IN THIS ISSUE:

Use Group Approves McFarland Bill
Page 23

Major Network Clients Alter Schedules
Page 23

Murphy Heads CBS Radio; Bannister to NBC
Page 25

Attacks Again Hit By Committee
Page 25

TELECASTING
BeginS on Page 75

21ST
The Newsweekly of Radio and Television.

ATom SERIES WINS WIDE ACCLAIM!

United Press New Program Created During Year by Chicago Federated Advertising Club.

- Heralded as an "example of the effective use of radio as a teaching tool" by Variety Magazine.

- Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.

- Permission requested by Department of State for use of series in its foreign educational broadcasts.

For the second year, as part of the award-winning "WLS School Time" broadcasts—a five-time-a-week sustaining program for in-school listening, now in its 16th year—WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell...for through consistent services accrues listener loyalty and belief—the basic ingredients of advertising results.
For Each Its Own...

Now, for WHAS, aggressive and individual national representation by an organization devoted to selling radio—exclusively.

Henry I. Christal Co.

New York • Chicago

For Each Its Own...

Now, for WHAS-TV, aggressive and experienced national representation by the first organization devoted to selling television—exclusively.

Harrington, Righter & Parsons, Inc.

New York • Chicago • San Francisco
17 has now become 24

A few months ago WSM pointed with pardonable pride to the seventeen network originations which came out of its studios weekly.

The other day the man in charge of studios, statistics and guitar strings came up with the astonishing information that seventeen had now become twenty-four. In the rush of regular business, nobody else had even noticed that the Central South’s star salesmaker was producing seven more network shows!

This is added evidence that no other single station in America can match WSM’s production know-how, nor offer talent (more than 200 people) of network quality in network quantity. And it explains, better than statistics and surveys which confirm the fact, that you cannot really sell the full potential of the Central South without WSM.

WSM Nashville . . . 650

CLEAR CHANNEL - 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
LIVE WITH YOUR HEART

Heart disease, the nation's No. 1 cause of death is the subject of an eight-week television series presented jointly by the Delaware Heart Association and WDEL-TV. Heart specialists discuss the many factors contributing to heart diseases, and interview patients who have successfully undergone surgery and other specialized treatment. Thus the public obtains the latest information concerning heart diseases and is encouraged to enjoy life more fully by learning how to "Live with Your Heart." The Heart Series is one of many continuing public service programs which WDEL-TV presents to serve its many thousands of viewers and its advertisers.
THOUGH it's seemingly on shelf now, NBC may be expected to revive radio affiliates' rate adjustment question. Data for it gets return from exhaustive analysis of broadcast audience being conducted by A. C. Nielsen Co. [B'T, March 3]. One of affiliates' chief complaints against proposed rate changes was that formula employed outdated audience information. New Nielsen project, to which NBC subscribed under contract calling for "largest single survey ever made by the research firm," presumably will eliminate that objection. Results of study expected in few months.

EXECUTIVE CHANGES at NBC may not end with that substitution of WWJ Detroit's Harry Bannister for Vice President Carleton Smith in top station relations post, with Mr. Smith probably moving into O&O Stations Div. (story page 25). Other changes reportedly simmering. Regarded as rising star these days: Joseph V. Heffernan, financial vice president.

BETTER HEDGE any bets you've made that FCC TV allocations will be out before end of month. Past week's work by staff and commissioners covered fewer than 90 pages.

ADVERTISING COUNCIL asking ANA and AAA co-operation in drive to make service man in Korea feel he is "needed" there and to make his family proud of part he is playing in nation's defense. Campaign urged by Defense Dept. which feels morale is being undermined by increasing criticism that Korean war is "useless.

MOVE is in making to interest American Bar Assn. in plan to write "reasonable code" covering radio coverage of judicial trials and legislative hearings. Idea originated in National Assn. of Radio News Directors, shocked by IBA's recent adoption of resolution to curtail coverage.

8MI spring program clinics will be compressed into two week period from April 28 through May 9 with eleven teams of speakers to be announced soon by President Carl Haverlin.

MILLION DOLLAR network radio advertiser seriously considering expanding budget to launch television campaign. Only hitch at present is decision as to whether spot or network TV would be most effective. Radio format will remain unchanged.

SOME AMONG 16 stations cited for horse-racing programs [B'T, March 10, 3] will get regular license renewals this week. All have notified the Commission that they had either dropped horserace broadcasts before the Commission's order for license renewal hearings is shortly thereafter. Among those filing such assurances most recently are: WBNX, WPIX (TV), WJZ-TV New York; KLAC-TV Los Angeles; WRIB Providence, R. I.; WITH Baltimore.

