, has recently returned from Albuquerque where financial aspects of the transaction were developed. The corporation, it is understood, has a substantial amount of funds in quick assets and the net transaction might be in the neighborhood of $500,000 to $600,000.

Meyerson is Manager
KOB is managed by J. J. Meyerson, former sales and promotion manager of the Oklahoma Publishing Co. and its radio-TV properties. KHMO is headed by Mr. Pepperday, with George S. Johnson as commercial manager, chief engineer and film buyer. It is understood that any transaction evolved would make provision for retention of these key executives and of staff.

Consummation of this sale, it is believed, would commit 100% of former Chairman Coy's time to the Time Inc. organization. The company aspires to acquire additional TV properties and possibly also radio properties, either through purchase or through direct application.

Because Mr. Coy is a vigorous advocate of UHF, it would not surprise observers to see the corporation file applications for UHF stations in a number of markets, not necessarily in basic areas. Mr. Coy repeatedly has stated that he feels eventually the primary TV service on a nationwide basis will be provided by UHF rather than VHF.

Two years ago Mr. Coy advocated desertion of the VHF band at some future date, at which time there would be a complete shift to UHF. His fellow commissioners, however, did not support this view and it received virtually no endorsement from industry ranks on the ground that both public and broadcaster investment in VHF was too well entrenched to warrant a possible economic upheaval.

Mr. Coy's position was that ultimate acquisition of a newspaper property, with or without broadcast adjuncts, in his home state of Indiana, his efforts for an interest in the Lafayette (Ind.) Journal & Courier [both, Feb. 25] thus far have been unavailing. It is understood that he has other possible "leads" in Indiana.

It's Chm. Walker

(Continued from page 25)

light of federal service retirement provisions.

The 3048 salaries of members of the FCC were increased from $10,000 to $15,000 per annum. By completing three years at $15,000, his retirement will be based on an average of $13,000 per year for the five-year maximum salary bracket on which such retirements are based. His retirement pay thus would be $65,000 per year. Of course, there have been repeated attempts in the past that such action was a year ago, when he first reached eligibility. It should run in the neighborhood of $35,000 per year by November.

The new chairman has been an expert in common carrier matters. He has come to the FCC from the Oklahoma State Corporation Commission and was the acknowledged expert on telephone regulatory matters.

But he has rubbed elbows with broadcasting operations over the years and has a working knowledge of regulatory phases of that part of the Commission's activity, which has consumed perhaps 90% of its time.

Speculation Was Rife

Even with the Walker appointment, there was considerable speculation as to who ultimately would succeed him as chairman. That, of course, will depend upon the outcomes of the November elections.

A Republican victory would inevitably result in a change in chairmanship, whether or not Mr. Walker elected to remain until his term expires in June 1955.

A Taft victory, it is presumed, would mean the appointment of Robert F. Jones, a native of Ohio, and a 10-year veteran in Congress prior to his appointment to the FCC in 1947.

Other Republicans on the Commission are Comr. Rosel H. Hyde, whose present term expires next June but whose renomination is confidently expected with both Republican and Democratic support, and George E. Sterling, of Maine, whose term runs until 1957.

Return to the Truman administration (should he choose to run) would bring a number of possibilities.

Known to have been mentioned in the White House conversations at the time of Mr. Coy's resignation were such figures as J. Leonard Reinch, managing director of the Cox radio and television stations; Neville Miller, former NAB presi-

WLW Anniversary

WLW Cincinnati observed its 30th year of service and companion station KMOX this fourth anniversary last Saturday at special broadcasts which touched off a month-long celebration. [Note, Feb. 25]

Messages have been received from the governors of Ohio, Kentucky and Indiana.

Tent and practicing Washington attorney; Philip G. Louches, former NAHB president and Washington attorney; Telford Taylor, former FCC general counsel, now director of Small Defense Plants Administration; NARB Board Chairman and General Counsel Justin Miller, and former Sen. Frank Graham of North Carolina.

Prior to the President's announcement last Thursday, names crept into speculation. These included Capt. John Cross of the State Dept. Telecommunications Division, who has been identified with the former FCC, and James T. Lynch, general counsel of the Treasury Dept.

Supported by Rayburn

Mr. Bartley, supported by Speaker Rayburn for vacancies on the FCC during the past several years, almost made it last fall as successor to Comr. Frieda B. Hen- nock, who had been nominated by the President for a seat on the FCC in New York. When the Senate recessed without confirming her, however, Miss Hennock asked that her nomination be withdrawn and advised the President she would not accept a recess appointment.

Mr. Bartley, it was learned, conferred with the President Wednesday afternoon, entering and leaving the White House unseen. He made no comment and expressed surprise that anyone knew of his visit.

Mr. Bartley (see sketch page 24) is a middle-of-the-road Democrat. Although a native of Texas, he has lived in the East most of his adult life. He is no stranger to legislative or broadcast activities.

His acquaintance with Chairman Walker goes back to creation of the FCC in 1934, when Mr. Bartley, then a striping of 25, became the first director of the then existing telegraph division.

In 1937, when Frank R. McNinch became chairman, the division system of operation was abolished and the directorships with them. Mr. Bartley thereafter became secretary, and then president of the Yankee Network. He remained there until 1943, when he joined the NAB staff as director of war activities, leaving in 1947 after serving as head of the FM Dept.

He has been through the FCC mill, having been the principal applicant for a station in Houston. The successful applicant was the late W. Albert Lee.

DIRECTORS OF WJR Detroit have voted dividend of 10c per share to be paid March 11 to shareholders on record at close of business March 4.
"No mud on our Pulpit!"

"No ... not in our little church!"

"But something the Pastor said reminded me of a service I'll never forget. Later, Helen told me I'd said 'Mudd' out loud. That's why she dug me in the ribs and said 'John, wake up!'"

"I guess I was wool-gathering. I was back overseas, listening to a Chaplain who'd found a spot of beauty in a grove of trees for his services. ... right smack in the middle of a war! The green branches made a church-like arch. The sun filtered through the branches like through our church windows.

"The Chaplain's pulpit? Just the hood of a homely Army Jeep ... splattered with mud. No organ music ... just the booming of big guns far off. No pews, either ... just mud to sit in. But I felt just as close to God then as I did last Sunday in our Maple Street Church.

"After Helen nudged me awake, I thought of countries where mud is slung at pulpits. Where men of the cloth are jailed. Where churches are closed or burned. And where God is disowned. I gave thanks that here we respect all churches.

"Freedom of worship is one of our precious rights. Other Freedoms include our right to vote as we please ... and without anyone knowing whom we vote for. To get rip-roaring mad when we see our taxes wasted by wild spending ... and when we read about charges of corruption against public officials. To choose our own jobs, like I did when I applied for one at Republic. To own our own homes. To drive our own car across state lines with nobody to push a gate down in our faces.

"I said an extra prayer last Sunday: May our Reverend Johnsons, Father Kellys and Rabbi Cohens always have that sacred freedom to preach their gospel from unmuddied pulpits. Amen!"

**REPUBLIC STEEL**
Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free ... an America whose aircraft streak to all corners of the free world on missions of commerce, mercy and peace. Through the Aircraft Industry, too, Republic serves America. Republic furnaces and mills produce aircraft-quality steels ... steels for the tools to shape the parts... steels for the instruments that guide the way ... for sheltering hangars ... for the reinforcing that makes safer runways. Republic is proud of the part it plays in supplying so much of the ground-bound production power that keeps America powerful aloft.

**This message is one of a series appearing in national magazines and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.**
1952 BROADCASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 BROADCASTING Yearbook went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by Yearbook page number. A complete listing of abbreviations may be found on page 6 in the 1952 BROADCASTING Yearbook.

Page 48—Under Joz. A. Hardy & Co., Plaid, listing of Cahay, etc., Campbellton, N. B.

Page 69—William E. M. E. Evans 

Page 72—KARK Little Rock, Ark., change power to 5 kw-D, J 5 kw-N with directional antenna.


Page 125—WICG Brunswick, Ga., revise personnel to read: Fred Smith, mg; Herb K. Tolyan, sales; J. M. Lane, asst. mgr.; John Harmon, asst. & Heman, etc. Letter: Marvin McVay, etc., to replace J. D. Studer, etc. Add: Adj. Sales.

Page 128—WLNY New York, N. Y., change staff to read: Dick Berry, etc. Letter: Garnet Williams, etc.

Page 130—WOWU Omaha, III., add Jere H. Holden, etc.

Page 135—WIBD Peoria, Ill., change staff to read: Claude Hult, etc. Letter: Phillips, etc.

Page 154—KXIC Iowa City, Iowa, correct spelling of gm & pd is Gene Claussen: Kenneth M. Brown replaces Herbert M. Petersen as pd; delete Tom Pettit as gm.

Page 167—WLW, Cincinnati, Ohio, add Joe D. Young, etc. Letter: Chauncey D. Hulkey.

Page 180—WMAQ Chicago, Ill., revise personnel to read: J. D. Gay, Jr., etc. Letter: John H. R. Bell, etc.

Page 190—KENC Kinston, N. C., Michael A. Koppolo is pd, replace John Reid.


Page 197—KMBH Marshall, Minn., correct spelling of d. RCA transmitter.

Page 222—WAND Canton, Ohio, insert McCurdy as national representative: P. C. Wilson, etc.


Page 245—WLS Chicago, insert J. L. Oakes, etc.

Page 265—NLW Little Rock, Ark., to read: Ray A. Worsham, Jr.


Page 283—WGEZ Beloit, Wis., change power to 100 w (250 w applied) and delete P. J. Davis.

Page 287—Add: CKVM Ville-Marie, 1 kw, 710 kc,-engr. Trans-Canada, McGill, etc. Letter: Atlantic Radio Group, etc.

Page 303—Add: CKLX Thebes-Mines, 230 w 1350 kc. Add by Hanoi Thetford, etc.

Page 308—The Board of Directors of the United States Industrial Foundation, etc.


Page 318—RCA Victor, correct Sales Div. James P. Davis, etc.

Page 323—Add: William W. Robinson, etc. Letter: Mary E. N. N.; Chicago.

Page 329—Add: AFC Chicago, etc. Letter: AFC.

Page 344—Add: Insert under directory of Canadian Stations by Call Letters the listing of CKLX-Mines, Que.

Page 349—Add: Under Office of the Chief Engineer, FCC, add Albert L. Kroll, etc. as engineers. Assistant Chief Engineer, J. O. W. Kroll, etc.

Page 356—Add: Arthur R. Simpson, etc. Letter: Mary E. N. N.


Page 373—Delete extra listing under FCC Members the name of William Montgomery Smith, etc. appears twice. Insert William P. Smith, etc.


PROFESSIONAL or amateur, they're radio men. These broadcast executive got together Monday night, 11:00-6 a.m., to take part in the 1952 international DX contest of amateur radio stations, "Have a hobby, the three (1:0) — Dick Dorance, MBS director of public relations and press information; Bill Leonard, m. c. of This is New York on WCBS New York, and Charles N. DeRose, WHY-N-AM-FM Holyoke, Mass., general manager — operated in round-the-clock shifts for 48 hours from WHY-N-FM's transmitter building to establish two-way radiophone contact with several hundred other "ham" stations located in 40 countries on every continent on the globe.

EX-LAX SIGNS NBC
To Sponsor M-F Serial
EX-LAX Inc., Brooklyn, for years a major spot radio user, today (Monday) starts a new daytime radio series, The Doctor's Wife, on NBC radio, Monday through Friday, 5:45-6 p.m. [B*T, Feb. 4], it was announced last week.

Sponsorship of the program represents the largest radio advertising campaign ever undertaken by Ex-Lax, according to Irvin A. Edleman, vice president in charge of advertising.

Last year the account spent approximately $650,000 in spots, using mostly major markets. It was understood that although most of the spot activity has been cancelled, a few markets may be purchased to supplement the network coverage. Account is now being handled by Warwick & Legler, New York.

B&B LECTURE COURSE
To Cover Agency Operation
BENTON & BOWLES, New York, has established an intensive lecture course to cover all phases of the agency operation for its employe training program.

In announcing the new project, Robert Lusk, executive vice-president, pointed out that there has been a growing need for comprehensive on-the-job training in the advertising field ever since the termination of the GI training plans set up to meet the requirements of returning veterans after World War II.

To meet this need, the agency has set up a strong executive team headed by Brown Bolte, vice president, and William A. Foten, account executive.

CONSUMER ADS

Westinghouse Budget About $18 Million

A 15-18% increase in its consumer total sales billed in 1951, and a $300 million expansion program were cited by officials of Westinghouse Electric Corp. in New York last Monday as evidences of a good business, the upward curve which would continue even after industry's fulfillment of current defense needs.

The 15-18% increase in consumer advertising will bring the total Westinghouse advertising budget to about $18 million during 1952, according to President Owilyn A. Price. More than 20% of the amount will be spent for radio and television broadcasts, including Westinghouse sponsorship of the $3 million "get out the vote" political coverage on CBS Radio and CBS Television this summer. [B*T, Dec. 31, 1951], and Studio One on the same video network.

The company's $300 million expansion program, designed for immediate use in defense production but to be converted quickly for civilian purposes, will be carried out within the next three years. Present business trend — based on the past thirty years and extending to 1956 — indicates great expansion for the entire electrical equipment and installations industry, Mr. Price reported, which he said had a growth three times that of other advertising budget, a record for the year. The $300 million expansion program was reported to be underwritten by the company's growth and trend generally.

Emphasis on Selling

While the electrical equipment industry booms, Westinghouse expects "a good, tough, competitive" year for consumer goods, with emphasis upon selling rather than production during 1952, John M. McKibbin, vice president in charge of consumer products, reported. The inventory picture at the first of the year was "a healthy one," he said, and was specifically low for TV receivers, although there had been "a limited production facility" on some consumer goods since the war. Anticipating a holdback, perhaps, in radio-TV receiver production this year, the company will nevertheless try to equal if not better their 1951 mark, he explained.

Consumer goods account for only 20% of total Westinghouse production and will receive a similar apportionment of the $300 million expansion fund.

In spite of copper and aluminum shortages, radio and television production during the first quarter of this year is proving to be equal to that for the comparable period last year. Mr. McKibbin said. "As a result of strong demand, production is going directly into distribution channels," he noted. "So the factory inventory of radio and television is non-existent." Output during the normally heaviest third and fourth quarters depends on material availability, but aside from that qualification, Westinghouse "hopes" to meet the goal of matching 1951 production.

Total sales billed by all divisions of Westinghouse reached $1,240,801,000, a record total that rose 22% above the previous high established in 1950. Net income for 1951 was $42,678,000 as compared to $77,522,000 for the previous year, however, with the difference attributed to increased taxes which rose from $77 million in 1950 to $104 million in 1951.

SERIES of eight Lenten programs on NBC Radio Voice of the Cathedral are being presented in cooperation with Angelica Lutheran Church of Los Angeles. An NBC star will be heard each week telling what church attendance means to him.

CHAS. BARNHART
Was WMED Prog. Dir.

FUNERAL services were conducted last Tuesday for Charles E. (Chuck) Barnhart, 36, program director at WMED Peoria, Ill. Mr. Barnhart died Feb. 23 about 12 hours after sustaining critical injury in an accident involving an automobile he was driving.

Mr. Barnhart, who was prominent in Peoria civic affairs, joined WMED as continuity director in 1945 and later was named production director. Following year he moved to KMOX St. Louis in a similar capacity. Mr. Barnhart spent nearly two years in the Navy during World War II and returned to WMED in March 1947 as program director.

Mr. Barnhart authored, directed and produced Last We Left, dramatic series aired by WMED and later used by Office of War Information. More recently he conducted the Chuck Barnhart Show on WMED, Monday through Friday. In 1949 he received the distinguished service award of the Junior Chamber of Commerce.

Surviving are his wife, Mildred, who escaped from auto accident with only slight injuries, and three children, Judith Ann, Rickie and Craig. Mr. Barnhart was critically injured when thrown from the car as it skidded on an icy street.

NOW... 5000 WATTS IN LANSING
20 TIMES MORE POWERFUL THAN THE SECOND STATION

THE NEW AND INDEPENDENT WILS NEARLY TWICE THE POPULATION COVERAGE

WILS
5000 DAY • 1000 NIGHT
LANSING, MICHIGAN

SEE RAMBEAU
New York—Chicago—Los Angeles—Detroit
Impact Radio Sales, 1000 WATTS NIGHT
and expressions regarding "a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind."

Records also are sought for calendar 1939 and for the period since Jan. 1, 1945, showing (1) by major product groups, all radio, TV and related electronic products manufactured by respondent company; and (2) for each calendar year, the company's production and sales of AM sets, FM sets, AM transmitting equipment, FM transmitting equipment, black-and-white TV sets, color TV sets, color TV transmitting equipment, vacuum tubes, black-and-white TV picture tubes, color TV picture tubes, with separate breakdowns for domestic and export production and sales.

More Figures Requested

Figures on amounts of royalties collected in each calendar year from each of respondent's licensees in each of these fields also is requested.

Further, the Justice Dept. wants to know how much royalties were paid in these calendar years to various other manufacturers individually, plus details on all acquisitions of patents, exclusive patent licenses, or inventions in radio, TV or related electronic equipment since Jan. 1, 1940.

Data on quantities of vacuum tubes purchased by respondent company during 1951 is requested, with the information to be shown in units and dollars, and segregated by serial number and manufacturer.

The government also wants to know the company's respective expenditures, for specified years, in research and development in the radio and television manufacturing fields; plus their relative positions "in terms of producton, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts" in those fields.

Copies of current agreements securing domestic patent license rights, agreements securing rights from foreign companies, and agreements relating to the transmission of engineering information, blueprints, know-how or other radio-TV manufacturing data to other U.S. companies or the receipt of such information from them—this type of data also is requested, along with copies of annual company reports to stockholders since Jan. 1, 1934, and names, addresses, and terms of office of company officers and directors since Jan. 1, 1939.

**BRONZE Star Medal was awarded to Sgr. George J. Hoffman (1), formerly with WYSD Cleveland, Ohio, before he left Korea for U.S. on a rotation. Sgr. Hoffman receives medal from Capt. George Easterling for meritorious service with information and education section of 3d Division Hqtrs. from May 20, 1951, to Jan. 14, 1952.**

**WKIP ACQUIRED**

*By Bingham Group*

GROUP of station executives have bought WKIP Poughkeepsie, N.Y., from Poughkeepsie Newspapers Inc., it was announced last week. Sale is subject to FCC approval.

Officers of the new company, Dutchess County Broadcasting Corp., are George W. Bingham, general manager of the station, president; Marvin S. Seimes, chief engineer, vice president for engineering; Richard A. Dwell, commercial manager, vice president for sales; John J. Kuhn, vice president for programs, and Mabel Shoyster Meurer, secretary-treasurer.

Messes. Bingham and Seimes and Mrs. Meurer have been with the radio division of the Speidel newspapers (which owns the Poughkeepsie New Yorker) for more than 10 years, having been associated first with WGNY Newburgh, N.Y., before going to Poughkeepsie in 1944. Mr. Kuhn has been a member of the program department of WKIP since 1946 and Mr. Dwellery went to the station in 1949.

WKIP is an ABC affiliate. It operates on 1450 ke with 5000 w.

FM adjunct of WKIP, WHVA (FM), remains in the hands of the Poughkeepsie newspaper. It is an affiliate of Rural Radio Network. Also remaining under Speidel ownership is WQNY. Recently sold were Speidel-owned KDON Santa Cruz, Calif., and KWRN Reno, Nev.

**NUNNS SELL KFDA**

To Cagle Group, $240,000

SALE of KFDA-AM-FM Amarillo, Tex., for $240,000 from Nunn station ownership to a foursome of Texas broadcasters and a publisher was announced last week. Application will be filed soon for FCC approval.

Buyers comprise Gene L. Cagle, president and general manager of the Texas State Network; Charles Jordan, vice president of TSN; Wendell Mayes, owner of KBBW Brownwood and known Austin, and C. C. Woodson, oilman and publisher of several Texas newspapers.

New company will be known as Amarillo Broadcasting Co. Except for the association of Messrs. Cagle and Jordan, the new company has no connection with TSN. KFDA operates on 1440 ke with 5 kw day, 1 kw night. It is affiliated with ABC.

Preparing for TV

Consolidation in order to get ready for TV was the reason given by Gilmore N. Nunn, president of Nunn properties, for the sale of the Amarillo stations. Several years ago, the Nuns sold WMOB Mobile.


Mr. Paul Phillips
Knorr-Keates Advertising, Inc.
Chicago, Ill.

Dear Paul:

When you find the time, write a tip for your hometown on WCHS. Don't ask, we won't tell. But if you've got something worth a column in your paper, we're anxious to hear about it. Sometimes, a single tip can mean the difference between a slow day and a busy one.

With best wishes,

Alay

**IMN Denver Office**

INTERMOUNTAIN Network has opened a key office in Denver. Col., Lynn L. Meyer, vice president in charge of sales, announced last week. The new office, 1735 Stout St., will be headed by Ken Palmer, former manager of KVER Albuquerque. Central IMN headquarters is in Salt Lake City. Denver office is to serve IMN stations and accounts east of the Continental Divide.
LIBERTY

LIBERTY Broadcasting System's legal entanglements became more involved last week as it pressed its damage suit against 13 Major League baseball teams and reached a defense to contract violation charges brought by WOPA Oak Park, Ill.

Both cases are being presented in the U. S. District Court for Northern Illinois, Eastern Division, in which filed, Feb. 21, seeks triple damages of $12 million from Major League teams which denied broadcast rights to Liberty for Game of the Day series [B*T, Feb. 26].