FCC Budget Slashed $1,966,540

IN STINGING initial setback in its quest for additional funds for fiscal year 1963, FCC was told Friday to do housekeeping and cut corners, with nearly $2 million less than its budget request [B'T, March 17, see FCC money story page 29].

House Appropriations Committee approved its Subcommittee on Independent Offices' recommendation that FCC get $5,105,460 for its 1963 fiscal operation, sum that is $1,966,540 less than President Truman's request. It also falls $7,190 under what FCC is operating on in fiscal 1962.

Economy-minded House, however, added $51,810 "for new positions in connection with TV applicant processing" and also "$128,000 for the acquisition of new equipment at existing [monitoring] stations." Report also said: "The committee appreciates the heavy work-load presently being carried by this Commission. However, under existing economic conditions FCC has no objections to make any piece-time agency, and it requests the Commission to regulate its work in such manner as will permit performance of essential functions with the funds provided in the bill."

Big chunks of funds turned down by House group concerned moneys for additional monitoring stations. FCC had asked for an increase of $1,142,041 for field engineering and monitoring. Actually, Commission also had asked for $202,305 more for operation of broadcast activities. Therefore, at quick glance, it looked Friday as if House's nearly $29,000 concession for processing of TV applications was far cry from FCC request.

House committee's approval of quarter-million dollars for monitoring stations is for new equipment for existing stations.

In report, House committee said in effect FCC would have to economize down line in all that money, as additional increases granted last year, but which ordinarily would mount FCC's pay bill for 1963. At same time House Friday passed Third Supplemental Appropriation which means nearly half-million dollars more, with $182,305 red in order to pay for 1962 increases will go off the books.

B. & W. ADDS STATIONS • Brown & Williamson Tobacco Co., Louisville (Kool cigarettes), adding 30 new radio stations and increasing its schedules on 60 stations starting this week through Ted Bates Inc., N. Y.

SPOTS IN 50 MARKETS • Sinclair Refining Co., N. Y., buying radio and TV spots in about 50 markets for 13-week campaign, starting Tuesday. Morey, Humm & Johnstone, N. Y., is agency

CRANBERRY RADIO CAMPAIGN • National Cranberry Assn. (Ocean Spray cranberries), using a few selected radio markets, mostly for women's participation programs for own week promotion through Harry M. Frost Co., Boston, starting April 7.

P & G IN CANADA • Procter & Gamble's Spie and Span placing radio spot campaign in all provinces of Canada, starting March 24 and 31 for 13 weeks, through Biow, N. Y.

MOUTH WASH TEST • Purepac Corp., N. Y., through Leonard Wolf & Assoc., same city, introducing new Chloramint mouth wash. Test campaign—probably using TV spots—to begin shortly in New York areas with expansion contemplated if test is successful.

PARSONS SPONSOR • Colgate-Palmolive-Peet (Lustre Cream shampoo) to sponsor Louella Parsons on CBS Radio (Tues., 9:30-9:35 p.m.) starting April 1. Agency: Lennen & Mitchell, N. Y.


SPECIAL ANNOUNCEMENTS

ertura

FCC BROADCASTING 

March 17, 1952 • Page 5
NY, EDUCATIONAL TV COMMISSION PROPOSED

TEMPORARY commission to protect and develop interests in educational TV allocations was introduced in New York legislature Thursday night, Dr. Lewis A. Wilson, commissioner of education, said Friday (see story page 77).

Commission would be "authorized and empowered to make and sign any agreements and perform any acts" necessary to fulfill its function: "to develop such plans or arrangements as may be desirable or appropriate for the allocation, operation, management, control, and use of television facilities for educational and cultural purposes."

By a majority rule committee with backing of Dewey administration, bill is expected to be passed before legislature adjourns this week, thus providing agency to act immediately, before it becomes a political item when elections are held.

Passed out of committee, the bill provides for a commission which is expected to move into the NBC owned and operated station set-up. Page 25.

One of several problems holding up completion of the FCC's TV allocations is concern of some Commissioners that large area coverage of VHF stations might make those channels so desirable nobody would want UHF. Page 77.

Prospective TV broadcasters so far are finding regional airspace committees composed of CAA, military and civilian pilot organizations and private flying groups—cooperative in figuring out where to place high television towers. Page 77.

A House subcommittee intends this week to look into the military recruiting advertising plans. Page 34.

Upcoming

Mar. 17-20: Annual Electronics Parts Show, Conrad Hilton Hotel, Chicago.


Mar. 19-21: Assn. of National Advertisers, Sheraton Park Hotel, N. Y.


Mar. 21-23: 30th annual convention, Conrad Hilton Hotel, Chicago. (Other Upcomings page 36).

Closed Cir. (Continued from page 5)

considerate attitude toward new TV stations when they plan construction projects. Bernard Joseph, head of NPA broadcast unit, to give major policy talk at NARTB Engineering Conference in Chicago.

DESPITE chronic sniping on Capitol Hill, Voice of America and other U. S. information activities are receiving this year's budget almost that of last year. At least, House Appropriations subcommittee is set to recommend more funds in report to full committee shortly. Program drew $94 million in '54; this year asks $130,275,000 after July 1, with $30 million for radio broadcasting and $36 million-plus for new facilities.

NASSER BRIEF

GEORGE and James Nasser, film producers last February in Los Angeles filed brief with U. S. referee-in-bankruptcy asking government relief from American Federation of Musicians' demands for 5% of grosses realized from old theatrical movies transferred to TV and the production of a completely reworked Nasser, contesting legality of AFM demands asked court to reject executory demands. Brothers plan to release four feature films to TV this fall. Arrangements for contract established movies to TV. Hearing was docketed last Friday when Nasser brief was filed.

for more at DEADLINE see page 110
World Champions

Home of Champions
Baseball Network

Represented by Bolling

New York  •  Boston  •  Chicago  •  Los Angeles  •  San Francisco
JANUARY 1952

BOXSCORE

**MORNING**

- 6 A.M.—12 Noon
  Mon. thru Fri.

WPRO's share of audience (36.8%) is 69.6% greater than the second-place station, and is 20.7% larger than the COMBINED audience of the No. 3 and 4 stations.

**AFTERNOON**

- 12 Noon—6 P.M.
  Mon. thru Fri.

WPRO's share of audience (38.3%) is 33.0% greater than the second-place station, and is 9.1% larger than the COMBINED audience of the No. 3, 4, 5, 6, and 7 stations.

**EVENING**

- 6 P.M.—10:30 P.M.
  Sun. thru Sat.

WPRO's share of audience (31.0%) is in a photo-finish with station B (31.1%)... 67.6% greater than station No. 3 and 98.7% greater than station No. 4.

* Source: C. E. Hooper, Inc.

but that's only HALF the story

—the Providence-Pawtucket half! Another of America's major media areas, Fall River-New Bedford, Mass., relies on WPRO for its popular CBS and local programs. WPRO's powerful 5000 watts on 630 kc cover this rich New England market with a signal greater than 2 millivolts.

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

REPRESENTED BY RAYMER
Will they inherit socialism?

You wouldn’t want to leave a socialistic America to your children. Most Americans wouldn’t.

But you may — without realizing it. For socialism wears many false faces. You can’t always tell it at a glance.

*It's socialism*, for example, when the federal government takes over for keeps the rights and responsibilities of its citizens on any pretext.

*It's socialism* when the government steps into and takes over a business or industry.

*It's socialism* when people urge you to give up the freedom to run your own life and let the government run it for you.

Today in America, there are people who would like to see an all-powerful federal government own and operate our railroads, our medical profession, our electric light and power companies and other businesses and services. Perhaps they're not all socialists, but what they suggest is socialism — even though they never call it that.

And they'll have their way unless you act now. Here's what you can do: Start thinking of your future and your children's. Exercise your rights as a citizen. Discuss this danger with your friends and neighbors. Use your ballot wisely. And above all, learn to recognize socialism behind the many false faces it wears.

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America’s electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll have it ready... if their suppliers can get the steel and other materials they need to finish the new power plants, new lines and equipment they’ve started.
The two pig-type characters may suggest a couple of time salesmen just back from a two-week agency trip, but actually it's just a pair of potential participants praying for a de-emphasis on college football.

You can't blame anybody for trying to avoid a kicking around, least of all an advertiser. So...next time you're placing a schedule in Oklahoma City remember it's just about like doing business anywhere else...you have to know the right people...and KOMA is the station that has the acquaintance you need. Our 50 kilowatts have made a lot of friends in the many years they've been in business in Oklahoma. Use them to introduce your client's product to the right people.

KOMA Avery-Knodel, Inc.
50,000 Watts • CBS

FRANK J. REYNOLDS, vice chairman of board of directors, Albert Frank-Guenter Law Inc., N. Y., elected agency president succeeding J. M. HICKERSON who resigned [B*TA, March 31].

A. E. HANSEN, account supervisor, Biow Co., N. Y., elected vice president.

THOMAS MULGREW, Poole, Cone & Belding, Chicago, to Ivan Hill Adv., same city, as member of executive staff. W. C. ANDERSON, F.C.&B., S. F., to Emil Reinhart Adv., Oakland, Calif., as account executive.

HAROLD R. OHLEYER, vice president of Knox-Reeves Adv., S. F., to J. Walter Thompson Co., that city, as account executive.

Mr. Hansen

FLOYD HOLM, manager, Compton Adv., Hollywood, elected vice president.