Early last week, summons for the ball team officials and copies of the complaint were mailed to the U. S. Marshals attached to federal district courts in areas where the 13 team headquarters are located. These were expected to be delivered by hand by the end of the week, at which time each recipient would be given 20 days in which to file a formal answer with the court.

These maneuvers will take at least a month, at which time other delaying actions will probably be taken in court. One Chicago attorney group that each team defendant will retain its own counsel, rather than hiring one attorney who would act for all.

LBS Counsel

Thomas C. McConnell of the Chicago law firm of McConnell, Luktin & Van Rensselaer, representing Liberty. He is known for his victory in a similar case against combined theatre interests before the U. S. Supreme Court in 1956. Representing an independent motion picture theatre on Chicago's South Side, he charged conspiracy of theatre interests resulting in a financial loss of his client. The action is believed to be one of the first involving anti-trust and conspiracy charges.

Liberty representatives were scheduled to meet Friday afternoon with attorneys of WOPA, independent outlet, to discuss with Master in Chancery David Silbert the station's charge. A recommendation will be referred to Federal Judge Philip Sullivan for a ruling.

WOPA Tuesday afternoon filed a complaint and request for a temporary restraining order against WCFL, Chicago independent, with the latter's license blocked temporarily by filing of a verified complaint by Liberty the next day.

WOPA charges Liberty violated its three-year affiliation contract which was signed March 14, 1961, and went into effect three days later. Initially a one-year agreement, the contract stipulated terms would be renewed for two years more if there was no notification of cancellation by either party 120 days before the expiration date.

WOPA, through McCarthy, Toomey & Reynolds, Chicago, charges no notice was given. Last August 22, Liberty signed an affiliation contract with WCFL, a 50 kw outlet, and made arrangements for the station to carry the Chicago White Sox American League games acquired on an exclusive basis.

WOPA charges that, according to contract terms, it has first-call on any Liberty network program service feature. Liberty can schedule it with another station. WOPA claims, however, that Liberty representatives in statement to WOPA management said the network did not intend to furnish "any White Sox or any other baseball game broadcasts" to WOPA.

Eugene Sondheimer, general manager of WOPA, wired James Foster, Liberty executive vice president, on February 22: "We have instructed our attorneys to institute appropriate legal proceedings immediately... Inasmuch as we have been verbally informed that WCFL will carry the White Sox games, which under the terms of the contract we are entitled to first call, injunctive relief will also be asked against that station."

WOPA, according to its attorneys, has exclusive Liberty broadcast rights in Oak Park only. WCFL, on the other hand, reportedly has a contractual clause providing that any Liberty broadcasts in the station's primary signal area. WCFL's signal blankets Oak Park, a west side suburb eight miles from Chicago's Loop.

BASEBALL RIGHTS

Set by WHBC, WKBV

BROADCAST rights to baseball games involving the Cleveland Indians and Cincinnati Reds have initiated separate by stations outside the territory of both Ohio ball clubs.

WHBC-AM-FM Canton, Ohio, for the fourth consecutive year will carry play-by-play broadcasts of all Indians' contests during 1962. Standard Brewing Co., Cleveland (Erwin Brew), will sponsor the network.

WKBV Richmond, Ind., has contracted to air all night games (25 at home and 30 out of town) of the Reds. WKBV General Manager Lester G. Spencer has announced. Affiliation of WKBV with ABC also was announced [B*T, Feb. 18], with station carrying both ABC and MBS programs this spring and summer.

Renewing Contracts

We got a lot of response to an item in the January issue of our subscriber newsletter ("The Shadow of a Doubt""); one contract renewal with local advertisers. Some stations say we have given them an important change in their local time contracts; others say we're way off. The problem was this: ready, avoid us the first contract advertisers who, when asked to sign a renewal, drop out instead in a common and an irritating one. Our solution is too long for this short column; it's the base for a free copy of "The Needle"... while they last. Then tell us what you think!

Surprise!

We think our upcoming announcement will be the biggest and most exciting in radio library history. Watch for it—and do, nothing till you see us at the NABTB convention!

New Calendar Pages

Second-quarter sheets for the APS Merchandise-Programming Calendar (April-May-June) will be released shortly to all APS subscribers and others who requested them. If you're a non-subscriber, haven't written already, ask for the first quarter pages, drop us a line and we'll send you the next batch. Pricing in quarters this is probably most current calendar available.

Apologies to Sponsor

... for lifting an item right out of its own pages for this column. Rob Foreman wrote this in a review of the Mario Lanza—Coca-Cola Show in Sponsor for January 25.

"After watching two second-rate fighters swing at each other through eight rounds, a fitting climax to a dull evening of TV-ing, it was a rare pleasure to be able to hear the pictureless charm of the Coca-Cola show featuring Mario Lanza. "In fact, it's often quite a relief not to have to glue your eyes to that small glass-fronted box, and when you get good music in results for shutting the infernal machine off, you are doubly rewarded. Which is why it's my bet that pleasant music will always be a drawing card on radio—long after TV has run radio drama, and radio comedy, as we know it, pretty much into the ground. Commercially, Coca-Cola's approach is that of a long shot that doesn't delin get into the ring with competitors. No bounce, no energy story, nothing up till the middle break, which was a tone-poem of no more than 30 seconds plugging the drugstore soda fountain as a good port these stormy days and a short plug for the Cokes on tap there. The closing announcement couldn't have run 25 seconds and embarrassed much, but that Coca-Cola was everywhere."

"For a package product of low cost and great frequency (of programs I have in the opposite direction of most advertisers. Since no one comes near the product in sales and few half hours on radio could be any more enjoyable than the Lanza stanza (especially for TV-refugees such as I), I'd give 'em A all around."

More and more folks in the industry and experience—reflecting this attitude. Music alone seems to have the ability to override even the fascination of the picture. From good music comes sheer enjoyment that needs no complement... and it's a wise program manager who keeps his schedule filled with the purest sounds of all—this very music. You can't find it all in that pile of free phonograph records, either!

Speaking of Phonograph Records

... did you know that broadcasters in foreign lands pay a royalty for every phonograph record they play? It averages about 25c per play... which is why APS is such a well-liked feature at stations in South Africa, Hong Kong and other spots around the globe.

Suppose you had to pony up 25c for every phonograph record you played, every single time you played it? How many of the discs you spun today would you have paid for at that rate? Considering that no such problem confronts a library user... and remembering that the average APS subscriber has unlimited use of our 16-inch transcriptions for less than 17c per month, what would you do?

CFCF Moves

CFCF Montreal has moved to new offices and studios at 4824 Cotes des Neiges Road, Montreal 26. Telephone is Ekdale 1184.

Advertising

Advertisement

ASSOCIATED PROGRAM SERVICE
131 W. 46th Street, New York
Plaza 7-7710

March 3, 1952  Page 49
Gutenberg

Et la lumière fut.
500 years ago, Johannes Gutenberg invented the first practical use of movable type and the mechanical art of typecasting. It is to his credit and everlasting fame that the Bible was his first printed work. Gutenberg succeeded in producing this book by a process which has stood the criticism—and won the admiration—of later ages. Gutenberg's invention brought mass communication to the world through the printed word. Few other men have made such a valuable contribution to the progress of civilization. Gutenberg is, indeed, a name to remember.

25 years ago, THE FORT INDUSTRY COMPANY was founded on the principle of programming and broadcasting in the public interest. In the intervening quarter-century all the FORT INDUSTRY stations, wherever they are located, have upheld this public trust. For this reason, wide-awake sponsors remember the name FORT INDUSTRY when they want the greatest response and the best sales results.
IN READING 18 full-page ads in Advertising Age last week, we kept feeling that something was missing. The ads were in behalf of 18 newspapers to show how vastly larger a percentage of homes in each of the 12 communities is reached by the papers than by three leading magazines. What was missing, of course, was a comparison with radio. That wouldn't have looked so good, from the newspapers' point of view. The U. S. Census says radio reaches all of the people in the nation. What newspaper, or indeed group of them, can make as sweeping a statement as that?

Get Out the Vote

THE RECENT report that there are now 105.3 million radio sets in the nation—one for every American of voting age—was greeted by many (ourselves included) as proof of radio's very great commercial power. We've had a second thought about the meaning of this figure. It has to do with the coincidence that there are as many radios as potential voters.

There's no question that those 105.3 million sets perform every day a remarkable function. The ability of radio advertising to make people want a product, to contribute money to good causes, in short to act has been demonstrated so many times that by now it is accepted as basic.

If those television sets were put to work to make people go out and vote?

We think it would make a tremendous improvement in this country's voting record which is, to state it nicely, deplorable.

In the 1948 Presidential elections less than half the people of voting age voted. That is not the kind of citizenship which keeps great republics great.

Unwillingness to make the effort to go to the polls is becoming a very serious disease in this nation. It is permitting governments to be placed in power by a minority of the citizens, or, to be precise, a majority of a minority.

In 1948 it was actually a minority of the minority that elected Mr. Truman. He got less than half the total popular vote, which itself was less than half the potential voters. Now whether you are for or against Mr. Truman as President, you can hardly deny that the selection of a President by such a fractional representation of the public is unfortunate.

What can be done about it? Well, what do you do to make housewives buy a specific brand of soap or make all kinds of people chip in their money to, say, the March of Dimes?

What can be done about it is this: Let the radio broadcasters and their advertisers put those 105.3 million sets to work on getting the voters in to the time they have so successfully worked on other projects. Add to radio's nation-wide power of persuasion the less widespread but enormous impact of television, and watch the percentage of voters appearing at the polls next November will far exceed that of 1948.

Some broadcasters and their clients already are planning such activities. Specifically, CBS and NBC are co-ordinating the scheduling of get-out-the-vote series as part of their political coverage. J. P. Wilkins, general manager of KFBB Great Falls, Mont., has started a one-man crusade to get all broadcasters to undertake the campaign. It is something that every one in this business ought to do.

No greater public service could be performed by radio and television than to help the public help itself by participating in a basic part of the democratic process.

(Continued on page 59)
WE, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT
AWRT MEETING
Set for Detroit April 4-6
SECOND national convention of American Women in Radio & Television will be held April 4-6 at the Statler Hotel, Detroit. Arrangements for three-day session are being under direction of convention chairman Edythe Fern Melrose, president of Detroit’s “House O’ Charm” from which women’s programs are broadcast daily over WXYZ and WXYZ-TV Detroit.

Attendance at convention—which will be presided over by Edythe Messerand of WOR New York, national AWRT president—is expected to reach 700. Election ballot will take place April 5, with results to be announced the following day.

Among features of the conference will be panel and workshop sessions for AWRT members. One will be devoted to discussion of sales problems and selling tips for broadcasters. Agencies will take over a full half-day session. Also featured will be results of surveys reporting on what women like and don’t like in radio and television; the McCall Mike Awards for outstanding public service, to be presented at the banquet April 6, and appearances by the 10 women in the industry who have been voted outstanding in their fields.

Included in the roster of prominent associations and firms scheduled to act as host for one event each at the convention are: Grocery Manufacturers Assn., Tea Bureau, Kellogg Co., Ford Motor Co., Lever Bros. Co., National Greeting Card Publishers Assn., the Shoe Guild, Cleanliness Bureau and others.

AWRT membership has grown “by leaps and bounds” since the April 1951 convention when membership stood at 386, spokesmen stated. By Nov. 1 it had grown to 573, and since then new chapters have been added “all over the country,” including the recently-formed New York chapter.

AD HALL OF FAME
Nominations Are Solicited
NOMINATIONS are open for addition of two names to the Advertising Hall of Fame, located in the Advertising Club of New York, Gilbert T. Hodges of the Wall Street Journal, chairman of the nominating committee, announced Thursday.

Nominations deadline is April 15, with those elected to be named at the June convention of Advertising Federation of America, founder and sponsor of the hall. Actual election will be made by a judges council on basis of special achievement and service in the advancement of social and economic values of advertising. Nominations for the Hall of Fame plaque, which provides for $5 names by 2,000 A.D., must have been deceased at least two years prior to the June convention.

WILLIAM K. McDaniel, assistant to BOB LAWS, sales manager of ABC-TV Western Division, Hollywood, shifts to ABC Radio Western Division as sales manager.

EDWARD J. HRISHBERG, president and general manager of WEDO McKeasport, Pa., and general manager of WABC Kitanning, Pa., appointed general manager of WEIR Weirton, W. Va., in addition to other positions.

IRA MORTON, WKBK (TV) Chicago account executive, to WOR-TV New York in similar capacity.

MARVIN L. ROSENE, general manager KJOA Des Moines, Ia., named general manager WLOL Minneapolis-St. Paul.

ROLLY FORD, former manager CHUM Toronto, appointed national advertising manager CKNW New Westminster, B. C., replacing Jim Scott who is ill.

GEORGE FUERST, salesman, KBS San Francisco, moves to KGO-TV that city.

JOHN CRANDELL, space salesman, Maloney, Regan & Schmitt, N.Y., newspaper representative firm, to WCBS New York as account executive.


TED ARBER, vice president of Community Service Broadcasting Corp., operator of WCBS Amsterdam, N. Y., elected president. CHARLES A. PARSONS, president of Parsons Inc., that city, named vice president.

WILLIAM H. SCHNAUDT, station manager, named director.

JACKSON FLEMING, program director at KXL Portland, Ore., promoted to station’s sales staff.

HILDA LeBLANC CHASE, sales staff of WFPA-AM-TV Dallas, Tex., appointed station’s sales service director in addition to other duties.

RICHARD GREY, production operations manager, KTTV (TV) Hollywood, resigns.

GRAYCE McDonald, manager of contact department of central division of CBS Radio, Spot Sales, Chicago, to New York office in same capacity.

BUS GOODYEAR, WFBC Greenville, S. C., and DON PETERSON join sales staff of WESC Greenville.

JOSEPH WOLFMAN, WOKY Milwaukee, appointed sales manager.

BOB JOHN, sales staff of Standard Brands, Knoxville, Tenn., and ED DODSON join sales staff of WNOX that city.

EVERETT-McKINNEY Inc., N. Y., appointed national representative for WABI Bangor, Me., effective March 1.
EDWARD LAMM, owner and president of WTVN (TV) Columbus, Ohio, awarded certificate of distinguished service from United Appeals Committee of Columbus in appreciation for all night show given by station on behalf of drive... HARRY B. SHAW, sales manager of WSJS Winston-Salem, N. C., and Margaret Adams Lund married Jan. 12... JORY NOBLOUND, WMAQ Chicago associate, celebrated his 21st birthday. His girl, Cynthia, Feb. 17... ERNEST FELIX, assistant treasurer, ABC Hollywood, vacationing in Mexico... GIL JOHNSTON, sales manager of WBBM Chicago, and his wife are vacationing in South for three weeks... WILLIAM A. BANKS, president of WHAT Philadelphia, celebrated his 60th birthday on Feb. 29... CHARLES M. UNDERHILL, national director of TV programming for ABC, elected member of board of directors of Save the Children Federation, N. Y. ... DANIEL W. KOPS, vice president and general manager of WAVZ New Haven, re-elected director for three year term of United Fund for Greater New Haven area.

HARRY RENFRO, executive assistant to C. L. THOMAS, general manager KXOX St. Louis, appointed publicity chairman for Marine Corps Citizens Committee for St. Louis. Mr. Thomas will serve as general chairman 16th annual Gridiron dinner presented by city’s Advertising Club March 6... HORACE W. SCOTT, WGBS Miami account executive, named lieutenant governor Advertising Federation of America’s fourth district succeeding Don Lynam who moves to Memphis from Miami. ... CHARLES HOLDEN, assistant national director TV program production for ABC-TV New York, to address CBC TV Clinic, Toronto, on methods of TV production developed by ABC-TV.

McCRARY ON LEAVE For Campaign for Ike
TEX McCRARY, commentator on NBC’s WNBC and WBNST (TV) New York, gives up his broadcast duties effective today (Monday) under a leave of absence requested in order to devote full time to campaigning for the nomination of General Eisenhower for President.

He said he felt the campaign work was his “obligation and duty as an American citizen” and that in his absence his wife, Jinx Falkenberg, McCrary, would carry on their Tex and Jinx radio and TV shows. He indicated he would return “later this year.”

His move came on the heels of an appearance on DuMont’s Author Meets The Critics show in which he was accused of calling Sen. Robert A. Taft (R-Ohio), an opponent of Gen. Eisenhower for the Republican nomination, a “liar.” Mr. McCrary denied the charge. He said on one of his own broadcasts on WNBC that he had characterized Sen. Taft’s book as “careless with facts and distortion” and that he would not withdraw the criticism. WNBC then offered Sen. Taft five minutes of free time in which to reply, but Sen. Taft rejected the offer.

McCrary also has served as M.C. of an earlier Madison Square Garden rally for Gen. Eisenhower. Station spokesmen emphasized the decision to take a leave of absence was “absolutely voluntary on his part.”

MBS Show Commended
CITATION commending Mutual’s Man on the Farm (Saturday, 12-12:30 p.m. local time) has been inserted in the Congressional Record by Rep. Charles Melvin Price (D-Jill). Rep. Price’s commendatory remarks also marked program’s 14th birthday celebration. “Broadcast from a converted hen-house on an experimental farm in Libertyville, Ill.,” Rep. Price stated, “these broadcasts interest city and farm folk alike and help keep alive the spirit of rural America.” Series is sponsored on MBS by Quaker Oats Co.

RADIO MANUAL
NARTB AIDS POLITICS
REVISED edition of NARTB’s political primer, “Is Your Hat in the Ring,” has been published for guidance of candidates and groups for public office. Later a primer giving instructions on use of TV in political campaigns will be issued by NARTB, according to Robert K. Richards, public affairs director.

Purpose of the radio booklet “is to help men in public life to present their views by radio conveniently.” As a handbook of helpful hints it is designed to bring about “clear presentation of public questions in the American home by radio.”

Candidates are reminded that Americans regard the public interest in political life as “freedom of opportunity for both sides to be heard.”

Chapters cover “The Radio Talk,” with suggestion that a friendly, persuasive technique be used because the candidate actually is addressing a large number of small groups listening in their homes. Tips are given on arousing interest in a chapter titled “A Thought Before Writing Your Talk.” The chapter on writing reminds that simple, picture words and short sentences are most effective. Tips on timing are given in the final chapter.

Appendices include excerpts from the Communications Act, FCC rules, concluding with a tabulation of total Presidential votes since radio came into public use in 1920. Total ballots have increased from 26,706,346 in 1920 to 48,933,880 in 1948.

Copies of the booklet are available at the NARTB Public Affairs Dept., 1771 N St., N. W., Washington, 6, D. C.

’AMERICA SPEAKS’
Gallup Show for Radio, TV SERIES, America Speaks, a 15-minute weekly on TV also to be produced for radio, starring Dr. George Gallup and his public opinion analyses, is being offered to agencies and sponsors by George P. Foley, president of Foley & Gordon Inc., for a 26-week pre-election run, it has been announced.

Series will feature opinion trends on political candidates, parties and issues, attitudes on foreign and domestic policy, surveys on living costs, family life and national habits, with actor Rex Marshall and an unannounced actress posing as a typical American couple, discussing the topics with Dr. Gallup. Format will remain essentially the same as the 1948 version of program, also produced by Mr. Foley, sponsored on CBS-TV at that time by Merrill, Lynch, Pierpont, Penner & Beane, brokerage firm.

STAFF party was held at WAVZ New Haven Conn., to celebrate 100% increase in its fan mail count over January 1951. Event was planned as thank you to station’s air personnel and administrative staff.

WVAM has absorbed the facilities of WJSW to give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

first with the finest
DAY AND NIGHT
Weed & Co. representatives

BROADCASTING • Telecasting

March 3, 1952 • Page 55
IRE MEETING

TELEVISION, with the accent on UHF and color, is the major attraction of this year's annual convention of the Institute of Radio Engineers, starting today (Monday) in New York. More than 40 papers, roughly 20% of the 220 scheduled for delivery during the four-day meeting, deal with some phase of video engineering.

More than 25,000 engineers from almost every country in the world are expected to attend one or more of the 43 technical sessions or to visit the four floors of exhibits of latest developments in television equipment displayed by $36 million manufacturers at the Grand Central Palace. Technical sessions will be held at the Waldorf-Astoria convention headquarters, and at the Belmont-Plaza and in the Palace.

Director of Defense Mobilization, Charles E. Wilson, will make the main address at the Wednesday night banquet at which William L. Everitt of the U. of Illinois, past IRE president, will be the toastmaster. At the banquet W. R. G. Baker, General Electric vice president, will receive the institute's 1962 Medal of Honor for his outstanding direction of scientific and engineering projects; for his statesmanship in reconciling conflicting views and in obtaining cooperative effort and for his services to the Institute.

Will Receive Prize

H. W. Welch Jr., will receive the Morris Liebman Memorial Prize for engineering papers on magnetrons. The Harry Diamond Memorial Award will be presented to Newburn Smith for "fundamental work on radio wave propagation." The IRE Editor's Award will go to Jerome Freedman for a paper on "Resolution in Radar Systems."

B. D. Loughlin of Hazeltine Electronics Corp. will be awarded the Vladimir K. Zworykin Television Prize for outstanding technical contributions in the field of electronic TV during the past year. Also at the banquet session, 45 IRE members will be given fellowship awards for outstanding contributions to radar engineering—largest group ever to be so honored.

Dr. D. B. Sinclair, General Radio Co., new IRE president for 1952, officially will take office Tuesday noon at the Presidents' Luncheon, at which Ivan S. Coggleshall, Western Union Co., will preside.

Benjamin G. Kaplan

The IRE has scheduled two sessions, Tuesday afternoon and Wednesday morning, to be devoted to UHF receiver design. Eight papers will be the subject of a Thursday afternoon technical session, third of a series on electron tubes which will include papers on output gas tubes on Wednesday afternoon and on small high-frequency tubes on Thursday morning.