JANE LEIDER, media director, Harrington-Richards, L. A., division of Fletcher D. Richards Inc., to Yambert-Prochnow, Beverly Hills, in similar capacity.

ROBERT G. EVERETT, vice president of Price, Robinson & Frank, Chicago, is an account executive who takes his own product copy seriously at home as well as at the office.

Executive on Quaker Oats' Aunt Jemima cake mixes, he frequently stirs up batches of silver cake and devil's food. His wife, typically, adds the frosting.

Bob Everett has been operating at high gear in a cloud of flour dust for some 13 years. It all started in 1939 when he joined Hutchinson Adv. Co., Minneapolis, which handled the Pillsbury business as the forerunner to McCann-Erickson there.

Mr. Everett began his advertising chores in black and white, in which he had been involved less remuneratively at Coe College as business manager of the paper. A Sigma Nu and commerce major, he was graduated in 1956. His first job was for the Minneapolis Star, working in circulation, business management and merchandising for two years.

From Hutchinson he went to King Midas Flour Mills, also in Minneapolis, as advertising manager. Responsible for organizing the first advertising department, he appointed Oimstead & Foley as executive and worked on distribution of flour and feed products in four Northwest states—and Pennsylvania. He has never solved the mystery of just how distribution jumped over the states between Minnesota and Pennsylvania.

After being drafted into the Navy on V-E Day, he spent 12 months studying radio and supervising separation procedures before returning to King Midas in the spring of 1946. The following year he joined General Mills as a product advertising manager, supervising Apple Pye Quick, Betty Crocker soups, Kix, cake mixes and Softasilk cake flour in the grocery products division. Television hadn't entered the living room picture in those days, but Mr. Everett worked on radio with all four General Mills agencies.

In 1949 he went to Chicago and the C. J. Lareche Co., which handled part of the Quaker Oats account. He remained as a vice president and a Quaker Oats account executive when the agency became Price, Robinson & Frank a few months later.

A "field worker" as much as a (Continued on page 81)
HAL GARDNER, vice president of Meldrum & Fewsmith, Cleveland, to executive staff of W. Earl Bothwell Co., N. Y.; KIRBY KATZ, Biow Co., N. Y., named Bothwell copy director; ROBERT FINE, Food Fair Stores, Phila., appointed to merchandising staff and LEONARD McMahan, Malap Adv., Kansas City, joins Bothwell research staff.

EMMETT C. MCGAUGHEY, Southern California manager, Cappel McDonald & Co., to Erwin, Wasey & Co., as executive vice president in charge of Pacific Coast operations.

WALLACE V. MACKAY, GERALD A. HOECK and MARLOWE HAR- TUNG named general partners in Wallace Mackay Co., Seattle.

WILFRED CHARLAND, vice president in charge of radio and television, McKim Adv. Toronto, named director.

PAUL HOGUE, copy department, McCann-Erickson, N. Y., to writing staff, Morey, Humm & Johnston, that city.

WILLIAM A. WILKINSON, vice president, Foote, Cone & Belding, L. A., retired March 15 but continues as consultant on Sunkist Growers Inc. account (oranges, lemons).

LEON GREENFIELD and MURRAY FIRESTONE, Ralph A. Hart Adv., Phila., to Ernest Greenfield Adv., that city, as vice president-art director and director of radio-TV respectively.

ELMER PIZZI, Al Paul Lefton Co., Phila., to art department of Gray & Rogers, same city.

RAYMOND J. VISCARDI, vice president of Dun & Assoc., N. Y., to William Wilbur Adv., that city, in same capacity.

BERNARD E. HOWARD, account supervisor, Campbell-Mithun, Minneapolis, elected vice president.

JAMES R. MILLER announces formation of his own agency, Miller & Co., 120 Sixth Ave. North, Seattle. Account executives will be J. C. GROVER, H. L. LEVERS and H. J. GOREN, all Seattle advertising men.

PAUL M. CRAMER, manager of media and research, Griswold-Eshleman Co., Cleveland, named director of research. Media department will be headed by WILLIAM A. WEAVER, assistant to the agency's president.

JACK MILLER, manager of commercial art department, KLAC-TV Hollywood, to Jack Vaughan Adv., Burbank, Calif., as production manager and media director.

BUCKINGHAM GUNN, Foote, Cone & Belding, and PHILIP M. WHITE, Calkins & Holdan, Carlscro, McClintoc & Smith, both Chicago, are chairman and vice chairman respectively of city's Cancer Crusade.

JAMES O. HANLEY, staff writer, Minneapolis Tribune, to Alfred Cole Adv., Minneapolis, as copywriter.


EDGAR C. PIERCE, director, KFI Hollywood, to Geoffrey Wade Adv., that city, as agency supervisor of KNBH (TV) Alka Seltzer Newspaper of the Air.