Convention will open this morning (Monday) with the annual IRE meeting at which Alfred N. Goldsmith and John V. L. Hogan will review the institute's 40-year history.

Broadcasting • Telecasting

IRE 40 of 220 Papers Relate to TV
FM 'BEEP' MUSIC
FCC Policy Seen Eased

SOFTENING of FCC's attitude toward the functional music operations of FM stations is believed implied in Commission action last week renewing the license of WKRC-TV Cincinnati.

The Cincinnati TV station was put on temporary license some months ago because its FM affiliate was engaged in special "beep" operations. It is customary with FCC to place all operations of a licensee on temporary license when one of them is under scrutiny.

According to Cincinnati Times-Star officials, the functional music operations consist of five experimental installations. None has ever been put on a commercial basis.

Since the Commission renewed a number of other licenses where FM stations were engaged in functional broadcasting, WKRC-TV executives requested that their TV station be considered in the same light. Last week's action was the result.

FCC has been studying the implications of specialized FM services since last May. At that time it questioned the legality of such operations on the ground that it tended toward abdication of the licensee's responsibility. Correspondence with a number of such FM stations last year culminated in a joint petition by 13 stations denouncing the FCC's interpretation of what functional music operations threatened and asking for a rule-making hearing to formalize these new operations [B&T, May 31, 21, 7, April 16, 1951]. From time to time, reports have indicated that the Commission finally was going to issue a report, but to date none has been made public.

According to one report of last week's Commission meeting, the Commissioners have swung away from the legalistic interpretation of the rules in sympathy for the plight of FM operators. Other specialized services which FM stations are engaged in are storecasting and transit radio.

Constitutionality of transit radio is scheduled to be argued before the Supreme Court today.

PLAQUE of accomplishment was awarded by New York Advertising Club to Howard G. Stokes (second from left), advertising pioneer at AT&T and one of originators of Bell System's radio program, The Telephone Hour. L to r: James G. Hanna, vice president in charge of radio-TV, N. W. Ayer & Son; Mr. Stokes, who retired from AT&T in 1948; Wallace Magill, producer of The Telephone Hour; John B. Hunter, vice president of N. W. Ayer, and Will Whitmore, radio advertising manager, AT&T. Mr. Stokes, credited with originating familiar phrase, "The Voice With a Smile Wins," took part in Telephone Hour broadcast in early February from Carnegie Hall in a special anniversary program.

ADVERTISING IN '72
Harper Tells AMA

TELEVISION will be the number one medium for the large advertiser in 1972, when all homes in the country "will be television homes just as today all homes are radio homes," Marion Harper Jr., president of McCann-Erickson, said Thursday. Prediction was included in an address to advanced medical knowledge will give advertising an opportunity to advertise new products and services, thus educating the public in ways to use creatively the fruits of our productive economy in leisure time. There will be a great emphasis on "do it yourself" in products and advertising.

"The next 20 years will see the re-emergence of the family unit as the core of our social system," he predicted. "More persons will participate in buying decisions, thus requiring family appeal both in media and copy. There will be a greater emphasis on products and services for the home and the family."

"Advertising will bear a bigger burden of building consumer franchises because of the increased impersonal nature of the retail outlet," Harper predicted by greatly increased production facilities and a broadened base of purchasing power, he said. Hence, "the function of research, planning and market strategy will become one of the most important services of the advertising agency."

Mr. Harper also predicted increasing use of paid time and space for public relations purposes.

Names Taylor
WLAW Lawrence, Mass., ABC outlet for Greater Boston area, has named O. L. Taylor Co. as its exclusive national representative, effective Saturday (March 1). Station is on 680 kc with 50 kw.
The Dominant Station Covering the Rich Industrial and Agricultural Area of SOUTHERN COLORADO

K G H F
PUEBL0, COLORADO
5000 w

announces

the appointment of

GILL-KEFFE & PERNA, INC.

NEW YORK
Helen Gill

CHICAGO
Howard Keefe

WEST COAST REPRESENTATION:
Tracy Moore & Associates

WILLIAM DOZIER, head of CBS, TV's story department and director of network's search for new talent named CBS-TV executive producer in charge of dramatic programs succeeding DONALD DAVIS, promoted to producer of Studio One [Bet, Feb. 11].

GEORGE REEVES, publicity, promotion and merchandising department of WBAP-TV Fort Worth, Tex., left for U. S. Army Feb. 20. He has been replaced by AUDREY WEBER, formerly with Hollywood office of J. Walter Thompson Co.

GEORGE HINEMANN, TV program manager at NBC Chicago, named director of television for American Cancer Society fund drive there.

BYRON R. KELLEY, resident director, Laguna, Calif., Summer Theatre, to CBS-TV New York in similar capacity.

DON DAUSER, Kansas announcer, to WSYR Syracuse announcing staff.

FRANK PARIS, editing department, CBS Radio, Hollywood, named as assistant director. Succeeding him is PERRY CHAPMAN, script department.

MASON WEAVER returns to WXYZ-TV Detroit as floor manager after year and half service with Medical Corps in Korea.

SYD DAVIDSON, announcer, CBI Sydney, N. S., to CBH Halifax, and LEN COSH, CBI announcer, to CBC International Service, Montreal.

BILL NEAL, WCAV Norfolk, Va., disc jockey, honored by Munts TV at banquet in Washington for his work for company. Munts sponsors 90 minutes of his show daily.

DON THOMPSON, program operations supervisor, KNRH (TV) Hollywood, shifts to NBC-TV Hollywood as program operations manager. Succeeding him is JAMES G. DAMON, his assistant.

LOU RIEPHOFF, WMAL Milwaukee, to WEMP that city as public service director.

PHIL WILSON, formerly announcer at WLEE Richmond, Va., to WMAL-AM-TV Washington in same capacity.

GEORGE ANTHONY, announcer at KXL Portland, Ore., named station's program director.

CHARLES A. HENDERSON, manager of Atwater Kent Foundation, Hollywood, joins NBC-TV motion picture staff to work on forthcoming Victory at Sea television series.

PATTY IANNONE, TV actress, assigned role in Paramount Pictures film, War of the Worlds.

ROBERT M. WHITEHEAD, program director at WHL Nanticoke, Pa., appointed assistant program director at WBAX Wilkes Barre.

RUTH TALLEY, WIP Philadelphia record librarian, who recently married, is leaving station. She will be replaced by GEORGE SMITH, former record librarian for WIP'S Down Patrol.

BILl PORTER joins staff as record librarian replacing George Smith on Down Patrol.

SAM SEROTA, WIP Philadelphia director of special events and educational broadcasts, will conduct classes for radio workshop of The Boston, Philadelphia adult education series.


ANN SLATER, secretary to ROBERT PELEGRIN, produces the show of WXYZ (TV) Hollywood, elevated to press department assistant.

SHERRY NELSON, CBH Halifax, announcer, to CBM Montreal.

BRETA GRIEM, conductor of WXYZ's New in the Kitchen seen daily on WTMJ-TV Milwaukee, selected for 50th year to serve as an exponent of food service for all state operated concessions at 1965 Wisconsin State Fair.

LOU GOLSON appointed chief announcer at WANN Annapolis, Md., replacing ARCH HARRISON who joins production staff of WBT Baltimore. MAC LEONARD, WRCN Shreveport, La., and JOE BELAIR to WBAL's announcer-disc jockey staff.

BOB FULMER, WTTM Trenton, N. J., joins announcing staff of WMAL-AM-TV Washington.

JOHN GALE, WTAO Cambridge, Mass., sportscaster and disc jockey, to WINN Louisville, Ky.

ROSS McLEAN, talks producer of CBU Vancouver, to CBC-TV Toronto.

RUSSELL BRUNS, EBUS Fairmont, Minn., to KIST Santa Barbara, Calif.

MIKE KELLIN, New York TV actor, assigned role in Paramount Pictures feature film, Hurricane Smith.

RAY WILSON, program director at KSBE Salinas, Calif., to KFMB-AM-TV San Diego announcing staff.

GLENN McCARTHY FIRM
Equitable Life Takes Over

 RADIO and TV activities of Texas oil producer Glenn McCarthy are not involved in the management of control of McCarthy Oil & Gas Co. to the Equitable Life Assurance Co., it was announced last week.

Both KXYZ-AM-FM Houston and TV station concessions in Guatemala and Venezuela, which Mr. McCarthy announced he had received from the Latin American governments [8*T, Feb. 18], are held individually and are not part of the oil and gas company's holdings. KXYZ is a TV affiliate for Houston.

In addition to the oil and gas company, Equitable also took over control of the Shamrock Hotel, Houston showplace built by Mr. McCarthy.

The insurance company moved in to protect a $34,100,000 debt owed by the McCarthy company, it announced. It said that although Mr. McCarthy's company had been paying interest, it had not amortized the principal during the last few years.

ELMER MUSCHANY, program director, KXOK St. Louis, appointed to board of directors of Missouri Broadcasters Assn. as member of committee to work with BMI Young Composers Radio Award Contest.

GLORIA GORDON, who portrays Mrs. O'Reilly on Radio-TV My Friend Irma, ordered by doctor to take year's rest from TV version.

RICHARD HILL, program director, WTSB Claremont, N. H., named city's outstanding man of the year by Junior Chamber of Commerce for community service programs he originated.

GUNNAR RUHEIMER, producer of CBS International Service, Montreal, to CBC-TV Toronto.

HIRAM SILK, announcer-operator of CBG Grand Falls, Newfoundland, awarded third prize in annual Peabody Institute of Music competition for organ compositions.

ANDREW ALLAN, producer of CBT Toronto, on leave for past year in England, returns to CBC program headquarters, Toronto.

BOB BELL, announcer-operator, CBM Regina, to CBV Edmonton.

KONNIE KUPKA, WMT Cedar Rapids, Iowa, to KYW Cheyenne, Wyo., as women's program director.

BILL ESTEF, staff announcer at WESC Greenville, S. C., father of boy, Douglas Sherill, Feb. 11.


STEVE PAIETTA, member of musical group on Columbia Pacific Network Jack Owens Show, married Kay McKenna Feb. 23.

MONROE BENTON, director of news and publicity for WNYC New York, to marry Myrna M. Altman March 8.


EDWARD SANCHEZ, production manager, WXYZ-TV Detroit, father of boy, David, Feb. 1.
boys wear for that firm in a two year period.

Then he joined a women’s ready-to-wear company as traveling salesman for about a year. Upon returning to San Francisco in 1932, young Mr. Morgan set himself up in business as representative for 17 manufacturers of ladies apparel.

It was just about then that the enterprising young man got an idea for a new style in women’s gloves. He became a manufacturer. Starting out with two rented sewing machines and a staff of eight persons in a one room loft, he soon was occupying the entire floor of that San Francisco building and had 50 employees on the payroll.

Meanwhile, Mr. Morgan was tinkering with radio. A ham operator from childhood days, he was interested in writing and production as well as the technical side of medium. He sold his glove manufacturing business in early 1934 for a handsome profit and became a program packager under the name of Morgan Production Co.

He took over several unused remote radio studios in the Bellevue Hotel and originated a variety of dramatic shows for various stations and advertisers in the area from that spot.

When Philip G. Lasky, general manager of then KTAB San Francisco, was looking for a program director in March 1935, he chose Mr. Morgan for the assignment. Morgan Production Co. went out of business.

Shortly after, KTAB became KSFO and the CBS San Francisco affiliate. For the next five years, he took various extension and correspondence courses and attended summer sessions as well. He graduated as teacher in vocational education from UC at Berkeley in the spring of 1945. He has a life certificate as teacher in California, too.

With the United Nations Conference in San Francisco, Mr. Morgan in the spring of 1945 was called upon to coordinate broadcast activities for all the independent stations covering the six-weeks’ event. It brought him nation-wide attention in the industry.

Packing bag and baggage, Mr. Morgan in August 1945 went looking for greener fields and moved to Los Angeles.

The similarity in names prompted Jim Morgan to call upon Raymond R. Morgan. He went to work for that agency man on Oct. 1, 1945, as dramatic producer of MBS Mystery is My Hobby, then sponsored by The Knox Co.

Five months later, he was named manager of Queen for a Day, taking on added responsibility of program producer almost a year to the day he joined the agency. Mr. Morgan was elected vice-president in charge of radio and television on June 1 of last year.

Mr. Morgan’s enthusiasm is infectious in work and play. An excellent listener, associates declare he usually comes up with a good answer.

Despite his busy schedule, Mr. Morgan finds time to serve on industry committees and he always follows through, never leaving assignments for others to pick up.

With TV his avocation as well as part of his vocation, he has keen interest in film production. Mr. Morgan is an expert photographer and considers it his major hobby. He has carried it out to extent of having built a professional sound stage for his TV film experimental work. It is located on the 3½ acre estate in exclusive Northridge some 38 miles from Hollywood, and Mrs. Morgan, the former Mildren Andrews, make their home.

Second choice in hobbies is breeding of St. Bernard dogs, but he also goes in for pedigree golf. The prolific Mr. Morgan is an accomplished musician, too. Besides violin and string base, he plays the guitar.

First vice president of Hollywood Ad Club, Mr. Morgan is a Mason, Shriner and member of Los Angeles Saints & Sinners and San Francisco Press Club.

Mr. Morgan claims no particular philosophy but believes in doing the best he can and keeping an open mind at all times, thus giving the other fellow a chance.

Why WFBF is BIG in Baltimore

This is the top morning show in the Baltimore area. It got that way by offering what listeners want... warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor’s heart.

Ask your John Blair man or contact any account executive of...
JOHN C. HOLAHAN, general counsel for Foley & Gordon, N. Y., radio-TV production and management firm, elected vice president. He will continue as general counsel.

THEODORE W. RUNDELL, chief refrigeration engineer for Philco Corp., named vice president in charge of engineering of Servel Inc.


THOMAS ADAMS, sales staff of Zenith Radio Corp. of Canada Ltd., Windsor, Ontario, named company’s sales manager.

LOUIS GOLDBEIN, managing director for Columbia Pictures International in Germany, to Hygo Television Films Inc., N. Y., as vice president.


MORTON LEE joins British Industries Corp., N. Y., as sales engineer.

ROBERT L. TAYLOR joins Hill & Knowlton, N. Y., public relations firm, as vice president.

ALLAN STONE, merchandising director of Kagan Corp., N. Y., elected vice president.

LARRY SCHWARTZ, president of Weston Co., N. Y., re-appointed lecturer in School of Business, City College of New York.

4663 REPLIES to Just 3 One-Minute Spots!

Direct YOUR Sales Message to a Responding Audience

WBNS OFFERS YOU:
* An Audience Spending 1 BILLION Annually
* All Twenty Top-Rated Programs
* Central Ohio’s Only CBS Outlet
* Proved Pulling Power
* Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available

ASK JOHN BLAIR POWER

WBNS — 5,000
WELD-FM — 3,000

COLUMBUS, OHIO

CENTRAL OHIO’S ONLY CBS OUTLET

allied arts

COMDR. T. A. M. CRAVEN, Craven, Lohnes & Culver, consulting engineers, Washington, will address the Fourth Southwestern IRE Conference and Radio Engineering Show, to be held in Houston, Tex., May 16-17.

DONALD MORSE, assistant sales manager of Tape Recorder Division of Eicor Inc., Chicago, named division’s sales manager.

ROBERT S. SAICHEK, technical data director for Eicor’s Rotary Division, appointed advertising and public relations director for entire company.

SCHWERIN RESEARCH Corp., N. Y., announces promotion of three executives. WILLIAM KALAN, company’s sales manager, elected vice president in charge of client relations; RAYMOND K. MANEVAL, director of production, elected vice president in charge of production, and DONALD H. MCCOLLUM, assistant sales manager, named sales manager replacing Mr. Kalian.

ROBERT A. STREET, ABC radio network account executive, to Henry F. Budde Publications, San Francisco, as general advertising manager.


LEON G. POLLARD appointed electronics research engineer in charge of Water Mill, L. I., laboratory of Western Union Telegraph Co. He is replaced by WILLIAM D. BUCKINGHAM, new assistant electronics research engineer.

TELEVISION TRANSMITTER Div., Allen B. DuMont Labs., Clifton, N. J., announces production of DuMont Mobil-Mount Dolly featuring easy, quick camera manipulation. Single, small one hand steering lever turns all four wheels simultaneously to set direction for “dolly shot.”

CORNING GLASS WORKS, Corning, N. Y., announces manufacture of 27 inch rectangular all-glass bulb for use in production of TV picture tubes. New bulb offers 375 sq. in. picture which is approximately 50% larger than present 21 inch size. Volume production is scheduled for May.

DAVIS ELECTRONICS, Los Angeles, announces production of new TV antenna known as Davis Super-Vision Antenna which reduces or eliminates ghost problems due to excellent pattern, produces clearer pictures up to 125 miles away from station, minimizes interference and utilizes only one transmission line.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces manufacture of new channel separators for use with its Tacoplex Master Antenna Distribution System in community installation. New unit is available as two-channel model designated as Catalog No. 1512 or three channel model designated as Catalog No. 1515.

Night Listening Up

NIGHTTIME listening is increasing in the Westerly, R. I., area, according to survey by Robert S. Conlan & Assoc., Kansas City. WERI Westerly reported that 33.2% of the potential nighttime audience is listening to radio. This is said to be a gain of a full percent over 1951. Mr. Strouse’s nighttime percentages reach 39.8% of the potential, it was added. Total of 6,326 basic calls were made from Jan. 28 through Feb. 1 for the survey.

Mr. Morse Mr. Saichek

AL PETKER & Assoc., Hollywood promotion and program packager, preparing transcribed five-week quarter-hour disc show, to be given away to radio stations. Program will feature contests involving products of Mr. Petker’s clients.

MEL ANGLE, news editor, KGIL Sherman Oaks, Calif., to Studio Recording Services Division of Capitol Records Inc., Hollywood, sales promotion department.

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SLANDER SUIT
Reaches Across Border

WHEN an alleged slander about an Ontario resident has been broad-
cast from a radio station in the U. S., the trial for damages should be
heard in Ontario where the plaintiff lives. Chief Justice Mc-
Ruer of Ontario ruled at Toronto on Feb. 19. The action sets a pre-
cedent.

Clifford Jenner, a Toronto broker-dealer, is seeking damages from Sun Oil Co. Ltd., a Canadian
firm, Sun Oil Co. Ltd. of New Jersey, and also from Ray Henle and Ned Brooks, American radio
announcers and WBEN Buffalo.

Mr. Jenner claims that defama-
tory statements were made about him in broadcasts on an NBC net-
work broadcast last March 12, 13 and 14, and these were heard by
Ontario residents. An application for a writ of summons for serv-
ing out of Ontario on the U. S. defendants was issued last July.
Chief Justice McRuer on Feb. 19 dismissed an application to have this order set aside.

The writs have already been
served, but since this is not a
criminal action there can be no
extradition. In civil cases, where
Americans are defendants, judg-
ments can be collected only if there
are assets in Canada. It is under-
stood that there will be an appeal
from the decision.

Chief Justice McRuer stated that
"the matter to be decided is of
great importance not only to those
concerned in radio broadcasting
but to everyone in Ontario who
wishes to protect his good name
from attacks made from abroad by
means of radio broadcasting ... I
have come to the conclusion that
there are fundamental and com-
mon sense principles which govern
the present case. Radio broadcasts
are made for the purpose of being
heard. The program here in ques-
tion was put on the air for adver-
tising purposes."

He stated he considered it
"utterly a startling proposition to say that
a person could be guilty of slander
matter which is heard in a Cana-
dian province and not be said to
have published a slander in the
province in which it is heard and
understood."

BMI Honors WNYC

WNYC, municipal station of New
York City, has been cited by
Broadcasting Music Inc. for "ser-
vice in music to the community" in
presenting its annual American
Music Festival and for "outstand-
ing achievement in fostering and
presenting the music of American
composers."

KNIGHTS FIRM
Buys Doolittle FM Div.

ACQUISITION of the FM Monitor
Division of Doolittle Radio Inc. by
the James Knights Co., Sandwich,
Ill., has been announced by Leon
Faber, president of the Knights
firm, which manufactures elec-
tronic equipment.

James Knights Co. has begun
production of the Doolittle "JK"
monitor, with manufacturing addi-
tion now known as the Electronics
Product Division. E. H. Aberdeen,
vice president of Knights, was
named sales director. Sales poli-
cies of Doolittle will be pursued in
monitor sales and distribution, he
announced.

Manufacturing equipment and
sales department, located at Doo-
little's Chicago plant, is being
moved to the Knights plant at
Sandwich, 50 miles west of
Chicago.

Anthony F. Walber

FUNERAL services were conducted
Thursday in Cincinnati for Anthony
F. (Tony) Walber, 35, pianist,
accordionist and arranger at WLS
Chicago who was killed the previous
Sunday in a head-on automobile
collision near Berwyn, Ill. A mem-
er of the Captain Stubby and the
Buccaneers team, Mr. Walber
starred on the National Barn
Dance. Survivors include his
wife, Ruby; a son, William, 11, and
daughter, Antonette, 8.
PATENT RULE
Four More Advise FCC
AT FCC's deadline for filing comments to the proposed new patent rule on Feb. 21 [B&T, Jan 14, 7, 1952; Dec. 3, 1951], seven more observations were received by the Commission.

The American Telephone & Telegraph Co., noting that it has always informed the FCC of its communications developments in the past, submitted amendments to three subdivisions of the proposed rule.

AT&T asks that one portion of the rule be revised, that which would require the numerical listing of all the unexpired patents used in any service regulated by the FCC, the classification numbers, and filing and expiration dates.

Subdivisions 2 and 3 should be amended to make clear that licenses are in agreement would not be reported if they involve no licenses for equipment or operations used or useful in the services regulated by the FCC, AT&T asserted.

Armstrong's Viewpoint
Edwin H. Armstrong, inventor of FM, questioned the patent rule only indirectly as it required experimenters to file. He feels that those engaged in experimental broadcasting should be specifically exempted from filing.

Sylvania Electric Products Corp. agreed with both AT&T and Dr. Armstrong. Sylvania said that apparently as the proposed rule now stands, it would be exempted. However, the company stated that if it would be covered, it would object to the rule because it is "too vague, indefinite and general" and seeks to get material indirectly that it cannot obtain directly. Sylvania said the proposal is ill-advised, impracticable and unnecessary because the U. S. Patent Office already provides adequate public information.

The Patent Law Assn. for its 1,400 members, claimed the rule would be outside the scope of authority delegated to the FCC. Like Sylvania, PLA thought the rule too vague and confusing.

The Central Committee on Radio Facilities of the American Petroleum Institute said it thought the rule did not make clear whether it was applicable to its type and class of service. But if the rule is, it wishes to object to it.

Shortly after the proposed rule was announced, a host of protests poured into the FCC from irate patent attorneys and manufacturers who were alerted by the National Patent Council, Gary, Ind.

The FCC then issued a release pointing out that the proposal applied only to communications or broadcast patent holders who also are rendering a communications or broadcast service under jurisdiction of the FCC.

Including the earlier comments, many of which were held to have misunderstood the proposal, more than 100 comments were filed with the Commission.
"Trapped" — the show that sold more for a sponsor in one week than his entire campaign, aired on a New York network station, did in eleven weeks — is available on channel 9.

It's the show that the sponsor chose after he analyzed 35 programs available on 7 New York stations. "Trapped" is priced from 50 to 75% below similar shows offered by the other stations.

It's the show that accounted for 35% of the sponsor's consumer sales in the New York area . . . produced more sales at less cost than all other advertising media combined!

It's the show that's available now. Call WOR-tv Sales, Longacre 4-8000.
presents its problems frankly and intelligently before the WDEL-TV cameras. This weekly half-hour series, dedicated to teen-agers, is presented in cooperation with the Wilmington, Delaware Council of Churches. The programs have no direct relation to any one church, include members of all faiths. The young people in a friendly and informal fashion discuss any and all of their problems and evaluate them against a background of spiritual values.

"Youth Speaks Up" is one of many public service program series presented by WDEL-TV in an effort to serve all the viewers in its wide coverage area, to increase viewer interest and loyalty—important adjuncts to community welfare.

WDELT-VW
WILMINGTON, DELAWARE

In the photograph, the Rev. Philip Dunning, Chairman of Program for the Wilmington Council of Churches, talks with Leslie Werner, Jr., Patricia Werner and Edward Ballbach.

Represented by
ROBERT MEEKER ASSOCIATES  Chicago  San Francisco  New York  Los Angeles
TV CODE IN EFFECT

By J. FRANK BEATTY

TELEVISION stations started operation Saturday under the stiff terms of a self-enforcing code specifying what can and cannot be said or shown on the air.

NARTB's disciplinary document received the last-minute blessing of several high government officials as the new Code Review Board held its first meeting in Washington Thursday. By nightfall 77 TV stations and all four TV networks had subscribed to the code and more were expected Friday.

What can happen when 100 million viewers sit in judgment as self-appointed censors and code interpreters was anybody's guess. NARTB and the review board were not worried as they looked over the structure set up by the association under TV board and membership mandate.

The association was heartened Thursday by observations of the new FCC Chairman, Paul Walker, as well as Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), ranking majority member as well as Senate Majority Leader.

Wide Industry Acceptance

Chairman Walker told the Review Board at luncheon Thursday he was delighted that the code is meeting wide industry acceptance. He has been looking forward to self-regulation by the industry, he said, adding he was happy so many have indicated their intention to subscribe. It was the Chairman's first meeting with an industry group following his appointment Thursday morning by President Truman.

Chairman Johnson pointed out the need for patience on the part of telecasters, viewers and all others involved, recognizing the difficulty of living under a self-regulatory document and the new problems that must be faced. He voiced pleasure that so many stations had subscribed in the eight-day period following first mailing of subscription forms from NARTB headquarters.

Sen. McFarland said he recognized the difficulty of programming TV stations to meet the demands of all people and felt certain telecasters are conscious of their responsibility. He, too, was glad telecasters did the job before someone else did it for them.

Sen. McFarland is chairman of the Senate Commerce subcommittee considering the Benton legislature proposing creation of a citizens advisory board to scan radio and TV programming.

If anyone expected a programming or advertising millenium over the weekend, he was due for disappointment. Conformity of necessity will be gradual, in the case of many programs. The code calls for the earliest possible cancellation or revision of advertising contracts in violation of the code. However, it allows a maximum of 92 weeks for contract revision, dating from the time of code subscription.

The five-member NARTB Review Board met with J. Leonard Reinsch, WSB-TV Atlanta, presiding as vice chairman in the absence from the country of Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich. Other members present were Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott Bullitt, KING-TV Seattle, and E. K. Jett, WMAR (TV) Baltimore.

The board took these steps:

- Adopted a plan to issue a newsletter report on board and staff code activities. This letter will be issued at least once a month for use of code subscribers.
- Authorized President Harold E. Fellows to name a staff executive in the TV department to aid the board. He will report directly to Thad H. Brown Jr., TV director.
- Decided to issue regular reports to the public on progress of code administration.

During early days of code life all staff interpretations are to be confirmed by the review board. This policy will apply until there is enough precedent to make many interpretations of code language automatic. Each telecaster should adopt his own method of interpreting the code, it was felt.

The review board decided to meet March 31 in Chicago during the NARTB Convention at the Conrad Hilton Hotel. First complaints will be reviewed and experiences discussed.

NARTB TV station membership stood at 86 out of 108 operating stations as the code went into operation. Three stations subscribing to the code for association membership were WMBR-TV Jacksonville, Fla.; WMAL-TV Washington and WNHC-TV New Haven.

(Continued on page 97)

ALLOCATIONS

By EARL ABRAMS

FINAL "go-round" on TV allocations was scheduled to start today (March 3) after the second successive week, during which the FCC did not have the post-freeze decision on its agenda.

Staff work on final drafting continued apace, however, and there was feeling that the absence of discussions with commissioners could be chalked up to the asset side of the time table—in that staff hewed to writing chores without interruption.

March 15 target date is still hope of some of staff and of some commissioners, but book is being made that it will be nearer April 1 when decision is issued.

Appointment of Comr. Paul A. Walker as chairman is considered on plus side of time schedule in that continuity of consideration will be maintained.

If Commission goes through revised TV rules, standards and allocations all this week (considered too optimistic), there's still procedures and week-long mechanical job: mimeographing, collating and binding 600-800 page document.

Best bet now is March 22.

Document when complete will comprise four major parts: (1) Discussion of various facets of issues—separations, powers, antenna heights, educational reservations, changes necessary in existing stations, interim mixtures, offset-carrier, priorities, directional antenna, etc.; (2) legal replies to those comments, oppositions and pleadings filed during "paper" hearings last year, which will not be incorporated in the final decision—there were more than 1,600 briefs filed in the four-month long hearings; (3) complete reprinting of revised rules, including allocations table; (4) complete revision of engineering standards.

It was also learned that virtually none of the big, northeastern cities are to get extra VHF channels. Some of the smaller markets in the country picked up an additional VHF, but all the extra VHF channels were accomplished by transferring the reservation "asterisk" from a VHF channel to a UHF channel.

Best information indicates that

(Continued on page 96)

March 3, 1952 • Page 65
M 90 REVISION

Seem Exempting Theatre TV

NPA is expected this week to hand down a revised regulation exempting theatre colorcast equipment from the controversial color TV manufacturing ban.

A number of the original order (M 90) will exclude theatre projection equipment but retain the overall freeze on color TV products, including color-type receivers, adapters, converters and other related items, it was understood.

The National Production Authority is keeping the lid on so-called "closed circuit" projection equip- ment in compliance with the implied intent of the Office of Defense Mobilization and the Defense Production Administration to conserve vital technical skills for the military program.

The new order will be promulgated after a top-flight discussion among DPA Administrator Manly Fleischmann, NPA Administrator Henry Fowler and NPA Assistant Administrator John Coy. DPA, NPA last week was accumulating a wealth of data to support its ultimate decision.

NPA also is expected to delineate its reasoning with a clear interpretation as to whether manufacturers may produce receivers capable of receiving both monochrome and color with chassis circuitry changes.

Implied in the latter instance is the fate of a request by Paramount Pictures, which proposes to manufacture the Lawrence tube through its subsidiary, Chromatic Television Labs.

Under the course of action NPA will pursue has been given on another front—that involving such protagonists as 20th Century Fox, Metro Goldwyn-Mayer, America, Theatre Owners of America and the National Exhibitors Theatre Television Committee.

The ABC, and NETTC had asked NPA for a definite meeting on the grounds theatre interests were not represented at either of the two government-industry color TV conferences—October 1951 and early last year. These groups hedged their request for a separate conference with the qualification that NPA-DPA may not see fit to exclude theatre color television.

Meeting Not Necessary

Assistant Administrator John Coy had noted for MPAA and NPA that such a meeting prior to issuance of the revised order would not be necessary and indicated the new regulation will spell out applicability of the ban to theatre interests.

Twentieth Century had deferred action to MPAA, of which it is a member, in the conclusion of theatre color TV (specifically its proposed Eidophor projection theatre television system) from the manufacture by General Electric Co. would manufacture the unit, which its advocates claim will be adaptable for either color or monochrome TV projection in theatres [B&T, Feb. 25].

The factor that levies greatest heaviness against any general relief for color TV manufacturers at this time is one of manpower as well as materials. Basis for the new order is the fact that last week the DPA Electronics Production Board that the ban be retained. ERP gathered data from military electronic authorities tending to indicate that the defense program would be disrupted if engineers and other technical personnel were permitted to shift back to color TV projects [Closed Circuit, Feb. 25].

J. A. Milling, chairman of the board and chief of NPA's Electronics Division, told Broadcasting & Telecasting last week that lifting of the ban would "throw a tremendous load on the availability of manpower" for defense production. It would drain off engineers at a time when military electronics is at a going rate of $1 billion, with expectancy of reaching $3 billion by the end of 1952.

Some Engineers Shifted

This would have been necessarily the case last fall shortly after Defense Mobilizer Charles E. Wilson called on manufacturers to conserve mass color TV production.

With the imposition of the manufacturing ban, some firms transferred design and development engineers off color TV work, retaining technical manpower for color research and development, but also allowing charges that the order is tantamount to a ban on mass production of color TV end products. In a recent event, Mr. Coy's office indicated that no additional materials would be allotted for color TV equipment even if the freeze is lifted.

NPA hopes that its new order will strike a happy compromise. It hopes to sustain majority interests in both the order should be retained prohibitions on production of color TV equipment; to satisfy the military by assuring continued availability of engineers already committed for defense work; and to mollify the minority view of theatre interests by excluding other than home-type receivers.

A clearer definition permitting a manufacturer to produce a receiver capable of receiving both color and monochrome TV as long as no additional materials are involved would also satisfy Chromatic Television Labs. But NPA is making no promise in this instance.

It is Chromatic's interpretation at present that a manufacturer may use a separate chassis with circuitry capable of receiving both color and monochrome receiver types and also construct the tube, yet is unable to mount the tube in the chassis and sell it to the public as a complete unit.

TV SALES FUTURE

Previewed by Judge Miller

WITHIN 10 years the manufacturing side of television will rival that of automotive business in sales volume; that was the prediction of Justin Miller, board chairman of NABT, when he spoke at the "Salute to Television" staged Feb. 21 by Los Angeles Junior Chamber of Commerce in Biltmore Hotel Bowl, that city.

He told business executives assembled that Los Angeles ranks seventh in the top both in number of TV stations and number of receivers.

"Los Angeles has the same number of TV stations as New York—seven—and six millions," he said.

Calling attention to the fact that there are only 108 TV stations currently in the United States, Judge Miller said the FCC is "talking of opening the freeze on a national basis." It would be difficult to use television for in-classroom education, Judge Miller felt. "Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures."

He termed the television code which went into effect March 1 as a "pretty severe code, administered by a national board with power to impose penalties."

"There are some who say that this will make for more intelligent and more valuable development of TV," he said. "Others claim it will limit the medium, particularly with respect to adult appreciation." California's Lt. Gov. Goodwin J. Knight as second speaker predicted that TV would become the dominant element of the television capital of the world, just as Hollywood is the motion picture capital.

"Television is unparalleled in its educational, social and economic habits since the advent of the automobile," Mr. Knight said. "For one thing, television is bringing the family closer together again."

As the TV industry entertainment-education wise, was presented to Tom McFadden, general manager, KNBH (TV), who spoke on behalf of all local television stations.

Another award was given to Hoffman Radio Corp. on behalf of manufacturers in the TV industry.
TV Newscast "pumps gas and checks the oil" in SAN FRANCISCO!

SHELL OIL COMPANY

Shell Oil Company currently sponsors a 15 minute, Monday thru Friday newscast featuring Al Constant. On the first program, Constant interviewed the oldest Shell dealer in the area, and the newest dealer. The old timer reported 27 new customers the next day as a result of the newscast. The newest dealer, opening the next day, had 2 customers waiting at the pumps.

ELLIS BROOKS MOTORS, INC.

Now in their second year as sponsors of weekly "Your Show" program, Ellis Brooks Motors, Inc., Hudson dealers, report good sales of new and used cars, due in large part to TV show.

Mr. Ellis Brooks, President, states that 4 out of 5 prospective customers comment on the program. He further states most prospects have been pre-sold by show, and that the weekly show has proved that "we can sell as effectively to the masses on the show, as to individuals on the showroom floor".

REPRESENTING TELEVISION STATIONS:

DAVENPORT  WOC-TV*  (Central Broadcasting Co.)
FORT WORTH-DALLAS  WABP-TV*  (STAR-TELEGRAM)
LOUISVILLE  WAVE-TV*  (WAVE, Inc.)
MIAMI  WTVJ  (Wometco Theatres)
MINNEAPOLIS-ST. PAUL  WTCN-TV  (DISPATCH-PIONEER PRESS)
NEW YORK  WPIX  (THE NEWS)
ST. LOUIS  KSD-TV*  (POST-DISPATCH)
SAN FRANCISCO  KRON-TV*  (THE CHRONICLE)

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!
For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

NEW YORK  CHICAGO  DETROIT

ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

March 3, 1952  Page 67
WEEK-LONG testimony on organization, trade practices and antitrust litigation by Austin Keogh, Paramount Pictures vice president and general counsel, came to an end last Friday in the fifth week of the FCC's inquiry into the qualifications of Paramount to hold broadcasting licenses [B&T, Jan. 15th & seq.].

Paramount Pictures' case will come to a close this week with the appearance of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles, beginning today (March 3).

After additional testimony concerning the transfer of broadcast licenses when parent Paramount Pictures split up into producing companies and theatre company, in line with 1940 Supreme Court decision, merger of American Broadcasting Co. and United Paramount Theatres Inc. in new ABC-Paramount Theatres Inc. — considered most significant part of the hearing — is due to be heard (see table for estimated schedule).

Side issue — right of DuMont to participate in the merger issues — was left for later by FCC Hearing Examiner Leo Resnick.

DuMont filed a memorandum with the hearing examiner asserting its right to participate in all phases of the hearing, including the merger.

It based its argument on the following reasons:
1. DuMont's stock transfer by Paramount Pictures Inc. is interpreted by the transfers involved in the case. When Paramount Pictures Corp. split up, it filed with the Commission applications for transfers of licenses for the TV stations it owned (KTLA Los Angeles and WBKB Chicago) and also for the DuMont stations (WABD New York, WTTG Washington, WDTV Pittsburgh). The Commission has held that DuMont is controlled by Paramount Pictures through ownership of all class B stock and some A stock — all amounting to about 29% ownership.

More Reasons
2. Qualifications of the Paramount directors on the board of DuMont may be linked to future plans and policies of the individuals in the proposed new ABC-Paramount Theatres company.
3. As a competitor of ABC, DuMont said it was entitled to participate in a study of monopoly trends in TV networking.
4. DuMont was named a party in the proceedings by the FCC, and no qualifications were imposed on its participation. Meanwhile, DuMont also answered the objections of the FCC, Broadband Bureau to its petition for severance from the Paramount case and a decision that it is not confused by Paramount [B&T, 25, 11].

Broadcast Bureau claimed that FCC should not grant the DuMont request for severance because it's the record wasn't complete (2) there was no necessity for an early decision, (3) Commission counsel could not — without seeking a hearing — work up proposed findings.

DuMont's answers to these objections were that (1) the record, as far as the Paramount directors on DuMont's board were concerned, was complete; (2) uncertain license state of DuMont stations worked against them commercially and at the lifting of freeze means that DuMont must be able to file applications for additional stations before channels in desirable cities; (3) Commission counsel has assistants who could prepare proposed findings without the need for any postponement in the current hearings.

Television Station
MANAGER WANTED
For UHF TV Station in New Jersey

We need a man familiar with all phases of a TV station operation—technical, sales and production — to carry the station from blueprints to operation, and then manage it. No arm-chair executive, but a man who can roll up his sleeves and do the job.

A WONDERFUL OPPORTUNITY
Moderate salary at start, but with opportunity to acquire an interest in company. Station ownership well organized and adequately financed.

Applicant must be a Resident Of New Jersey or Willing To Move To New Jersey.

Write Box 414-M, Broadcasting. No applicant will be considered without full resume of background and experience. Furnish references and state minimum salary.

Paramount Dates
CONSENSUS of attorneys in Paramount case is that under optimum conditions this is the way the hearings will run:
March 1 — Testimony and cross-examination of Joseph Landahl, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles.
March 4-11 — Renewal of witness call by ABC (see Chicago, page 4). March 12 — Transfer of licenses of KTLA and WBKB from former parent to Paramount Pictures Inc. to Paramount Theatres Inc. and United Paramount Theatres Inc., respectively.
March 13-23 — ABC — UPT meetings.
March 24-25 — CBS purchase of WHBC and WCBS.
March 25 — License renewal of Milwaukee's WTMJ.
March 27-May 27 — Proposed findings. May 28-Aug. 25 — Initial decision.

BUITONI SIGNS DI MAGGIO
Sponsors NBC-TV Program
BUITONI MACARONI Corp., Jersey City, will sponsor "Joe DiMaggio Day" today at Yankee Stadium, starring the former Yankee outfielder, on his first television program since retiring from baseball, on NBC-TV Sun., 11:45 a.m.-12 noon, beginning April 6. The contest is open to 20 winners.

The program will present a panel of "sandlot" experts composed of youngsters who will be called upon to answer questions concerning some of the intricacies of the game. Mr. DiMaggio will explain and show "tricks of the game" as practiced by today's leading players.

Show will be produced for television by Wyatt & Schuebel, New York. Agency is Albert Frank-Guenther Law, New York.

Theatre TV Hearing
THEATRE TV hearing was postponed to May 5 after FCC last week due to press of other work, it was announced. This is the third postponement of the hearing on the request of the motion picture industry for exclusive channels for theatre TV.
This Is The Brent Gunts Show!

...human interest

stars, gags...

fun, music, variety

At 9 A.M., fun really begins on the Brent Gunts Show. Stunts, stars, songs, surprises ... every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power-packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS
9 TO 10 A.M.
MON. THRU FRI.

Television Baltimore
WBAL-TV

NATIONALY REPRESENTED BY
EDWARD PETRY & COMPANY

March 3, 1952 • Page 69
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### Broadcasting

March 3, 1952 Copyright 1952,
Jim Deline has been an outstandingly popular radio personality in Central New York for more than 14 years. The Jim Deline Gang has been one of the top shows in the area.

Now, in response to a mounting clamor, Jim Deline and his gang are on television—on WSYR-TV every morning from 11 to 11:30, Monday through Friday.

Time is available in this exceptional daytime participating show in either one-minute or ten-minute segments. Rates for time and talent are attractive.

Write, Wire, Phone
or ask Headley-Reed

with Sensational Results
During the first two weeks of the Jim Deline show, 4512 entries to Jim's mystery package contest came flooding in from 118 communities in Upstate New York. It proves that a lot of Central New Yorkers (who have lots of money to spend) are watching the Jim Deline show. Here's the kind of selling spot YOU are looking for. Get it while the getting's good.

WSYR-TV
channel 5

NBC Affiliate — WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York
TV RENEWALS

LICENSES of four of the 26 TV stations placed on temporary license last month because of the absence of religious and/or educational programs [B&T, Feb. 4] were renewed by FCC last week for the regular one-year period.

The four stations are WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit and WCPD-TV Toledo.

All four showed the FCC that either the "composite" 1951 week used in determining program content did not truly reflect the programs that the station was using or that such programs had been put on the air or were planned since the renewal forms were mailed.

At the time the Commission refused regular license renewals to the 26 stations, it was generally agreed that almost all of them would be given regular renewals when they showed the Commission that they were using or planning to use religious and educational programs.

It can be expected that most of the remaining 22 stations still on temporary for "programming imbalance" will be granted regular licenses in the next few weeks when their replies to the Commission's request for information on the subject are digested. The Commission has written all these stations.

Footnotes Explained

According to reports, the Commission's action was taken suddenly when it was noted that many stations carried no religious and/or educational programs. All of the 26 stations whose licenses were held up showed a zero in one or both of those categories.