HAROLD KIRSCH Co., St. Louis, moves office to 8417 Delaire Blvd.

DOROTHY LEARY, personnel manager, George Jensen Inc., N. Y., to Ted Bates & Co., that city, in similar capacity.

DENNIS Adv., Glendale, Calif., moves to 4564 York Blvd., that city. Telephone is Albany 2367.

HARRY G. WILLIS & Assoc., Glendale, Calif., moves to 404 East Broadway. Telephone is Caapman 5-3326.

KNOX REEVES Adv. closes San Francisco branch April 1.


JOHN L. HALPIN Adv., Schenectady, moves to larger quarters at 207 State St.

Beat

HAL GARDNER, vice president of Meldrum & Fewsmith, Cleveland, to executive staff of W. Earl Bothwell Co., N. Y.; KIRBY KATZ, Biow Co., N. Y., named Bothwell copy director; ROBERT FINE, Food Fair Stores, Phila., appointed to merchandising staff and LEONARD McMahan, Malap Adv., Kansas City, joins Bothwell research staff.

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Obviously OUTSTANDING...

PEORIA'S OWN RAILROAD LINKS EAST AND WEST

Toledo, Peoria and Western Railroad by-passes congested big-city terminals, providing a "time cushion" for freight schedules. Peoria's own railroad, the Prairie Marksman, is a shortcut between east and west and makes Peoria a "hub" of freight traffic.

WMBD Dominates the Rich Peoriarea Market

WMBD is the "hub" of radio listening in all the Peoriarea and provides the shortcut to direct sales results. WMDB's ability to sell goods and services to consumers in the Peoria market has been proven time after time.

IT'S SALES RESULTS THAT COUNT! Ask the people at Cohen Furniture Co., on the air with WMBD for twenty years. Ask the people at Maxon Inc., agency for Stag Beer, who just received their class "A" half-hour for the third straight year. Ask your Free & Peters Colonel about WMBD for 25 years First in the Heart of Illinois.

CHARLES C. CALEY, President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

March 17, 1952 • Page 11
In New York state... it's the toast of SYRACUSE—SCHENECTADY—BINGHAMTON—for Utica Club Beer

In PITTSBURGH... it's going like hot cakes for the Braun Baking Company

In TULSA—ST. LOUIS—OKLAHOMA CITY... Milnot says it's the cream of the crop

In DETROIT and TOLEDO... it's on tap—thanks to E. & B. Beer

In MINNEAPOLIS... they're in a lather about it, says Marlene Shamp

It's TV's No. 1 Musical

"OLD AMERICAN BARN DANCE" IS SWEEPING THE LARGE METROPOLITAN CENTERS—doing an outstanding selling job in 28 markets—a show that really "rates":

WOW-TV, Omaha—30.9
WBTV, Charlotte—42.6
WWJ-TV, Detroit—11.5
WAFM-TV, Birmingham—21.0

IT'S A FACT THAT "COUNTRY" ENTERTAINMENT IS TREMENDOUSLY POPULAR NATIONALLY—

- Folk records are the largest sellers in the U.S.
- More and more "Pop" artists are cutting country tunes—scrambling to get aboard the "hillbilly" bandwagon.
- Barn Dance Entertainers are in Show Biz' "Big Time" (Tennessee Ernie, Capitol recording star and another "Old American Barn Dance" name has guested on the Frank Sinatra show and headlined long engagements at New York's famous "Copacabana").
- In May the Astor Roof, New York City, goes "country"!

26 half-hour films with an

And here's what a leading trade publication recently said about Old American Barn Dance:

"... ingredients necessary to capture big-city audiences as well as those in the rural areas..."

BILLBOARD—March 1st.

Candy Mountain Girls
Sandy, Corky and Marjane. Featured commercially on NBC, CBS.
NBC BOUGHT IT FOR CHICAGO!

ERICAN BARN DANCE

Produced by KLING-UNITED STUDIOS

All-Star Barn Dance cast starring BILL BAILEY as emcee

famous from coast-to-coast as headliner on “National Barn Dance”, “Hoosier Hop” and the “CBS Saturday Night Party”—many others.

SWING YOUR SALES WITH “THE OLD AMERICAN BARN DANCE”

PSX WILLIAMS
Star of “Riverside Ranch”, NBC.
Recording star of “Smoke, Smoke, Smoke” fame.

PEE WEE KING
Heads the No. 1 Western Band in the country. Wrote, popularized “Tennessee Waltz”, “Slow Poke” and many other hits.

PHONE, WRITE, WIRE

United Television Programs, Inc.

Exclusive distributor for Bing Crosby Enterprises, Walter Schwimmer Productions, and others.