If fact several stations, noting their poor showing in religious and educational time, incorporated footnotes in the composite week listings explaining that they were carrying such programs—but on days other than those called for in the renewal form. One example was that of WTOP-TV Washington, which called attention to the lack of religious programs on its composite week listing, but pointed out that the station was carrying such a program weekly.

It was also understood that the action in holding up the license renewals of the 26 stations was taken without any implications of over-commercialization, which led to the issuance in 1946 of the radio "Blue Book."

Most Washington observers agreed, however, that the action marked the end of the TV honey-moon with the FCC. They felt that from now on stations were going to have to work more closely to the FCC program category line than they have been doing in the past.

When the FCC renewed the licenses of all TV stations in 1950, it warned that the program balance of some TV stations seemed in question and that a conference of all TV stations would be held to discuss that subject. The conference was never held.

The FCC warning last year spurred NARTB into establishing a TV code committee to draw up programming standards for telecasters. That code was adopted by the NARTB board last December [B&T, Dec. 10, 1951]. It went into effect March 1 (see separate story on page 65).

FREE TV TIME

Suggested for Politicos

SEN. EDWIN C. JOHNSON (D-Col.) suggested free time for political candidates in a talk before the Second Annual Regional Television Seminar at WAAM (TV) Baltimore [B&T, Feb. 18].

In two of four seminar sessions, television and its relation to the political scene was the principal topic.

At a second session devoted to TV and politics, a panel agreed that television will be a potent factor in the forthcoming national elections. The panel, moderated by Lynn Poole, Johns Hopkins U., was made up of Kenneth D. Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, radio-TV director, Republican National Committee; Rep. Richard H. Bolling (D-Mo.) and Rep. Harold C. Oertsteg (R-N. Y.).

DuMONT RENEWALS

* Summer TV Shows Planned

SIX renewals were announced last week by DuMont Television Network, with new contracts calling for runs of 13 weeks to a full year. Most of these intend to stay on the air throughout the summer.

Renewing were: Down You Go, P. Lorillard for Old Gold, through Lennen & Mitchell; The Plainsman, Larus & Brother Co. for Holiday Cigarettes and Edgeworth tobacco, Warwick & Legler; Battle of the Ages, Beretan Co., Franklin Bruck Adv; Twenty Questions, Mennen Co., by Kenyon & Eckhardt; Rocky King, Detective, American Chicle Co., Dancer-Fitzgerald-Sample; and Rumpus Room, Francis B. Legget & Co. for Premier Foods, by Beck Adv.

Bloomberg Named

HERBERT BLOOMBERG, central district sales manager for Allen B. DuMont Labs. Television Transmitter Division, has been named to supervise the division's sales activities in a realigned and expanded central sales territory now covering 15 midwest states. He will retain present title. Enlargement of his responsibilities, part of the division's 1952 expansion program, is effective immediately.

She's lovely!
She's engaged!
(looking and listening to WMCT from 7 am to midnight daily)

She's a member of one of the many families who make up the 120,000 TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—It's the first! The one! The only TV station in the Memphis area!

* According to latest Memphis distributors' figures.
GENERAL ELECTRIC TV ‘FIRSTS’
PIONEER TRANSMITTER AND

25 YEARS AGO...

First Home TV Receiver. In 1937, at Schenectady, Dr. Alexanderson reveals his console model with a 3" screen. The receiver used a rotating perforated disc to scan the image. Sound was received on a different wave length through speaker at right.

First Television "Camera." As light from electric arc at left is projected through 48 holes in revolving disc, the flashes are picked up by 4 electric eyes protruding from wooden frame on table. The impulses are then broadcast much the same as any radio message.

First Television "Transmitter." Dr. Alexanderson demonstrated this apparatus, which transmits images by radio waves. Each of the 24 mirrors mounted on a wheel of the machine was set at a different angle to televise an image before 7 photocells.

First Remote Pickup. Pioneer G-E equipment at Albany, 15 miles from Schenectady, picked up the image and voice of Governor Alfred E. Smith accepting Democratic presidential nomination.

Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science

On December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

You can put your confidence in—
Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.’s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

General Electric Company, Electronics Park, Syracuse, N. Y.
Children's Viewing Is Analyzed

(Report 205)

CHILDREN from the first through eighth grades in three Evanston, Ill., schools spend an average of 19 hours weekly watching TV, two hours less than the 21-hour average for the same group in 1950.

This was reported last week by Dr. Paul Witty of the School of Education at Northwestern U., located in Evanston, who has completed the second survey on the interest evinced by youngsters in television.

Other conclusions based on questionnaires returned by 1,400 school children, their parents and teachers:

One-third of the pupils said TV helps them in some of their school classes, but others said the temptation of TV to take them from their studies was "a detriment."

Most children seem to look at video between 6:30 and 8:30 p.m., a predominant time for adult rather than youthful entertainment.

Children said they read less than they did before having television, but admitted they read as many comic books as they used to. They also see fewer movies, as reported similarly in the 1950 survey, but still pass the boxoffice about once weekly.

Of the 1,400 children, 68% said they had TV sets in 1951, contrasted with 43% in 1950. Last year 26% of their teachers had sets, watching an average of 12 1/2 hours weekly.

The amount of viewing time for youngsters drops 12% during the first year, about 2% the second, Dr. Witty reported.

Western movies are preferred by the tots, first grade through third, and decline in popularity with the increasing age of the child, the survey concludes. Seventh and eighth graders prefer Comedy Hour to westerns, and want to see more "up to date" movies, current events (especially about government), musicals and scientific shows.

Fourth to sixth graders favored Crusader Rabbit and Paul White- man Revue, asking for more pictures of pioneers and movies concerning foreign lands and people. First through third graders like Howdy Doody best, and want to see more children's plays and hobby or crafts programs.

Children Discriminate

Children, Dr. Witty says, "do not accept television programs indiscriminately." He said parents turned thumbs down on mysteries, cowboy movies and futuristic science-fiction, preferring more musical shows, good current event programs and "high grade" children's shows for their youngsters.

Teachers seek more dramatic programming, news and current events, hobby and how-to-do-it shows and science features.

Dr. Witty presented the survey conclusions at a meeting of the American Educational Research Asn. conference Feb. 25 in St. Louis.

Indigent Mothers Monitor Children's TV

EIGHT MEMBERS of the Lafa- yette Mothers Committee on Mass Communications in San Francisco cooked dinners early and put in four hours of televising to find out what their children were see- ing as daily TV fare.

According to their report, murders and assorted killings numbered 13 during the four hours. Other crimes depicted were: shootings, 14; kidnappings, 6; hold-ups, 3; explosions and dynamiting, 2; blackmail and extortion, 3; thievery, 3; armed robberies, 2; arson cases, 2; lynchings, 1; torture scenes, 1; induced miscarriages, 1.

The committee asks: "To what depths has our civilization sunk when we permit the businessmen who use our publicly-owned air- waves free of charge, to offer such marijuana to babes in the names of cereals. . . ." The committee reported it planned to send its re- port to FCC. Mothers group was described as an offshoot of the La- fayette School’s experimental class in teaching youngsters to discriminate among movies, comics, radio and TV.

Weekly Television Summary—March 3, 1952—Telecasting Survey

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<td>116,485</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KOKY-TV</td>
<td>120,540</td>
</tr>
<tr>
<td>Omaha</td>
<td>KXDF-TV, WOW-AM</td>
<td>1,019,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV, WFTL, WFTZ</td>
<td>63,150</td>
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<tr>
<td>Phoenix</td>
<td>KASU-TV</td>
<td>342,700</td>
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<tr>
<td>Providence</td>
<td>WPRI, WPRO</td>
<td>197,900</td>
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<tr>
<td>Richmond</td>
<td>WTTR, WTVI</td>
<td>108,875</td>
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<tr>
<td>Rochester</td>
<td>WRGB, WRGB</td>
<td>132,000</td>
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<td>St. Louis</td>
<td>KOL-TV</td>
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<td>Salt Lake City</td>
<td>KSL-TV, KSL-TV</td>
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<td>San Antonio</td>
<td>KELA, WOAI-TV, WOAI-TV, WOAI-TV</td>
<td>67,693</td>
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<tr>
<td>San Diego</td>
<td>KFMB</td>
<td>125,700</td>
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<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>329,250</td>
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<tr>
<td>Schenectady</td>
<td>WRGB</td>
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<tr>
<td>Albany-Troy</td>
<td>WRGB</td>
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<td>Kansas City</td>
<td>KCTV</td>
<td>375,000</td>
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<tr>
<td>Minneapolis</td>
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<tr>
<td>Toledo</td>
<td>WSPD-TV</td>
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<td>Utica</td>
<td>WKOW</td>
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<td>Utica-Rome</td>
<td>WKTV</td>
<td>287,000</td>
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<tr>
<td>Warrensburg</td>
<td>KOMO</td>
<td>335,715</td>
</tr>
<tr>
<td>Wilmingtion</td>
<td>WDEL-TV</td>
<td>93,514</td>
</tr>
</tbody>
</table>

City

| Louisville | WAVC-TV, WHAS-TV | 141,463 |
| Monmouth (N.J.) | WPNJ-TV | 11,100 |
| Brownsville, Tex. | XELD-TV | 119,100 |
| Mason City | WMBR | 195,700 |
| Miami | WTVY | 312,384 |
| Minneapolis | KMSP-TV | 310,300 |
| Mind-St. Paul | KSTP-TV, WNCT-TV | 65,355 |
| West Palm | WSB-TV | 224,200 |
| New Haven | WNHC-TV | 172,200 |
| New York | WABC, WCBS-TV, WJZ-TV, WNET | 2,500,000 |
| Newark | WATV | 101,833 |
| Norfolk | WYAE-TV | 116,485 |
| Oklahoma City | WKYO-TV | 120,540 |
| Omaha | KOWO-TV | 1,019,000 |
| Philadelphia | WCAU-TV, WFTL, WFTZ | 63,150 |
| Phoenix | KPHO-TV | 342,700 |
| Pittsburgh | WTVY | 197,900 |
| Providence | WPRI, WPRO | 108,875 |
| Richmond | WTTR, WTVI | 132,000 |
| Rochester | WRGB, WRGB | 88,998 |
| St. Louis | KOL-TV | 73,200 |
| San Antonio | KELA, WOAI-TV, WOAI-TV | 67,693 |
| San Diego | KFMB | 125,700 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 329,250 |
| Schenectady | WRGB | 196,400 |
| Kansas City | KCTV | 125,200 |
| Minneapolis | KSTP-TV, KSTP-TV | 146,021 |
| Toledo | WSPD-TV | 153,900 |
| Utica | WKOW | 108,864 |
| Utica-Rome | WKTV | 287,000 |
| Warrensburg | KOMO | 335,715 |
| Wilmingtion | WDEL-TV | 93,514 |

Total Markets on Air 64* | Includes XELD-TV Matamoras, Mexico |

* Includes XELD-TV Matamoras, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. When coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies, and necessarily approximated.

Broadcasting • Telecasting
Wheels whirl in Carolina kitchens when WBTV's Suzie McIntyre "mans" the mixer. Professionals praise her pies, amateurs write for her recipes, ailing executives, viewing out of curiosity, call her about her cakes.*

Nine famous foods are now participating in Suzie's popularity and power. The tenth will close the door on competition and open the door to new sales in 35 Carolina counties.

*Actual Incident.
GIVES PERTINENT ANSWERS TO PERTINENT QUESTIONS:

Q. How has newspaper lineage stood up against Radio and TV in Bloomington?

A. Newspaper lineage in Bloomington was less in 1951 than in 1950. And, less in 1950 than in 1949!**

Q. Did newspaper have any effect on Radio sales results?

A. WTTS had more advertiser success stories than ever before, as is attested by BAB contest results. WTTS won awards in these three classifications: CLOTHING—FOOD & DRUG PRODUCTS—FOOD & DRUG STORES

Q. Has newspaper been a determining factor in TV advertising sales?

A. Bloomington TV ad sales last year increased 800% (No, that isn't a typographical error. 800% is correct)

Q. To what extent were radio time sales affected by this tremendous jump in TV?

A. There were no local Radio Advertisers who put advertising dollars into TV at the expense of Radio budgets!

Q. Where did the TV revenue come from?

A. You answer that one. It's obvious, isn't it?

---

*Mr. Tarzian is head of Sarkes Tarzian, Inc. and in addition to operating Stations WTTV-WTTS, manufactures: TV Tuners, Selenium Rectifiers, Air Trimmers, Cathode Ray and Receiving Tubes.

**Indiana Business Review.
Now reaching out to over 1½ million Hoosiers with our NEW Transmitting Equipment... HIGHER Tower... MORE Power!

"Reception last night was perfect. We Terre Haute TV fans are getting quite cocky and boastful about our neighboring town."—Mrs. W. F. Bright, Terre Haute.

"We received your station last night, it was wonderful. It was a clear, steady picture, with no noisy interference that we usually get."—Mrs. Ovville Knoll, Vincennes.

"Reception was excellent. The picture is almost perfect—no snow—just like a movie theater picture. Thanks for good Television."—Mrs. Charles Hutzler, Vincennes.

"We wish to report excellent reception—as both picture and sound, picture compared favorably with the two Louisville stations for clarity."—Mr. H. Hancoct, Scottsburg, Ind.

We're happy about the stacks of mail we've been getting. Primarily, we're interested in serving the southern and central parts of Indiana. That, we know we're doing! As far as distance is concerned, we have heard from points as far north as Garrett, Indiana, as well as from viewers in Kentucky, Ohio, and Illinois.

**STATION WTTV (channel 10) and WTTS (5000 watts)**

Owned and operated by SARKES TARZIAN in Bloomington

**TARZIAN MADE PRODUCTS**

- Tuners
- Air Trimmers
- Selenium Rectifiers
- Cathode-Ray and Receiving Tubes

**STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10)**

Owned and operated by SARKES TARZIAN in Bloomington

You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!

Call Bob Lemon, Station WTTV
Bloomington, Indiana
or
Your nearest MEEKER office
NEW YORK • PHILADELPHIA • CHICAGO
SAN FRANCISCO • LOS ANGELES

March 3, 1952 • Page 79
FOOTBALL REPLY

NPFL Denies Anti-Trust

NATIONAL Professional Football League declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Sherman Anti-Trust Act.

Therefore, the league said, it is not violating the act by restricting radio broadcasts and telecasts of its games [B*T, Jan. 14; Oct. 15, 1961].

The league, in an answer to a government charges that the law is being violated, said its principal business is staging football games. Anything else, such as TV or broadcasts, is incidental, the answer states.

The government filed its charge last fall, accusing the league of violating the Sherman Act in “blackout” telecasts of local games.

The league petitioned the federal court in Philadelphia to throw the case out, but Judge Allen Grim, after hearing argument Jan. 8, ordered a hearing. He gave the league 45 days to reply to the government charge.

Judge Grim expressed hope that the case could be heard without undue delay because of its importance. The government has indicated that if it wins this test case it will bring charges to end restrictions on the telecasting of other sports including college football.

SARRA Inc., New York, is using playlets to visualize how “nice things happen to people who use Ipana” in new Bristol-Myers series of 16 commercials. Agency is Doherty, Clifford & Shentel, New York.

WASHINGTON WATCHES

Women’s Shows

“NANCY’S NOTEBOOK”

9-9:30 a.m.

Tuesday through Friday

Nancy Osgood, who has been chairmaning Washington’s feminine radio audience since 1944, is equally at home with television viewers and, four times a week, she goes into their homes, with the latest on foods, fashions, news and entertainment.

SPOT PARTICIPATIONS AVAILABLE

Washington

Watch

Washington

Did you know that Washingtonians, on the whole, live better than the rest of the nation? Demanding the best in foods and meats, they get it, for District Inspection laws see to that. Washingtonians also are among the best-dressed people in the United States. They buy more clothes than residents of other cities, because the nation’s capital is a “white collar” town. With its extraordinary per-family income of over $6,000, Washington is a QUALITY MARKET worth watching.

wnbw

NBC Television in Washington

Channel 4

Represented by NBC Spot Sales

ROBERTO DEWITT

Mack, manager of ABC-Televisio}

TV creative dir., Leo Burnett Co.; William Weddel, Burnett v. p. for radio-TV; Mary Hartline, TV star; Ben A. Bouchard, Marz

gen. sls. mgr.; Ralph Ellis, Burnett v. p. acct. exec.; Gerald Vernon, ABC-TV Central Div sls. mgr. Pact for second half of show was effective Feb. 3 for 52 wks.

Dressing TV and oranges at

Hollywood luncheon are (l to r) Russ

dell Eller, adv. mgr., Calif. Fruit

Growers Exchange, and Edward Mad

den, NBC who is v. p. for sales, N. Y.

SYMBOL of circus is presented by

Glenn Gundell (l), director of adv. & sls.

prom., National Dairy Products Corp.,

N.Y., sponsor of Big Top, to Charles

Vanda, v. p., WCAU-TV Philadel

phia, producer of show.

LEE TRACY (l), star of The Amazing

Mr. Mclane, ABC-TV mystery show, visits J. P. Seiberling, president of sponsor, Seiberling Rubber Co., to
get first-hand product data.

JEAN SLADDEN, women’s dir.,

WDTV (TV) Pittsburgh, waves thanks
to TV fans who answered her call
for Christmas cards for cerebral palsy
victims.

CBS-TV trio visiting Dallas is welcomed by Clyde W. Rembert (seated), manag

ing dir., KRLD-AM-FM-TY. Standing (l to r) are C. A. Snyder, CBS-TV sta. rel.; A. B. Chamberlain, CBS-TV engineer, and Bob Wood, CBS-TV sta. rel.

WASHINGTON WATCHES

Women’s Shows

“NANCY’S NOTEBOOK”

9-9:30 a.m.

Tuesday through Friday

Nancy Osgood, who has been chairing Washington’s feminine radio audience since 1944, is equally at home with television viewers and, four times a week, she goes into their homes, with the latest on foods, fashions, news and entertainment.

SPOT PARTICIPATIONS AVAILABLE
NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more solidly sold. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
WHETHER “pay-as-you-see TV” should be officially recognized as a regular commercial method of broadcasting was put up to the FCC last week when Zenith Radio Corp. petitioned for a rule-making hearing to authorize its Phonevision system of subscription television.

Petition asked that hearings be held so that Zenith can offer testimony supporting its long-held contention that “television broadcasting would render a maximum service in the public interest if means were provided whereby the recipients of television programs could pay directly, as well as indirectly, for programs provided to them.”

Implicit in the petition is the fact that Zenith intends to demonstrate various methods of decoding the Phonevision picture. Up to now, Zenith has always described Phonevision as working in conjunction with television lines.

In the opinion of some observers, the phrasing of the petition was also taken to mean that Comdr. Eugene M. Chipps Jr., president of the radio-TV manufacturing company, has receded from his original premise that TV could not pay for itself from advertising revenues alone.

Adaptable for Color

Phonevision requires only a “relatively few and minor changes” in TV engineering standards, Zenith said in the petition. It not only will function with black-and-white TV, the petition read, but is adaptable for all types of color TV.

Zenith said that it would offer evidence at a hearing to prove that its method of subscription TV would:

1. Generally encourage the larger and more effective use of radio in the public interest.
2. Provide the American public a needed and desirable service supplementary to existing services.
3. Otherwise be in the public interest, convenience and necessity since Phonevision, with its great flexibility offers desirable and feasible methods of providing a subscription television service.

At such a hearing, Zenith offered to demonstrate various forms of Phonevision, “including a variety of coding techniques and methods of disseminating decoding information to subscriber receivers with particular emphasis on the feasibility of concurrently using a variety of methods of distributing the decoding information for a particular program to meet the exigencies of local conditions.”

During the past years, the Phonevision system was described by its proponents as working like this:

A TV station sends out a regular video picture with one element of the signal missing. This results in a distorted picture on the viewing screen.

In order to clear up the picture, subscribers telephone a special operator with an order for the service. The operator sends the missing pulse, which flows into the receiver at home through a special Phonevision device. This brings the picture into focus.

Charges for the service would be included in the subscriber's regular telephone bill, Zenith said.

In comments on the recommendation that telephone lines and operators be used for Phonevision, Bell system officials publicly stated that they were against that part of the idea. Their objections were based on the use of telephone circuits for other than communications.

1951 Experiment

Early in 1951, Zenith ran a public test of its fee-TV system. Three hundred Chicago families participated in the 90-day experiment. Programs consisted of feature motion picture films, mostly 1948 releases. Zenith got the films after motion picture producers were prodded into cooperating by the FCC. Each family was charged $1 for each program “ordered.” A leased telephone circuit, manned by special operators, was used.

Results of the test, Zenith proclaimed, were beyond expectations. Average “admission fee” per family was $1.73 per week. Zenith reported, with average “attendance” 2.1 movies per week during the first month of the test, 1.5 the second month and 1.0 the third month. For the Bing Crosby-Barry Fitzgerald “Welcome Stranger” program, 380 of the 300 families “ordered,” Zenith estimated.

Zenith never has announced the results of a comprehensive survey of the 300 test families made by the National Opinion Research Centre of the U. of Chicago. Presumably, NORC results will be made public at the public hearing requested by Zenith.

Phonevision is one of three subscription TV systems in various stages of development. Paramount Pictures Corp. owns a half interest in International Telemeter Corp., which has under development a coin-operated pay-TV system. It is now being tested on a limited basis in Palm Springs, Calif. Skistron Corp. recently completed technical tests of its Subscriber-Vision TV system in conjunction with Wor-TV New York. It uses coded cards to clarify the distorted picture.

When Zenith asked for permission to run an experimental Phonevision operation in Chicago in 1949, the Commission set the application for a hearing. Among the issues announced there by the FCC were:

1. Whether Phonevision should be classified as a common carrier or a broadcast service.
2. Relationship of Zenith with Television Entertainment Co. TECO was set up by Zenith to handle the licensing of Phonevision transmitting equipment, to arrange fees and programs for the service. Zenith retained for itself the right to manufacture the receiving devices. First stockholders of TECO were Zenith officials.
3. Relationship of Zenith and/or TECO to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

TV CABLE GRANTS
Made by FCC to AT&T

EXTENSION of TV intercity connections to Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City was among the grants made by the FCC last week to Bell System companies for a $60 million construction program this year. Telephone company is trying to tie these cities into the national TV hookup in time for the November elections [B+T, Feb. 18]. Later in the year, AT&T plans to extend the southwest interconnections to Tucana and Arizona.

Major telephone communications construction involves the laying of a new coaxial cable between Orlando and Tampa, Fla.; Knoxville and Chattanooga, Tenn.; Memphis, Tenn., and Little Rock, Ark. Although it is feasible to adapt the coaxial cable for TV circuits, AT&T has no such present plans.

Need a Good Film Spot... 

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.

For 35 years FILMACK has produced top-quality film titles and messages for theatre and agencies. Experience counts. Our staff, complete lab, sound studio and all equipment can save you time and money.

Send in your copy for estimate. Our low prices will surprise you.

FILMACK Studios 
133 South Wabash Avenue • CHICAGO 5, ILLINOIS

BROADCASTING • Telecasting
KRAFT TELEVISION THEATRE, with no fuss, feathers or fanfare beyond a simple mention of the fact in the opening announcement on Feb. 20 presented its 256th weekly hour-long dramatic production on NBC-TV, where it began on May 7, 1947.

Vehicular for this milestone tele-cast of video's oldest regular weekly series was Hubert Henry Davies' "The Molluscs," comedy drama concerning a woman who, like the sea animal which gave the play its name, devotes her energy to "sticking instead of moving" and, by her extravagant helplessness, dominates her household. The plot revolves around the efforts of her visiting brother to free her husband and, particularly, the young and attractive governess from their thrall and to restore his sister to her former state as a normally active wife and mother.

Dortha Duckworth, as the dominating Dulcy, and Ernest Truex, as her long-suffering husband, gave the production better performances than its hackneyed script deserved. Catherine McLeod and John Newland carried off their roles as imprisoned maiden and rescuing knight with professional smoothness. The suburban home settings provided a realistically comfortable background for the players. As a whole the production was on a high level of technical competence, although the unchanging emotional level of the action throughout the drama gave it a certain monotony which was not conducive to holding the home viewers in rapt attention. The tele-cast's soporific tendencies should probably be attributed to the author rather than the producer, director or players.

To this reviewer, who has seen a fair number of Kraft dramas during the past five years, the 256th tele-cast was somewhat below the average for the series. By and large, the Kraft Television Theatre has provided a video counterpart of the stories in the mass circulation magazines. The aim is not at great art or intense emotion but rather at giving viewers a weekly hour of pleasant entertainment, which can be enjoyed without disturbing the relaxed attitude appropriate to the first hour after dinner. In this, Kraft has been eminently successful. The sponsor and its agency deserve special mention for the high quality of the commercials which are inserted into the between-the-acts intermission periods in such a way as to not interrupt the action of the play nor disturb the mood of the audience. Recipes are naturally stressed and the imminence of the Lenten season gave last week's tele-cast an opportunity for presenting attractive meatless main dishes which was fully exploited. To arouse interest in food so soon after dinner is no small accomplishment and the Kraft commercials do it tastefully and well.

EDUCATIONAL TV
Program Seminar Planned

A FIVE-DAY seminar on educational TV programming for some 50 college presidents and other school officials has been announced.

The seminar, entitled Educational Television Programs Institute, will be held April 21-26 at Pennsylvania State College.

Plans for the institute were announced by Dr. Arthur S. Adams, president of the American Council on Education, Washington.

Commenting on the seminar, Dr. Adams said it should serve to identify steps necessary for the most effective use by educational organizations of the TV channels FCC has proposed to reserve for educational non-commercial operation.

Institute will be directed by Dr. Carroll V. Newsom, associate commissioner for higher education in the New York State Education Dept. President Milton S. Eisenhower of Pennsylvania State College is chairman of the Institute Committee, a policy group which will guide the project.

It is expected that the staff in addition to Dr. Newsom will include an expert in television programming and consultants in technical, financial and other aspects of television operations.

Financial support to underwrite the institute and its staff has been provided by the Fund for Adult Education of the Ford Foundation.

SOONER or LATER

some aggrieved listener accuses you of
LIBEL or SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also
Invasion of Privacy, Plagiarism,
Privacy by Copyright. It is
ADEQUATE, SURPRISINGLY
INEXPENSIVE.
In 47 States.
GET IT IN TIME!

BROADCASTING • Telecasting

March 3, 1952 • Page 83

IN REVIEW

Program: Kraft Television Theatre, NBC-TV, Wed., 9-11 p.m.
Sponsor: Kraft Foods Co.
Agency: J. Walter Thompson Co.
Producer-Director: Maury Holm
Announcer: Ed Merlby

YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lit studio to virtual outdoor darkness. RCA-5820 is designed for "live" work in the studio.

Your local RCA Tube Distributor is ready to give you day-and-night service. Phone him any time.
WXYZ-TV FILM BUY

Acquires 1,200 Movies

TWELVE HUNDRED motion picture films have been purchased for exhibition on WXYZ-TV, Detroit, James G. Riddell, president, announced last week.

It is the largest single purchase of films in Detroit TV history and represents an investment of more than $250,000, he explained.

In announcing the transaction, Mr. Riddell said the net result will be to provide the more than 700,000 television homes in the Detroit area with feature film entertainment of outstanding quality. Motion Picture Academy, a twice-a-week show over WXYZ-TV sponsored by the Rose Jewelry Co., will exhibit many of the most important movies, he said.


CHICAGO FILM PURCHASE

Nash Dealer on WNBQ (TV)

PAUL (BUD) HAUSER, Chicago, owner of Nash Motor Sales, has bought a $63,000 film package of 39 new British movies for telecasting on WNBQ (TV). Mr. Hauser three months ago paid $150,000 for a series of Edward Small productions. The new British films will be shown in this country for the first time by Hauser Nash, which has a 1½ year TV exclusive.

Mr. Hauser now buys eight hours weekly on the station, sponsoring films from 11 p.m.-1 a.m. Monday, Wednesday and Friday and on Saturday from 10 p.m.-midnight. His Saturday feature, which reportedly attracts a million viewers, is responsible for such Sunday crowds that "customers think other buyers are salesmen!" Full-length features are shown on each of the Grand Marquees programs.

WDTV (TV) Basketball

WDTV (TV) Pittsburgh reported the first basketball cast in that city between undefeated teams of Davenport and St. Bonaventure drew the biggest district audience in the station's three-year history. All seats for the game had been sold a month in advance. Twenty thousand mail orders for tickets had to be returned. Westinghouse arranged for the telecast. The survey showed, WDTV reported, that 72.7% of the TV homes in the area were dialed in. Of the sets in use in the tri-state area covered by WDTV, 99.6% were viewing the game. Average number of viewers per set was reported at 3.3.

Hal Roach Studios, Culver City, filming 50 lead-in commercials for Liebmann Breweries Inc., Brooklyn (Rheingold beer), featuring Herbert Marshall, stage and film star, as Rheingold host. Jack Reynolds is the director, Agency is Poote, Cone & Belding, New York.

Dudley Pictures Corp., Beverly Hills, is filming five commercials for CBS-TV I Love Lucy sponsored by Philip Morris & Co., New York. Two are animated and three integrate animation with live action by show's stars, Lucille Ball and Desi Arnaz. Agency is Blow Co., New York.

WATV (TV) Newark has purchased from Republic Pictures 85 western feature films "never before shown on television," according to Robert Paskow, WATV film director. Films will be shown during the next 18 months. Each picture has been cut to 53 minutes running time and the films have been arranged in four series.

KECA-TV Hollywood has edited 26 feature mystery films, recently leased from Republic Pictures, to 53 minutes each. The films will be offered as package programs. They were originally released between 1939 and 1945.


Production

Jack Teagarden, jazz musician, signed by Snader Telecisions Corp., Beverly Hills, for 13-minute television films as first on 1952 production schedule. Series, directed by Duke Goldstone, is part of second library of Telecisions.

Jerry Courneya Productions, Beverly Hills, starting 26-quarter-hour adventure film series, Close-Up, with Noah Beckery Jr., film actor, to star.

Produced by Courneya, and ready for distribution by United TV Programs, is Curtia Nagel's Worlds Of (Continued on page 86)
THE HOTTEST SHOW (by a country mile) IN TELEVISION TODAY IS
A 15-MINUTE, 5-TIMES-A-WEEK PROGRAM—THE TV
VERSION OF "TELLO-TEST"—

IT'S CALLED...

On the market only a few days, it's already
been snapped up by the following stations:

WGN-TV, Chicago
WFIL-TV, Philadelphia
WNAC-TV, Boston
WMAL-TV, Washington, D.C.
WXYZ-TV, Detroit
KHJ-TV, Los Angeles
WTVN-TV, Columbus
WICU-TV, Erie
KING-TV, Seattle
KSTP-TV, Minneapolis
WOW-TV, Omaha
WLTV, Atlanta
WHAM-TV, Rochester
WJAR-TV, Providence
WAAM, Baltimore
WDSU-TV, New Orleans

By the time this ad is printed most likely
we'll have five more under our belt.

PHONE, WRITE OR WIRE THE UTP OFFICE NEAREST YOU
FOR AVAILABILITIES, PRICES AND COMPLETE INFORMATION.

*MOVIE QUICK QUIZ is produced by
Walter Schwimmer who also gave you America's
most popular radio quiz TELLO-TEST
This week—read the first Telecasting Yearbook.

Read it and join the 2500 advertising agencies, 3000 national and regional advertisers—more than 5000 of the most influential buyers of television time.

It takes a book like this first Telecasting Yearbook to sum up the business of telecasting, underscore its economic and programming aspects. In fact, and in short, only the Telecasting Yearbook gives buyers every thing basic about the business of television.

*This 54th issue...

**Film Report**
(Continued from page 84)

Adventure. Package contains 13 quarter-hour television films on travel.

Citation Productions, Hollywood, recently formed by Ed Woodworth to produce 13 half-hour television film series, Date With Destiny. Mr. Woodworth, formerly production supervisor for Commodore Productions, also plans International Theatre, an hour-long TV film series.

Impro Inc., Culver City, headed by President Herbert Stock, formerly associate producer Mark VII Productions for NBC-TV Dragst film series, starting preproduction on four 13 half-hour TV film series, Prowl, Car, dealing with uniformed policemen who ride prow cars; Deadline, telling how reporters get their stories; The Doctor, written by Jim Mason, writer NBC radio Dragst, and based on actual Los Angeles County medical cases, and untitled anthology series of separate stories which may be used as pilot films for later series to be developed.

Interstate Television Corp., Hollywood, starting 13 half-hour TV film series, Buffalo Bill, starring Jimmy Ellison, film actor. Lewis Collins is director and Vincent M. Fennelly, producer.

M. & A. Alexander Productions, Hollywood, acquires TV production and distribution rights to Renfro of the Mounted, based on Laurie York Erakine novels, which will become 13 half-hour TV film series. Rights to stories handled by Douglas Shorer Co., N. Y.

Nuclear Productions Inc., Hollywood formed by Leon Chooluck, executive producer, Joseph Stenbach, secretary-treasurer, and Edna Chooluck, vice president, to produce TV adventure film series.

Athena Productions Inc., Hollywood, newly formed to produce TV film series with Clifford Sanforth, president, J. E. Taylor, vice-president, and Alfred Westen, secretary-treasurer.

People...

Lou Lilly, editor scenario department Jerry Fairbanks Productions, Hollywood, adds duties of a production supervisor of company and head of TV film creative department. Leo S. Rosencrans, formerly 14 years executive writer Wilding Pictures, Detroit, and with company for past year as writer, named head of TV film commercial creative department.

Regis Toomey, stage and film actor, signed by William Brody Productions, Hollywood, to star in 26 half-hour TV film series Case History [B+7, Feb. 4].

Scotty Beckett, film actor, signed by Roland Reed Productions, Culver City, for featured role in Rocky Jones, Space Ranger, TV film series.


William C. Park, KNBH (TV) Hollywood newswriter to Sol Lesser Productions as writer, producer and editor of feature film adventure series. He also will function as advisor to Mr. Lesser on latter's television programs.


**DAVID KEE**

Was With CBS-TV

DAVID KEE, 30, CBS-TV executive director of special events, died Feb. 22 in Norwalk (Conn.) General Hospital, following a lengthy illness. He had entered the hospital a week earlier.

Mr. Kee joined CBS-TV last December, after serving as technical director and production manager of KPIX (TV) San Francisco since 1948. He directed the pool telecasts of the Japanese Peace Treaty ceremonies which launched coast-to-coast telecasting last September.

Before joining KPIX, he had served for six years as engineer in charge of special events for KSFO San Francisco.

Mr. Kee was born July 2, 1921, in Shanghai, China, where his father was engaged in YMCA work. During the war he served in the Army Air Force. He leaves his wife, Virginia, and a daughter, Margaret, 7.
PRESS-RADIO FEUD

Roges in Orlando, Fla.

UDGING by what happened in Orlando, Fla., Sunday (Feb. 24), the Orlando Sunday Sentinel-Star didn't know what it was getting into when it ran a full-page ad titled "Why Scatter Your Shot?"

"Nobody can listen to all four radio stations at one time," the ad said, concluding with a family sketch showing persons draped around various sections of a Sunday paper.

When J. Allen Brown, executive vice president and general manager of WLOF Orlando, saw the ad after returning from church, he hit the ceiling—and then the typewriter.

Shortly after 1 p.m. WLOF carried an announcement, the first of 10 that upset the quiet of Orlando's Sunday and kept the station's switchboard flooded with ratings of at least 99% of the callers took sides with the station, it was reported. Mr. Brown said the first announcement brought a goodly part of the newspaper's editors. The announcements were written in editorial fashion and carried on aaturation spot formula, or one every quarter-hour. They were dropped at the end of the day. The Orlando Sentinel and Star daily editions and Sunday Sentinel-Star are published by Martin Anderson, who recently sold his radio properties—WHO-AM-FM—to Edward Lamb of Toledo.

Here is a typical editorial announcement carried by WLOF during the day:

Ladies and Gentlemen, there's a full-page ad in today's edition of the "Orlando Sunday Sentinel-Star" that attempts to belittle Orlando's four radio stations. For 10 weeks this newspaper's Sunday edition has stirred direct derogatory remarks about WLOF as a medium and WAVE as a station. WAVE, in that order, it was said.

That's Digging

WTAG Worcester, Mass., is always digging for business but it hardly expected to sell time to a well-digger. Yet that's exactly what happened. Salesman Jim McKnight signed C. E. Chapman for three spots one week on morning John Woods Show. The well-digger rejected a modest suggestion to buy a mere 18 weeks—despite the fact there's a limited market for wells these days. "All right," said Mr. Chapman, "then let's try it for a year."

WEISS RESIGNS

Returns to research post

LEWIS ALLEN WEISS, former Don Lee chairman, will resign effective March 81 as assistant administrator of National Production Authority and director of its Office of Capital Requirements. Following a four-month European trip with Mrs. Weiss, he will return to Los Angeles as management advisor to Gen. Ira C. Baker, executive vice president of the Hughes Industries.

Mr. Weiss, it is expected, will be succeeded by his present deputy, Walter J. Curry, former European representative of Avco and of Standard Brands. Mr. Weiss was also a member of the requirements committee of the Defense Production Administration.

Mr. Weiss entered the government service 14 months ago—shortly after the sale of Don Lee to General Tire & Rubber. At that time he had been retained by the Hughes organization, but immediately was loaned to the government on a no-pay basis. A quarter-century veteran of radio and television, Mr. Weiss was also last seen as chairman of the board of Mutual.

The Weisses will sail on the American Export Liner Elizabeth of S. S. Line for Naples, and will celebrate their 30th wedding anniversary April 22 aboard ship. They recently became grandparents for the first time. Following the cruise, they will tour Europe for three months—satisfying a "30-year dream."

Easley Trial Set

TRIAL of Robert L. Easley, radio consulting engineer indicted on charge of using the mails to defraud (B&T, Jan. 28, 21) has been set for March 18 in U. S. District Court in Washington. Mr. Easley pleaded not guilty at his arraignment earlier this month. Conviction of the four-count indictment carries a penalty of one year in jail and $1,000 fine for each count or both. Mr. Easley, in a statement issued the week after his indictment, blamed his predicament on "envy and petty malice."

ANPA HITS S 2444

Bad Precedent Cited

There were only a few scattered shots last week on S 2444, the Johnson-Case bill to bar liquor advertising on the airwaves.

Senate Interstate & Foreign Commerce Committee, chairman by the bill's co-sponsor, Sen. Ed C. Johnson (D-Col), did not take the bill up in the committee's executive session last Wednesday. The committee meets again March 12.

Full round was fired by the American Newspaper Publishers Assn. on Feb. 22. The organization said the bill was discriminatory because it would prevent the advertising of a legally made and sold product. The publishers noted that the legislation would be directed against "one segment of advertising media only."

If S 2444 were enacted, the publishers continued, Congress might then take the position that it had the right to legislate against any other product in some other medium or "to eliminate all advertising at their whim." The protest was contained in a letter sent by Cranston Williams, general manager of newspaper group, to Sen. Johnson.

Sen. Harley M. Kilgore (D-WVa.), meanwhile, released a statement in which he said that now that hearings on the liquor bill have been concluded (B&T, Feb. 11), he was reissuing a letter he had received two years ago when a similar bill was being considered by the committee (the Langer bill).

Little, supporting passage of "dry" legislation, was by Judge Harlan M. Calhoun of West Virginia's Twenty-Second Circuit Court.
EARNING DATA

TWO comments received by the FCC on the Commission's plan to change the annual report on employment and earnings, required annually, stated that the new form doesn't look very simple and that there is doubt as to whether the FCC is authorized to demand the information to be submitted under the new form. [B.T., Jan. 14.]

NBC objected to the form, and stated that there is a serious question as to the authorization of the FCC to require licensees to furnish the detailed information . . . but NBC's comments did not deal with the legal question.

Information to be furnished the FCC would not aid the Commission in determining the financial qualifications of an applicant or licensee, the network said. "The FCC can look to the balance sheet and the profit and loss statements to ascertain whether [the station] can sustain the operation." The amount a broadcaster pays his announcers, engineers, salesmen, etc., has no bearing upon the Commission's functions under the Communications Act," NBC claimed.

The FCC has more than 4,000 employees, the petition revealed, and it was thought 75% of them would have to be "reported" under the new form.

"Before the FCC undertakes to require this expenditure of time, effort and money by its licensees to collect and compile this data, careful consideration should be given to the value of such a study when completed," NBC said.

Congress should authorize the rule-making proposed, the network felt.

NARTB also objected to the new form.

The association said the FCC is not authorized to "require the disclosure by licensees of the information to be elicited by the proposed form." It is not consistent with the present annual report section of the FCC Rules, NARTB said.

The new form is not a simplification but a complication of the presently required reports, the association asserted.

The public need for the additional information has not been shown, the petition said, and furthermore "the Bureau of Labor Statistics has no authorization to get the information." NARTB objects to BLS's efforts to get the information "indirectly" and "extraneous" when it cannot get it directly.

The primary purpose of the proposed revision, as announced by the FCC, is "to obtain specific television occupational data which heretofore have not been readily available."

The proposed form would require each broadcaster, for a sample week, to:

1. Classify each full-time employe by occupational title (station title);
2. State whether employed in radio or television operations, or both;
3. Assign each employee a code number from the detailed Bureau of Labor Statistics job description;
4. State each employee's sex;
5. State each employee's scheduled weekly and scheduled weekly compensation.

COLUMBIA Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.

RED CROSS DRIVE

Radio, TV to Promote

THE ANNUAL radio and television campaign for the national and greater New York fund drives for the American Red Cross was launched Jan. 23 and will run through March.

For the Red Cross Sabbath (Saturday) and Red Cross Sunday (yesterday), special appeals were sent to program directors on all stations located in New York for use on religious programs.

For Radio-TV Day next Friday, when the drive gets into full swing—spots and brief features are being distributed to all stations, to be followed in March with spots featuring human interest material. This will be distributed to commentators each week.

President Truman is slated to launch the campaign officially on Thursday night with a speech to be carried on both radio and TV networks [B.T., Feb. 18].

Among the special aids to be distributed to radio stations will be programs by Bing Crosby, Bob Hope, Alice Faye and Phil Harris and Their Railroad Hour. Also available to stations will be a brief appeal recorded by E. Roland Harriman, president of A.F.C.; Robert Lovett, Secretary of Defense; Len Price, president of U.S. Junior Chamber of Commerce; George Meany, secretary-treasurer of AFL; Philip Murray, CIO; Donnall Nelson, national commander, American Legion, and others.

New York area station officials were guests of the Red Cross Radio and TV Committee, headed by James Sauter, at a luncheon last Wednesday. The national goal is $67.6 million.

Woodland Stricken

CECIL WOODLAND, general manager of WQAN-AM- FM Scranton, Pa., suffered a heart attack en route to Washington, D.C., Friday night ago. He is recuperating at St. Mary's Hospital, Amsterdam, N. Y., the city where his wife was visiting when he was stricken.

fields test completed

Seattle outlets study report

The TV transmitter site tests conducted jointly under the auspices of KING-TV, KIRO, KJR and KOMO Seattle [B.T., Nov. 19, 1951] have been concluded and the report is being studied by engineers at the four stations.