444 Madison Avenue New York • PL 3-4620
360 North Michigan Chicago • CE 6-0041
140 North La Brea Hollywood • WE 8-9181

Other outstanding UTP releases—Royal Playhouse • Movie Quick Quiz • Hollywood OffBeat • Rebound • Sleepy Joe • The Chimps Double Play with Durocher and Day • others.

BROADCASTING • Telecasting

March 17, 1952 • Page 13
What are the big promotion days . . . the special selling events and unusual program possibilities of these next three months? What's the expiration date of a 13-week contract signed during this period? The answers, plus lists of other useful sales-program data, can be found in the second-quarter APS calendar, now enroute to all our subscribers and many other broadcasters who like and use it. If you're using the first quarter and haven't written to request the balance just drop us a card.

What Have We Done?

NARTB Convention-time marks a yearly anniversary in radio. That's when we meet and greet old friends and new ones, and it's doubly pleasant because it's the anniversary of the starting-date of so many of our good subscribers. As you're ready to pack up our library and ship it to Chicago for inspection by another crop of interested broadcasters, we find ourselves jotting down the things we've done since "Convention-'51." Here are some:

-Made sales training history with 114 different monthly transcribed sales meetings, now being listened to by more than 1,000 active radio people every single month.

-Toasted precedent out the window by bringing it possible for broadcasters to use sections of the jumbo APS library at rates that start at $19.50 per month.

-Added such great stars as Rosemary Clooney, Guy Mitchell, Denny Vaughn and others, to what is now the greatest roster of talent in any one library.

-Traveled across thousands of miles of the U.S. and Canada visiting hundreds of operators and working with many, many more at state association meetings, sales clinics, ad clubs, etc.

-Stored up hundreds of experiences, anecdotes and on-the-spot observations for release to broadcasters in future issues of "The Needle" and forthcoming sales meetings.

-Issued a sparkling pronunciation guide for announcers.

-Finished work on a special catalog of production music that will be a basic desk-tool in every APS station.

-Stream-lined our own organization to make it possible for us to hold the APS price line—now for at least! All these things—and many more—come from our 1951 day book. It's been a good year, and we earnestly hope you'll help us start an even better one at NARTB on March 31—April 2. We'll all be there in Room 552A at the Conrad Hilton.

Who'll be There?

Here are some of the folks you'll enjoy meeting at the APS-NARTB exhibit:

-Andy Wiswell, APS Vice President and Recording Director. Certainly the top man in his field in the transcription industry—we think he's tops period.

-John Andrus, Treasurer of our parent company, Muzak Corporation. He's a pioneer in this field, and his outlook on business in general is better than a Washington Newsletter.

-Bill Houghton, APS Service Manager, has dealt with just about every station in the nation—our prospects and our subscribers! Handsome bachelor, too!

-Ed Hochhauser, Jr., APS Sales Chief. Like most salesmen, he has more friends than customers, but he'll be trying to balance things up.

-Mitch, who gets most of the credit while everybody else does all the work!

Come see us!
Supreme dependability...
...Will Save YOU Time and Money!

Model 300

AMPEX Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION Redwood City, California
NATIONAL BISCUIT Co., N. Y., to launch national campaign for Nabisco Premium and Snow Flake Saltine crackers. Campaign includes announcements on 189 stations carrying Arthur Godfrey's morning show on CBS Radio plus more than 275 spots in selected markets. Agency: McCann-Erickson, N. Y.


BARNEY'S CLOTHES, N. Y., places 25 spot announcements on WNBC New York for 13 weeks in addition to present advertising on WNEW, WMCA and WINS, all New York. Agency: Emil Mogul Co., N. Y.

MILLER BREWING Co., Milwaukee, to sponsor daily five minute weather programs on all stations of Alaska Broadcasting Co. NORTHWEST AIRLINES to sponsor 9 a.m. Sunday news on stations in Anchorage, Fairbanks and Seward. Agency for Miller: Mathisson & Assoc., Milwaukee. Agency for Northwest: Cunningham & Walsh, N. Y.


ARMSTRONG CORK Co., Lancaster, Pa., renews Armstrong's Theatre of Today, Saturday, 12-12:30 p.m. EST, on CBS Radio for 52 weeks. Agency: BBDO, N. Y.

CLAROL Inc., Stamford, Conn. (women's hair preparation), starts Let's Go Hollywood on 10 CBS California radio stations, Sun. 10:15-10:30 p.m. PST, for 52 weeks from April 6. Agency: Shewie Inc., N. Y.

CARTER PRODUCTS Inc., N. Y., moves City Hospital from ABC-TV to CBS-TV effective March 25. Show will alternate with Schick Inc.'s Crime Syndicated. Tues., 9-9:30 p.m. EST. Agency for Carter Products: Sullivan, Stauffer, Colwell & Bayles, N. Y.