The report, a confidential document, was prepared by Prof. Myron Sworn of the U. of Washington Electrical Engineering Dept. It was based on field tests comparing the relative effectiveness of two possible sites for television transmitters—Queen Anne Hill in Seattle and Squak Mountain, south of the city.

WPRS-FM on air

WPRS-FM Paris, Ill., has taken the air, programming independently of WPRS which commenced operation in May 1951. FM operation was launched with broadcast of state basketball tournaments.

Building has been expanded and staff will be increased for FM, according to Carl Sunkel, WPRS program director. WPRS-FM operates on 98.3 mc.

Columbia Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.

Kaw carries the weight in the Oregon Market

Day or Night

TOTAL BMB FAMILIES

From 1951 BMB Survey

DAYTIME

<table>
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NIGHTTIME

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<tr>
<td>KGB</td>
<td>228,630</td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting

KGW PORTLAND, OREGON

on the efficient 620 frequency

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
YOUNG ladies of Saranac Lake, N. Y., got a fund of Leap Year encouragement from WNBZ when the station sponsored a post card poll to determine the most popular bachelor in the area. Of 1,700 answers, 457 votes were cast for Arthur Fortune, 35 year old service man for a local bottled gas company, who was named "Mr. Bachelor of 1952." Mr. Fortune collected several prizes contributed by interested businessmen as well as three that are still unclaimed: a free marriage ceremony, wedding cake and honeymoon if he marries within the next year.

FIRST HAND INFORMATION
GOOD WILL tour is made each Saturday into several of the 82 counties covered by KWTO Springfield, Mo., by farm service director Lloyd Evans and public relations director Bill Bailey. Purpose of the jaunt is to visit with the people in surrounding towns and gather opinions on how the station may better serve the area.

SHOPPING CAN BE FUN
DETROIT Supermarket shoppers may get a chance at some fun and prizes from now on when they go marketing. Good Luck to You has been introduced over WJR. Show, featuring Ralph Freeman as quiz master, will original at different Bill Bailey. Purpose the jaunt is to visit with the people in surrounding towns and gather opinions on how the station may better serve the area.

OLD BUDDIES
MOTION picture theatre-TV station promotion tie-up was successfully executed in Washington, D.C., last week. Principals involved were WTOP and Keiter Theatre. "Pick Temple Day," featuring appearances of Pick Temple, WTOP-TV personality, at showings of "Bend of the River," tripeled theatre business, according to film officials. Mr. Temple gave two shows lasting 16 minutes each. Both the station and the theatre cooperated in promoting the event to everybody's satisfaction.

SPORTS EXCLUSIVE
NEWS of the Olympic games in Oslo, Norway were reported exclusively to WFTD Philadelphia by Elizabeth Parkinson Speck, author and member of the U. S. Figure Skating Asmn. who was engaged by the station as a special correspondent. When Mrs. Speck returns to this country, she will appear on several programs at the station to recount her experiences at the winter games.

ECONOMY PLUS
FOREST greenery decorates a promotion piece put out by KCKN Kansas City, indicating potential advertisers "to saw off a bigger chunk of sales" in the area by using the station as an advertising medium. The promotion plus the station's sales booster packages such as the 26 word spot announcements for $180 which are aired at times the sponsor specifies during any calendar month.

NOTHING TO SELL
ANTI-COMMERCIAL radio listeners in Westerly, R. I., have had their prayers answered by a local manufacturer. The company sponsoring six Westerly High School athletic contests on WERI as a public service instructed station officials not to give commercials at any time during the broadcasts because of their public service nature. Company's name, however, is mentioned at the opening and close of each program.

RECEPTION IS THE THING
BEST proof of TV coverage is home reception, according to promotional manager by WFIL-TV Philadelphia. Copy cites survey statistics showing that the station covers 5,869,284 potential customers. Figure break-down plus map illustrations of the total area covered by the station are directed at the advertiser reminding him that "the WFIL-TV audience goes to market with you in mind."

RADIO SALUTE
CANADIAN independent stations are planning a live talent salute from the industry to Queen Elizabeth II. Idea came from Phil Lalonde, manager of CKAC Montreal, and arrangements have been completed with the Canadian Broadcasting Corp. A special network will be established to allow all privately-owned Canadian stations to participate in the program. Leading talent, both French and English, will be used. Stations unable to carry the program at the time of the network will be able to carry it on tape or disc later.

SIGN NON-ADVERTISER
NEW feather has appeared in the cap of WWJ-TV Detroit for signing Stanley Home Products of that city to 13-week contract. The non-advertising firm which longed to sell was a matter of personal contact with customers has succumbed to the lure of the TV screen with its sponsorship of a half-hour weekly audience participation show. Company's products are awarded as prizes. Wait Kose and Marge Rogers, both of station's staff, are writing and producing show.

NO RIVALRY HERE
CURRENT top tunes and classical music go hand in hand at KWK St. Louis. A seven-program series has been set up by station disc jockeys who dedicate popular songs to all those who make telephone pledges to help support St. Louis Symphony Orchestra for the society's maintenance fund. Broadcasts handled by Ed Wilson, Gil Newsome and Tom Dailey are running for two weeks.

TV VALENTINE
MOTHERS of servicemen who are serving on the cruiser St. Paul in Korea get a special Valentine from KST-TV St. Paul - Minneapolis. Last November, the station sent film to the ship with instructions to take shots of the men, all of whom are from the Minnesota area. When the film was returned, 30 phone calls were made informing mothers what to look for on the TV set on Feb. 14.

DISC SWITCH
NBC Chicago started its "swing to 45" promotion last week with on-the-air mentions by disc jockeys and conversion of many of its 35,000 records to the 45 rpm discs. Swing to 45, a recorded show, will be aired weekly during the six-week campaign, backed by a schedule of station breaks, one-minute spots and dealer tie-ins.

PROGRAM EXPANSION
TRI-lingual policy covering Italian, English and French will be inaugurated today by WWOX Chicago, in a promotion on Review, planned for Monday through Saturday airing of 7:30-8 p.m. EST. Program will follow the station's Italian language programming and will feature news on Paris fashions, interviews with prominent French officials, popular music and French opera.

ON THE ALERT
ANNOUNCEMENT aired recently over Columbus, Ohio stations was proof positive that "wherever you go, there's radio." Broadcasters were asked to deliver a brief message test alerting 90 some members of one of the Air National Guard units at nearby Lockbourne Air Force Base to the area. Within a half hour, 3,500 of the base personnel had reported in person or by phone.

SCHOOL DAY SAFETY
SCHOOL children are being heard in a safety campaign over WOL Washington in cooperation with the American Automobile Assm. urging listeners to drive carefully en route to and from work. Members of the school boy safety patrol are taking part in the transcribed series aired each day in the morning, at midday and late in the afternoon.

KIDS PLUG PARENTS
LIKE father, like son — or daughter — as the case may be at WDRC Hartford, Conn. Children of station personalities are being heard over the air as part of the station's Programming efforts. Susy Smith, 4, is plugging father Jack Smith's disc show. Kathy Sheehan, 3%, urges listeners to hear her papa's newcast nightly and Bolf and Neil Olson, 10 and 5 respectively, put in a good word for their father's a.m. news program.

WAY TO A MAN'S HEART
SUPPLY of the sponsor's product is sent to TV columnists by KGET-TV San Francisco to promote Let's Go Shopping, the Evangeline Baker show sponsored by Remar Bread Co., Oakland. Note accompanying bakery products tells recipient to enjoy not only the content but the TV show as well.

CHILDREN'S DEFENSE SHOW
SCHOOL children got a taste of the meaning of civil defense through the facilities of KFAL Fulton, Mo. last week in a special 15 minute broadcast heard in all city schools at 10:30 a.m. Radios were installed in each class room.
February 21 Applications

License Renewal

Following stations request renewal of license:
KPXM San Bernardino, Calif.; KLZ Denver, KMWI Walla Walla, Hawaii; KFXD
Kamloops, B.C.; KSWG Lexington, Ky.; WGAB Portland, Me.; WPDS
WPDS-TP Toledo, WKKC-TV Cincinnati, WDBL Cleveland, WJNE Washington,
WBM-LS, WSW-LS, N.-D., full time.

Grants authorizing new stations, changes in facilities, and transfers
appear in the April Department, accompanied by a roundup of new
station and transfer applications. (See page 85.)

February 26 Decisions

BY THE SECRETARY

Granted License

WMIT (FM) Yancey County, N.C.—Granted license new FM station: 1602
me (Ch. 25) 325 kw ant. 3300 ft.

WDBF Austin, Texas.—Granted license covering in daytime power, kW.

KDFR Grand Coulee, Wash.—Re-

KXLF Butte, Mont.

Antenna Magesque

PORTABLE—LIGHTWEIGHT
Recorder on one tape—Amplify in your

Quick Rack Mount

Units can be combined for studio attachment of portable

Console or Console

All operation available by combining 9" in rich Magesque
corder casettes.

for new salescall—write

February 27 Decisions

COMMISSION EN BANC

License Renewal Following stations granted renewal of licenses for regular period:
WHYU Warren, Ohio; WHNC-AM Catlettsburg, Ky.; KOKX KOKY-

KCQX San Diego, Calif.—Special service authorization to operate during

February 21 THROUGH FEBRUARY 28

CP-construction permit

DA-directional antenna

STL-studio-transmitter link

STC-special temporary authorization

ERPF-effective radiated power

sync. amp.-synchronizing amplifier

LS-local sunset

D-day

mod.-modification

transmitted

v-inulimited hours

 Grants authorizing new stations, changes in facilities, and transfers
appear in the April Department, accompanied by a roundup of new
station and transfer applications. (See page 85.)

FCC actions

February 26 Decisions

COMMISSION EN BANC

To Increase Power

KWHP Cushing, Okla.—Granted mod.

CP to increase power from 200 w to

1600 kw, daytime on.

To Remain Silent

WNAW North Adams, Mass.—Grant-

24 hours per day, 40 days from Feb. 7 pending financial

reorganization. Station not to resume broadcasting without prior Commissi-

on authorization if reorganization results in transfer of control.

WWXL Peoria, Ill.—Granted author-

ity to remain silent for 40 days from

Feb. 14 pending financial re-

organization. Station not to resume broadcasting without prior Commissi-

on authorization if reorganization results in transfer of control.

To Specify Move

WCEN Mil. Pleasant, Mich.—Granted mod.

CP to specify max. expected opera-

power under authorization to increase power from 50 kw at

w night on 1500 kw, N.A. full time; cond.

 Granted Authority

WPAM-FM Paterson, N.J.—Granted special experimental authority to oper-

ate station by remote control from AM trans. without licensed operating

in attendance at WPAM-FM trans. for

period ending Aug. 25, 1952; cond.

WGST-FM Atlanta, Ga.—Granted special experimental authority to opera-

ate station by remote control from AM trans. April 1, 1952, without licensed

operator in attendance at WPAM-FM trans.; cond.

License Renewals

Following stations granted renewal of licenses for regular period:
WBNS-TV Columbus, Ohio; WJSK-

TV Detroit, Mich.; WCOY-TV Chicago;

WSBP-TV Toledo, WKKC-TV Cincinnati,

WJRF Washington, D. C.; WBIB-PW Gotham,

WJRC-TV, Miss.; WIMA-FM Lima, Ohio, and WJBO Bradford, Pa.

February 21 Applications

ACCEPTED FOR FILING

AM-1173 kw

KCBQ San Diego, Calif.—Special service authorization to operate during

daytime employing non-directional ant. for period of 6 months.

Licensee for CP

KTAC Tacoma, Wash.—License for

CP, as mod., which authorized frequ-

cy change, power increase, hours of

operation, DA and N change in trans.

location.

CP for CP

WKEJ Kewanee, Ill.—CP to replace

expired CP with new authority for 175 kw at 100 w.

full time.

Modification of CP

WNWE New York—CP, as mod.,

which authorized power increase, change from 30 kw to 150 kw, additional

trans., etc., for extension of completion date.

KMLW Martin, Tex.—CP, as mod.,

authorizing new AM station, for

extension of completion date.

WVFH (FM) Chicago—CP, as mod.,

authorizing changes in TV station,

for extension of completion date.

WJSC (FM) Des Moines, Iowa, CP

authorizing changes in TV station, for

extension of completion date to Sept. 12, 1952.

License Renewal

Following stations request renewal of license:

KSTP-TV St. Paul, KEKDHX Natley,

N. J.—radio station) (See page

WUSY (FM) Scranton, Pa. (non-com-

ercial educational FM station),

WBDO Orlando, Fla., WGRA Cairo, Ga.,

KXSS Colorado Springs, Colo.,

KXCC Colorado Springs, Colo.,

KOPB Butte, Mont., WODC Durham,

N. C., WPBO Providence, R. I., KTCS-

San Antonio, Tex., KTBI Tyler, Tex.,

and KPQ Wenatchee, Wash.

TENDERED FOR FILING

AM-1500 kw

KBWW Corpus Christi, Tex.—Ex-

tenion of special service authoriza-

tion to operate on 1500 kw with 60 kw

with non-directional ant. from LS at

Boston, LS to Corpus Christi, for

period not to exceed 12 months begin-

ning March 15.

Allocations Supplement

BROADCASTING TELECAST-

ING will publish in complete text the FINAL TELEVI-

SION ALLOCATIONS REG-

PORT. Subscribers will re-

ceive new Allocations with each charge. Extra copies will be

available, as long as the supply lasts, at $3 each.

commercial Radio

Monitoring Company

Precision Frequency Measurements

Engineer on duty all night every night

* VACANCY

YOUR NAME IS WANTED! This "vacancy" we have been unable to fill, for

readers—station owners and managers, chief engi-

neers and sales managers, men interested in AM, FM, Television and facili-

ties. Write for AM, FM, Television and facili-

ties. Write for AM, FM, Television and facili-

ties. Write for AM, FM, Television and facili-

BROADCASTING TELECASTING

Fan Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., 5, D. C.

Lincoln 3-3705

TOWERS

AM FM TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.
Portland 11, Oregon

CUSTOM-BUILT EQUIPMENT

FOR COMPLETE INSTALLATIONS

COMMERCIAL RADIO MONITORING COMPANY

JACKSON 5302

P. O. Box 7037
KANSAS CITY, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1235 15th St., N. W.
Washington, D. C.
3 Adams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., 123 WASHINGTON, D. C.
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Washington 4, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGQUIST
925 NATL. PRESS BLDG. NA. 3373
Washington, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington, D. C.
National 7757

WELDON & CARR
WASINGrTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
WYATT BLDG. (777 14th St., N. W.)
Washington, D. C.
Member AFCCE

RUSSELL P. MAY
1322 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3882
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Audio Engineers
Quarter Century Professional Experience
Radio-Television-Engineering
1433 M ST., N. W., WASH., D. C.
Executive 1234—Executive 3851
(Member holidays, locked 1-1819)
Member AFCCE

GRANT R. WRATHALL
Aptos, California
Arrangements made for
San Francisco Seaside Inn Lake City
Los Angeles Portland Phoenix
Box 316 APTOS-3352
Member AFCCE

FM Licenses Extended
Following FM stations granted temporary extensions of licenses to June 1, 1952:
TV Stations Extended
Following commercial and experimental TV stations granted further temporary extensions of licenses to June 1, 1952:
WSKB (TV) Chicago; WARD (TV) New York; KEXD (TV) Seattle; KPIX (TV) San Francisco; KEXK (TV) Los Angeles.
February 27 Applications
ACCEPTED FOR FILING
AM—1050 kc
Application for CP new
AM station, 1250 kc, 1 kw D. AMENDED
to change frequency to 1050 kc, change power to 250 w, etc., License for CP
W2VJ Pickaree, N. Dak.—License for CP, as mod., which authorized power increase, ant., changes, etc., Modification of CP
WHI2 Zanettville, Ohio.—Mod. CP, which authorized change in transf., and studio locations, etc., to make changes in ant.
WP5A Mayaguez, P. R.—Mod. CP which authorized new AM station, for approval of ant. and trans., Location and specify main studio location.
KBAI Richland, Wash.—Mod. CP, as mod., which authorized frequency change, DA-N, ant., changes in oper-

(Continued on page 85)
## Classified Advertisements

**Help Wanted**

**Managerial**


**Salesmen**

Salesman. Excellent opportunity for good salesman to handle 3 kw independent midwest station. Guarantee during initial annual $12,000 potential. Box 333M, BROADCASTING.

Salesman, experienced in top market; salary $750 and 15% of sales. Capable of becoming sales manager. Must be energetic, dynamic, 30 and with at least 5 years radio experience. Send picture and references. Reply, Box 365M, BROADCASTING.

Are you the man for us? Independent station in mid-Atlantic area has [insert opening for experienced salesman. Active market with top agencies and promotion. Permanent position for right man with sales ability. Box 371M, BROADCASTING.

Network station in active central Kentucky market has immediate opening for experienced sales manager. Liberal commission or salary plus 20% for prov- ability. Box 382M, BROADCASTING.

Salesman or salesman-salesman, 250 watt class B station, make good money. Rush references, full information. Box 390M, BROADCASTING.

500 watt, Minnesota outlet wants salesman, 12% commission with adequate willingness. Station KASM, Albany, Minnesota.

Wanted: Man capable of real selling job in wide open market, 250 watt Mutual no competition. Contact station KSHB, Oklahoma City, Okla. Giving full particulars.

Enjoy selling? Then live gloriously, friendly community, single station operator, big opportunity. Fish, hunt, golf, play tennis. Air mail details KPKR, Livingston, Montana.

Territory open for experienced time salesman on aggressive network station now in 9th year. Send or wire for details and requirements. Salary $50 to $85. Located in playground of west central United States. Reply, Box 401V, BROADCASTING.

Saleswoman or saleswoman, combination program director; 20% commission on all sales. Distribute city slickers. Can earn $50 to $100 weekly. WKLU, Cullman, Alabama.

Unusual opportunity for experienced radio salesmen in the southeast fastest growing market: 10,000 sales. Drew, Mississippi, 50 to 55 years. Send full details to Jim Macri, WMIE, Miami, Florida.

Salesman - announce $75.00 a week guaranteed sixty days. Announcing three hours per day, five days a week. Your list now $1000 monthly billing. WSNW, Orangeburg, S. C.

**Announcers**

$80.00 per week for good announcer at midwest salon. Good market. TV future. Replies confidential. Box 506M, BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytime. Several weeks free. Then four hours per day. Your position starts one half hour before VDL tape. Reply, Box 167M, BROADCASTING.

Combination announcer/engineer lic- censed. Michigan fulltime, $60 week. Box 369M, BROADCASTING.

Help Wanted (Cont'd)

Key job for better than average experienced announcer with first class license. Must have good eastern sound. Long established net affiliate. Login and auditions and facts Box 1813M, BROAD- CASTING.

Wanted—Combination announcer-engineer, salary $100 per week—North Central major market. Station 27TM, BROADCASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Ability, appearance, personality most important. $70.00 per week and 15% commission. Station 369M, BROADCASTING.

News editor-reporter to compile and broadcast local news stories. Half time job. Salary: $150 per month plus 20% for raises. Send disc reply. Box 286M, BROADCASTING.

Combination man. Strong on announc- ing. Send disc and full particulars first letter. Box 381M, BROADCASTING.

Number-One southeast independent needs announcer-engineer. Good voice, smooth board work, good detail work, appearance preferred. Salary $300.00. Box 392M, BROADCASTING.

Need solid staff man. Sports desired but not absolute. Reliability paramount or we drop you. Reply, Box 403M, BROADCASTING.

Starting $225, 40 hour per week, in officers' positions. Many permanent, 399M, BROADCASTING.


Transmitter-engineering position. Man with 100 kw experience. Salary $350 to $400 with base salary and raises. Reply by first letter. Box 397M, BROADCASTING.

**Technical**

First phone operator. Baltimore area. Experience necessary. Complete personal information first letter. Box 345M, BROADCASTING.


Immediate opportunity for first phone position in central Michigan, 40 hour, 5-day, week. Reply, Box 353M, BROADCASTING.

**Production-Programming, Others**

CB affiliate needs writer. Opportunity to work with top station and KVOV, Colorado Springs, Colorado.

Program director-salesman; man or woman; 20% commission on all sales, salary and drawing. Can easily earn $65.00 to $100.00 weekly. WKLU, Cullman, Alabama.

**Television**

**Technical**

TV station has opening for technician with TV fundamentals essential. Experience not necessary. Reply Box 60M, BROADCASTING.

**Production-Programming, Others**

CBS affiliate needs writer. Opportunity to work with top station and KVOV, Colorado Springs, Colorado.

Program director-salesman; man or woman, 20% commission on all sales, salary and drawing. Can easily earn $65.00 to $100.00 weekly. WKLU, Cullman, Alabama.

Situations Wanted

**Managerial**

Manager—Successful background, prov- en ability, experience. Change to southern market. Stable, prosperous outlet. Write Box 286M, BROADCAST- ING.

General-commercial manager, major metropolitan independent, regional ex- perience. Excellent sales and management record. Top administra- tor. Box 365M, BROADCASTING.

**Announcers**

Sportscaster, play-by-play. All sports 5 years experience. Also newscaster for local TV station. Good voice, draft exempt. Employed sports director for east. Aircheck hockey, basketball, etc. Reply. Box 313M, BROADCASTING.

Baseball wanted. Sports station only. Five years top play-by-play all sports, all phases. Box 398M, BROADCASTING.
For Sale (Cont'd)

For Sale—broadcasting stations. Leonard J. Shrader, 565 Main St., Champi
gall, Ill. Phone 5094.

Farm stations independent and affiliates. All prices. Jack L. Stoll & Asso
ciates, 332 Main St., Los Angeles 28, Calif.

Independent, 1 kilowatt, full time radio sta
tion, 7000 KW. For sale. 787 acre second
greatest market. Must be sold at early date to
demand of creditors. For further information con
contact Wm. J. Otis, 5230 Illinois Bankruptcy,
Peoria, Ill. Phone 3-3987.

Equipment, etc.

Bargain. Three used sure dynamic low
impedance mikes, less cable, two rec
rently refurbished transducers. Sell best
hobby bidder. Box 265M, BROADCASTING.

For sale: One RCA 50 kw transmitter
type 5A-50 B. Has been modified to
depart from the rigid requirements of the
FCC in the present day broad.
casting standards. Is still operating
20 hours per day. If in need of well
maintained, high power radio transmis
sor, this is your chance to get a bar
gain. Your inspection solicited. Box 47M,
BROADCASTING.

Audio transformers, patch cords, jack
strip, 633A microphone, microphone
stand, attenuators, recorders, turn
cutters, studio equipment, etc.
Wanted, station engineer.
Glen, KILA, 333M, Minneapolis.

Proper amplifier (Langevin), state
price, condition and number months used.
KXEL, Albany Hotel, Denver.

Wanted: Approximately 700 feet 1½
transmission line, 32 ohm. Communica
tion equipment, station type.
State age, condition and price.
KDF, KILA, 322M, Des Moines.

One low-power educational FM broadcasing
plant. Interested in package deal or any part thereof. Ad
dvise make, condition and price.
Radio Club, Presbyterian Junior Col
gle, Maxton, North Carolina.

Miscellaneous

Be a combination man. Improve your
earning power and security. FCC first
phone, 6 weeks. Write for informa
tion. Grantham Radio License School,
706 North Wilcox, Hollywood, Calif.
NBS GRADUATES are in DEMAND

We have a place on our announcing staff for a man with experience, good judgment, and pleasing personality. No "anthropoids" with us. We want to "get" you. He will be able to add luster to our program from a production point of view.

We are a highly successful thousand-bed hospital, with an average daily population of 500-

**Rocky Mountain**

**$45,000.00**

Profitable independent operation in a very desirable one station market.

Liberal financing.

**Southeast**

**$275,000.00**

A very profitable network property located in an excellent southeast market. Financing arranged.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn

Washington Bldg.

Sterling 4341-2

**CHICAGO**

Ray V. Hamilton

225 Montgomery Bldg.

Delaware 7-2735-6

**SAN FRANCISCO**

Lester M. Smith

225 Montgomery Bldg.

Exbrook 2-5672

**BROADCASTING • Telecasting**

Page 94 • March 3, 1952
FCC Actions

(Continued from page 91)

hours, etc., for extension of completion date.

License Renewal

Following is list of license renewal of licensees:


Radio 
ed

questions

Hattiesburg,

Rouge on

McNamee

Designated for

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BROADCASTING

WKBN

N.

Athens, Ala.; WNPT

WFDR (FM) New

WSKB McComb,

cessation

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Sumter,

25

Bcstg.

to

Grant-

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basis for

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license

Fairfax, Va.; FMWM

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Commission

Shelbyville,

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Bcstg.

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Minn.; WVNJ

KOAC

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Allocations

(Continued from page 65)

report shapes up along these lines:

(1) Mileage separations of 170 miles transmitter - to - transmitter for North Atlantic, North Central states, for stations on the same channel. In the more troublesome Gulf area, 220-240 miles is the minimum of the U.S., 100 miles [B&I, Jan. 14].

(2) Maximum powers as follows: Channels 2-6, 100 kw. Channels 7-13, 2,000 kw. Channels 14-21, 1,000 kw [B&I, Jan. 28].

(3) Revision of existing power antenna height relationships, with possibility that 2,000 kw. may be necessary in unincorporated areas.

(4) Use of some of the 8 "flexibility" channels to add more frequencies in some markets in order to take care of heavy application files [B&I, Nov. 8, 1951].

(5) Slight increase in the number of educational reservations as against those proposed last March - June [B&I, Feb. 18]. Newly appointed Chairman is known to be in sympathy with aims of educational proponents, may even lend his weight to Comr. Frieda B. Hickenlooper, chief engineer, in obtaining greater number of reservations.

(6) Although at one time the Commission thought it might be able to keep those 51 existing stations which have to change wavelengths on the same portion of the band they now operate on, legal technicalities have strained that. If Commission were to make such moves, it would run counter to some comments on file, would make it impossible to prevent permit additional comments to be filed [B&I, Feb. 18].

(7) Other factors are expected to remain much the same as proposed in the Third Report.

(8) These involve use of off-air, mixtures of UHF and VHF in the same cities, prohibition again the use of directional antennas, continuity of Stravions and Polycasting on experimental basis, etc.

Actions of the FCC

(Continued from page 65)

broadcasting without Commission approval if control of station is transferred.

FM Remote Control

KERN-FM Bakersfield, Calif. - Granted authority to operate station by merger with KFBC, Bakersfield, Calif., effective September 15, 1950, for a period of one year.

KERN for period ending Sept. 1, 1950, as per conditions of original grant.

WHYN-FM Bangor, Maine - Granted extension of special experimental authority to operate station by remote control from studios in Bangor for period ending Sept. 1, 1950, as per conditions of original grant.

WHYN-FM Holyoke, Mass. - Granted extension of special experimental authority to operate station by remote control from studios in Bangor for period ending Sept. 1, 1950, as per conditions of original grant.

WKRC-FM KCMO, Missouri - Granted authority to operate station by remote control from studios in Kansas City for period ending Sept. 1, 1950, as per conditions of original grant.

WKFI-FM Houston, Texas - Granted extension of special experimental authority to operate station by remote control from studios in Houston for period ending Sept. 1, 1950, as per conditions of original grant.

Designated for Hearing

KURT-FM Des Moines, Iowa - Designated for hearing application for new, CP to change class of station from Class D to Class B, at Des Moines, Iowa.

KSW-Memphis, Tenn. - Granted CP to change ERP from 2,000 kw. to 3,000 kw.

WABC-AM New York, N.Y. - Granted extension of special experimental authority to operate station by remote control from Studios in New York for period ending March 1, 1952, as per conditions of original grant.

WFLN-FM Arlington, Va. - Granted extension of special experimental authority to operate station by remote control from Studios in Arlington for period ending March 1, 1952, as per conditions of original grant.

WIGC-FM Glens Falls, N.Y. - Granted extension of special experimental authority to operate station by remote control from Studios in Glens Falls for period ending March 1, 1952, as per conditions of original grant.

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Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates at or near completion of training programs in radio, television, and electronic leakage detection.

For information please write to PLACEMENT MANAGER, RCA Institutes, Inc., 360 West Fourth Street, New York 14, N.Y.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text THE SOCIAL LIFE REPORT in this issue. Subscribers will receive the supplement without charge. Extra copies will be available, subject to the supply lasts, at $3 each.

WMOA Marietta, Ohio. Filed Feb. 27.

WRCO Washington, D.C. - Granted extension of special experimental authority to operate station by remote control from studios in Washington for period ending Sept. 30, 1952, as per conditions of original grant.

WZQZ-FM West Palm Beach, Fla. - Granted extension of special experimental authority to operate station by remote control from studios in West Palm Beach for period ending Sept. 30, 1952, as per conditions of original grant.

KLEE Houston, Texas. - Assignment of license from Robert M. Lee, Mrs. W. Arthur Lee, deceased, to Trinity Broadcasting Co., Inc., Dallas, Tex., and KELL El Paso, Terms are in accordance with Commission's order for lease of license to a group of new operators.

WGBY-FM Springfield, Mass. - Granted extension of special experimental authority to operate station by remote control from studios in Springfield for period ending Sept. 30, 1952, as per conditions of original grant.

KLEC-AM Lake Charles, La. - Granted extension of special experimental authority to operate station by remote control from studios in Lake Charles for period ending Sept. 30, 1952, as per conditions of original grant.

WDFY-FM Shreveport, La. - Granted extension of special experimental authority to operate station by remote control from studios in Shreveport for period ending Sept. 30, 1952, as per conditions of original grant.

WGOY-FM Youngstown, Ohio. - Granted extension of special experimental authority to operate station by remote control from studios in Youngstown for period ending Sept. 30, 1952, as per conditions of original grant.

WCHL-FM Columbia, Mo. - Granted extension of special experimental authority to operate station by remote control from studios in Columbia for period ending Sept. 30, 1952, as per conditions of original grant.

WYQZ-FM Winter Haven, Fla. - Granted extension of special experimental authority to operate station by remote control from studios in Winter Haven for period ending Sept. 30, 1952, as per conditions of original grant.

WOMT-AM Marietta, Ohio. Filed Feb. 27.
 Grandma Bullitt

VIEWPOINT of mother and grandmother is represented on the NATB Code Review Board by one of its active members — Mrs. Scott Bullitt, KING-TV, Seattle. Mrs. Bullitt said she was three married children, adding they have six grandchildren “all under five.”

WNOE CHANGES

Gordon Again Gen. Mgr.

JAMES A. NOE, owner of WNOE, New Orleans, La., last week announced that James E. Gordon, station president, has resumed his former position as general manager of WNOE. At the same time he announced the resignations of Patt McDonald as vice president and general manager and of Don Lilly.

The announcement was made at a staff meeting presided over by Mr. Gordon, who has been in charge of WZY, WNOE’s sister station in Houma, Louisiana. WNOE also will commence a new sales and promotion campaign, Mr. Gordon announced.

WGBK TO BE WDBQ

Outlet to Change March 15

ONE of the oldest call letters in the Middle West will be history March 15 when WGBK Dubuque, Iowa, officially changes to WDBQ. WGBK was first licensed in Juliet, Ill., in the mid-20s and moved to its present location in 1933. Change is being made to eliminate confusion, according to James D. Carpenter, owner-manager, because the station’s FM outlet call letters are WDBQ. When the change becomes effective, the station affiliated with ABC network, will be WDBQ-AM-FM.

WGAR MERCHANDISING PLAN

New Package Will Ring Cash Registers

WGAR Cleveland is offering a merchandising package plan which shows promise of ringing cash registers both in cooperating food stores and at WGAR. Principals with WGAR in this point-of-purchase display plan are national chain outlets and all qualifying WGAR advertisers. Major northern Ohio supermarkets, those in the Akron area, are operating by giving prominent display space to products advertised on the station.

Advertisers qualify to receive instant coupons in one week in each of 179 cooperating stores by fulfilling requirements that the advertiser:

- has product in food stores.
- has distribution in Cleveland area stores participating in the plan.
- has product accepted for display by those retail food retailers.
- contracts for a minimum net expenditure to support point-of-purchase displays with on-air coverage.

The plan calls for a minimum expenditure over WGAR of an average of $5 per week or $260 per month. In other words, explained WGAR Sales Manager John B. Garfield, an advertiser must spend $3,250 net over a 13-week period or $2,000 net in 26 weeks to receive product to qualify for point-of-purchase displays.

To enhance the value of the plan and to assure maximum results for all concerned, WGAR personalities will make personal appearances for special promotions. WGAR will call attention to these point-of-purchase displays with on-air and late-night promotions.

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POLITICAL MEETS

Nets to Pay Installation

RADIO-TV networks agreed to pay their own installation costs for the first time, when an installation meeting was held in New York Wednesday with representatives of both political parties to consider coverage of the Presidential nominating conventions in Chicago in July.

Not unexpected agreement [B+T, Feb. 25] was the result of the political parties’ argument that, for the first time, networks the year prior were permitted to seek sponsorship of their broadcasts and that accordingly costs of installing booth, etc., could be deducted from charges of advertisers. Networks had initially carried that installation costs just added to their overhead, if they did not acquire sponsors. Well before the Wednesday meeting, advertisers had signed for sponsorship, however, so the point was not argued.

Question had been raised about the agreement’s effect on the DuMont TV Network, which had not held its initial co-coverages arrangement with Life magazine. But following Westinghouse’s sponsorship on four stations of the DuMont network for the conventions, plus its 15-week “Get Out the Vote” series, DuMont spokesmen said Thursday the network will assume its “full share of the Chicago pool as agreed.”

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RECEIVER SALES

Buffalo Meet Optimistic

A WIDENING and deepening market for television receivers was foreseen by FCC Comr. George E. Sterling and industry executives at the Second Annual Town Meeting of Television Dealers in Buffalo.

Speaking by wire from Washington, Comr. Sterling told the audience of some 2,500 dealers that with the advent of the TV freeze, the market for video sets would mount appreciably even before new stations get on the air.

Comr. Sterling referred to the higher powers that existing stations would be permitted which, he said, should improve signals and thus increase use. And, he added, after the freeze is lifted, additional VHF and UHF stations would mean more business in new sets and converters.

A note of caution was introduced by Mr. B. Elliott, RCA Victor vice president in charge of consumer products, who warned that the TV industry must maintain high quality if it is to keep the confidence of the public.

Mr. Elliott, however, foresaw a bright outlook for set sales. He opined that popular interest in the forthcoming Presidential election will sell more TV sets than the “Keffer” series did last year.

Dealers were urged to do apical work in the “replacement market” by Richard A. Graver, Admiral Corp. vice president for TV. Mr. Graver pointed out that if half the sets now in use have tubes 12 inches or smaller.

Dr. Lyman R. Fink, chief engineer, General Electric’s TV Dept., advised the public to “go slow” in converting to UHF before local channels become available because of rapidly advancing technical knowledge.

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There’s More

SELL on WRRL

RICHMOND VIRGINIA

910 KC — 5 KW

ABC

AFFILIATE

---

NATIONAL REP.

EDWARD PETRY

& CO., INC.

March 3, 1952 • Page 97
LEGISLATORS DIVIDED ON RAYBURN BAN

THOUGH three Senators agreed in opposing Speaker Rayburn's radio-TV ban during Author Meets the Critics telecast on DuMont TV network, two Representatives were divided on CBS Radio Network's People's Platform.

Rep. Leslie C. Arends (R-III.) felt banning of broadcast and TV from Congressional hearings is to degree encroaching on freedom of speech and access to benefits of informed public opinion. Rep. Richard Bolling (D-Mo.) opposed such pickups as interfering with understanding of what goes on in Congress.

Sen. Estes Kefauver (D-Tenn.), Sen. Homer E. Capehart (R-Ind.), and Sen. Blair Moody (D-Mich.) joined in opposing Speaker Rayburn's ban. Under proper conditions, three Senators felt, radio and TV would be valuable to national welfare by increasing public knowledge of conditions being investigated.

TWO MORE TV APPLICANTS

TWO more TV applications were filed with FCC Friday, making number filed this week seven (see WJAC page). Applicants were WCOA Pensacola, Fla., and WDBO Orlando, Fla.

Commission also Friday granted authority to WROW Albany, N. Y., and KICD Spencer, Iowa, to make site tests for UHF channels. WROW is planning to use Channel 21 (512-518 mc), using former GE New York-Schenectady-relay channel; KICD, Channel 42 (658-644 mc) at present AM tower site. WROW is already a TV applicant.

WCOA is seeking Channel 3 with 17.1 kw power, 364 ft. antenna height, plans to spend $165,000 building station, $120,000 first year of operation. WDBO is asking for Channel 6, with 26.4 kw, 550 ft. antenna height, will spend $219,000 on construction, $120,000 first year of operation.

First joining up of TV antenna sites in San Francisco became known Friday when KPIX asked FCC for approval to move from famed Mark Hopkins Hotel to Sutro Mt. where KGO-TV has its towers. KPIX said necessary because lease for "Top of the Mark" is due to expire soon.

WFTC PETITION

FREQUENCY change and boost in power proposed for WFTC Kinston, N. C., in initial decision released Friday by FCC Hearing Examiner Basil P. Cooper. Station would move from 1230 kc, 250 w fulltime, to 960 kc, 5 w daytime, 1 kw nighttime, with DA-N. Operating as proposed, station would serve 328,100 persons daytime, nearly 40,000 at night (instead of present 64,790 daytime and 24,310 nighttime). Change would cost station about $52,000. Gross increase would rise from $22,453 to $98,000, profits from $6,250 to $14,000, with new frequency, power. WELS Kinston applied for same facilities late 1950; later withdrawal request.

MAGAZINE CIRCULATION

IN LINE with its function of providing member stations with information on competitive media, BAB is distributing county-by-county circulation breakdowns of ten leading magazines, 96-page report also includes 1950 census occupied dwelling unit figure for each county.

扔掉 deadline

HENNOCK HOSTESS

HONORING its own, FCC commissioners and staff executives feted newly appointed Chairman Paul A. Walker and new Comm. Robert T. Bartley at luncheon Friday. Party was given by Comm. Freda B. Hennock, was held in her offices, buffet style. Guests numbered 75, included in addition to Commissioners, all examiners, Division and Office chiefs, women attorneys and section chiefs.

Business Briefly

(Continued from page 5)

April 6. N. W. Ayer & Son, New York, is agency.

RUPPERT'S SPOTS • Ruppert's Beer, through Biow Co., N. Y., placing spot announcement radio campaign for 26 weeks starting this month in seven major markets.

PERRY MASON RENEWED • Procter & Gamble (Tide) renewing Perry Mason on CBS Radio (Mon., through Feb., 2-15-2-30 p.m.), effective March 31 for 62 weeks. Agency: Benton & Bowles, N. Y.

SEABROOK USES NETWORK • Seabrook Farms Inc. (frozen fruits and vegetables), Bridgeport, N. J., in first use of network radio signs for sponsorship of Private Files of Matthew Bell on Mutual (Sun., 4:30-4:55 p.m.) starting March 16 (B+T, Feb. 11). Agency: Hilton & Riggio, N. Y.

NBC SUMMER TV PITCH

NBC to unvel new, 65-page presentation on "NBC-TV Presents Summer TV," prepared with cooperation of Hofstra College psychology department, at news conference Thursday in New York. Third "Hofstra Study" of NBC, it will point up to advertisers and agencies advantages of summer TV sponsorship, both as part of year-round television advertising program and for special campaigns.

DONALD H. McGANNON, Norwalk, Conn., attorney, joining DuMont Television Network as administrative assistant to Chris J. Witting, director and general manager.

HERBERT M. STEIN, assistant advertising director Ronson Art Metal Works Inc., Newark, named assistant general sales manager.

ARALD H. BUTTNER, International Telephone & Telegraph vice president, elected president of Federal Telecommunications Labs, Pershing and Utley, N. J., according to Friday announcement. He succeeds Maj. Gen. Roger B. Colton (USA, Ret.) who has been appointed IT&T deputy technical director.

JERRY ARTHUR, former program manager for various New England stations and more recently in naval service, to Charles Michelson Inc., New York radio-TV transcribed program sales firm, as TV program sales manager.

BIO W NEEDS SPORTS MAN

BIOW Co., N. Y., looking for sports announcers to do radio and television broadcasts of Baltimore Orioles, sponsored by Gunther's Beer. Jim Beach, supervisor of Biow's radio and television department, is contact man.

FILM DISTRIBUTOR

ROBERT PIK, president of Interworld Films Inc., N. Y., announces formation of Regent Pictures Inc., which will exclusively handle world-wide television distribution of films. New firm will be located at 729 Seventh Ave., New York. 19 thus far, company has acquired feature films and is contemplating production of half-hour dramatic show, according to Mr. Pik, who will continue as international president.

EMERSON STATEMENT

EMERSON RADIO & Phonograph Corp. reported Friday that consolidated net profit for 13-week period ending Feb. 2, before taxes was $1,006,759, as compared with $4,367,186 for comparable 1951 span. After taxes, profit amounted to $331,880 or $1.8 per share on 1,838,187 shares outstanding stock. Net profit after taxes for 13 weeks ending Feb. 3, 1951, was $1,518,856, equal to $8.78 per share on same amount of stock.

Senate Committee OK's Bartley 13-0

NOMINATION of Robert T. Bartley as FCC Commissioner approved unanimously (13-0) Friday following hearing of Mr. Bartley by Senate Interstate & Foreign Commerce Committee (see story page 25). Chairman Ed C. Johnson (D-Col.) said: (1) FCC has been hung up on some controversial aspects of TV allocations problems and (2) understood freeze lift target date now set for March 25.

Sen. Johnson said he had talked with FCC Chairman Paul A. Walker who noted 3-8 split on Commission on pending issues, which Senator did not amplify, and that he had urged immediate confirmation of Mr. Bartley in order to break deadlock.

[Check with FCC sources revealed that Commission had tied in several instances, but that matters were resolved next day or two. At present time, sources said, Commission is not hung up on any portion of TV freeze-end decision.]

Questioning touched on possible hard liquor advertising on airwaves, expounding cases before FCC, need for more examiners, McFarland-Ball newspapers ownership of stations, and relationship of Commissioners to network and station staffs. Speaker Rayburn's ban on broadcast media in House committees came up momentarily but Mr. Bartley deferred since problem was for Congress to resolve not FCC (see Rayburn ban story, page 23).

Senate Majority Leader Ernest W. McFarland (D-Arizona) said he understood his sponsor's and Senator Bartley's opposition was near final stage in House committee. Bill would expedite disposition of cases, he and Sens. Charles W. Tobey (R-N. H.) and Warren Magnuson (D-Wash.) agreed. Other questioning went into need of freeze lift. Sen. John W. Bricker (R-Ohio) also warned that failing in FCC is over reliance of Commissioners on their staffs rather than other way around.

Page 98 • March 3, 1952

PEOPLE...

BROADCASTING • Telecasting
There's been a change...

Since the turn of the century great changes have taken place in America—changes in living—changes in advertising.

The metal sign in this once typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination. To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY
RADIO AND TELEVISION STATION REPRESENTATIVES