GILLETTE SAFETY RAZOR Co. and R. J. REYNOLDS Co. sponsoring five minute warm-ups and five minute summaries respectively before and after MBS's Game of the Day [BT, Feb. 26, 11]. Gillette will use time 7 days per week; Reynolds, six day. Remaining time sold by MBS to GENERAL MILLS for Wheaties. Agency for Gillette and its subsidiary, Toni Co., which shares sponsorship: Maxon Inc. Agency for Reynolds: William Esty & Co., same city. Agency for General Mills: Knox-Reeves Adv., N. Y.

REICHHOLD CHEMICALS Inc., Detroit, adds five stations to America's Town Meeting, ABC-TV, Sun., 6:30-7 p.m., increasing number of outlets to 15. Agency: MacManus, John & Adams, Detroit.

GENERAL FOODS Corp., N. Y., to replace Hapsgong Cassidy effective March 22 with Tarzan series, Sat., 8:30-9 p.m., CBS Radio. Agency: Foote, Cone & Belding, N. Y.

STANLEY DRUG PRODUCTS, Portland (specialty drug products), starts Command Theatre on 28 Columbia Pacific Network stations, Sun., 1:30-2 p.m. PST, for 52 weeks from March 16. Agency: Edward S. Kellogg Co., L. A.

LEWIS HOWE, St. Louis (Tuna) rehearses Tum's Hollywood Theatre with Barrie Craig, Confidential Investigator on 28 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Dancer-Fitzgerald-Sample, Toronto.


ELECTRONIC SPECIALTY Co., Glendale, Calif., (Shavex electric shaver), appoints Factor-Breyer Inc., L. A.

EMENEL Co., Loma Linda, Calif. (vitamins), appoints Harry G. Willis & Assoc., Glendale.

QUALITY BAKERS OF AMERICA COOPERATIVE Inc. (Sunbeam)

(Continued on page 48)
"THE SELLING STATION"

in

Indianapolis, Indiana

WXLW

is pleased to announce the appointment

of the

JOHN E. PEARSON COMPANY

NEW YORK CHICAGO DALLAS MINNEAPOLIS

LOS ANGELES SAN FRANCISCO

as its exclusive national representative

effective immediately

For the Indianapolis story and availabilities on
the Selling Station of Indianapolis, see your
PEARSON MAN

WXLW

1590 KC

ROBERT D. Enoch
General Manager

1000 W-D
ANOTHER business built by radio is the Gold Leaf Insurance Co., which this month completed a full year of advertising over KDYL, Salt Lake City.

Fred J. Bacon Jr., president of the Utah hospital and surgical insurance company, opened his office early last year. His advertising objectives were threefold: To build a sales organization; to inform people that his new health and surgical insurance policy was available, and to obtain leads on prospective customers.

Today, without having spent a cent on any medium other than radio, 17 salesmen are kept busy. At the outset, Harold Woolley, KDYL account executive, convinced Mr. Bacon to begin a spot announcement series on the Will Wright musical program, The Old Corral and Hit Review.

The announcements were scheduled on a daily basis. Monday, Wednesday and Friday spots were heard in the period between 6:30-6:45 a.m. Tuesday, Thursday and Saturday announcements were aired between 7:45-8 a.m.

KDYL announcements have drawn from three to 18 leads every morning. Gold Leaf salesmen closed out about 85% of these leads.

In midsummer, Mr. Bacon expanded his radio campaign to include announcements on two other stations in other Utah areas. When these announcements failed to produce the expected quantity of leads, Mr. Bacon decided to try recorded spots by Mr. Wright. Almost immediately the Salt Lake City story was repeated—the leads started flowing in.

Mr. Bacon believes that Mr. Wright has in his voice a quality of sincerity which inspires trust and accounts for his success.

Salesmen have repeatedly reported that sales have been closed more easily because of the trust and confidence already established through radio.

To back up his radio leads, Mr. Bacon has been scrupulous in maintaining that confidence through the caliber of his operation and his selection of salesmen.

A birthday cake marks occasion of Gold Leaf's first anniversary of advertising over KDYL. At informal ceremony are (l to r) Messrs. Wright, Woolley and Bacon. * * *

strictly business

"salute to radio" luncheon on March 25 in connection with the annual meeting of the Canadian Assn. of Broadcasters, the main organizer of the event was Andrew Arthur McDermott.

A newspaperman, Andy McDermott got into radio in the depression '30s when he saw western Canadian daily newspapers losing circulation while radio stations increased their listening audience by providing frequent newscasts.

Today, the friendly and hardworking Mr. McDermott is vice president and general manager of Radio & Television Sales Inc., Toronto, a firm he founded in 1951 to represent a number of French language radio stations at Toronto and Montreal.

He entered radio as a newscaster about 1930 on the former CHWC Regina (later merged with CKCK there). He did an early morning newscast for which he was paid

(Continued on page 68)
Webster has a word for it

An unabridged dictionary of the glib ad lib, WBT's Kurt Webster delivers a 46% Share of Audience on his 9 AM audience participation show, "What's Cookin'?" ... pulls 50% plus at 11:30 AM for "Street Man" and on his "Midnight Dancing Party." Kurt's audience-pulling power is another reason why advertisers who want to put in a good word for their products in the Carolinas naturally turn to WBT and its local personalities.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw, ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw". Add studio facilities any time.
"Buy" does the most

-with the least TV equipment
-VHF or UHF!

4 PROGRAM SERVICES
-no local studios needed!
- Network programs
- Local films (16mm)
- "Stills" from local slide projector
- Test pattern from monoscope
  (including individualized station
  pattern in custom-built tube)

This picture illustrates what we think is the minimum equipment a TV station should have to start with—and earn an income. The arrangement can handle any TV show received from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue—by including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs—and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power—VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!

RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you—show you how to do the most with the least equipment!

This is what the BASIC BUY includes!
"KWKH does a good job for us"

Says JOE T. MONSOUR
President, Monsco Supply Company
IMPORTANT LOUISIANA DISTRIBUTOR

As the promotion-minded head of one of the most successful plumbing-supply houses in the Louisiana-Arkansas-Texas area, Mr. Joe T. Monsour advertises extensively over KWKH. Here's what he recently wrote us:

"We have found that KWKH goes 'All Out' to service our account. Our advertising over this station has produced outstanding results for the various nationally-advertised products we distribute. It has increased our sales volume because of the constant reminder to the public that we desire to serve our customers with the very best products in the field. In other words, Radio Station KWKH is doing such a good job for us we see no reason for considering other media.

(Signed) Joe T. Monsour"
FCC REVAMP

RADIO HISTORY was written in the House last Wednesday when the Interstate & Foreign Commerce Committee reported out its own version of the Senate-passed McFarland bill (S 658) [Closed Circuit, March 10].

House approval of the measure appeared certain. However, a time lag is inevitable since first the committee staff must whip into legislative language the various changes voted by the Commerce Committee. Before the bill can get to the floor, the House Rules Committee must clear it. This is the McFarland bill that would modernize or "streamline" FCC procedures. It would accomplish this by overhauling the Communications Act enacted in 1934.

It is the legislation that passed the Senate four times since 1949 (see "S 658 Legislative Record," this page), but never got past the House committee in its many trips to the lower chamber.

Chairman Robert Crosier's (D-Ohio) committee action was without precedent. It was the first time the committee has taken an action on any bill in more than two decades. Authorities felt that the changes placed in the bill—on anti-trust actions by the FCC and on newspaper ownership of stations—are possibly important enough to entangle Senate-House conferences.

The House amendments have not been printed as yet. However, the committee released a precisely worded statement Thursday (which appears in full text on page 54) explaining the differences between its amendments and S 658.

This is what the House version would do:

- When the broadcaster goes before FCC for renewal of his license, he still would need to prove he is operating in the public interest as he must do now.
- The McFarland bill would have changed this by placing "burden of proof" with the Commission. The licensee would not have to prove he is operating in the public interest when going to hearing before FCC for renewal of his license.
- The broadcaster would no longer be required to file as much detail as he does now when he is filing for a license renewal.
- There would be a 30-day protest period available on grants which are issued without a hearing. But hearing cases would have to be completed within six months, or the Commission must notify Congress of the delay.
- A time limit would be placed, within three months of filing, for FCC's action on original applications, renewals and transfer cases, or again, Congress would be told.

- Notification of 30 days would be required for applications are set for hearing or grants are issued without hearing.
- FCC would have the authority to issue cease and desist orders, to suspend licenses not longer than 90 days to levy fines up to $500 per day for violations of the Communications Act, FCC regulations or treaties.

S 658 Legislative Record

McFARLAND BILL was passed twice in the Senate, as S 1973 and as a rider to HR 2451, Aug. 9, 1949 and July 26, 1950, respectively in the 81st Congress. Following is chronology of McFarland Bill action in the 82d Congress (1951-52):

- Jan. 23, 1951—New bill (S 658) introduced by Senate Majority Leader Ernest W. McFarland (D-Ariz.) and identical to Sen. McFarland's bill in 81st Congress.
- Jan. 24, 1951—S 658 reported unanimously by Senate Interstate & Foreign Commerce Committee.
- Feb. 5, 1951—Senate passed S 658.
- Feb. 28, 1951—Senate Interstate & Foreign Commerce Committee attached S 658 to House monitoring bill (HR 1730) as "river."  
- April 5, 1951—House Interstate & Foreign Commerce Committee started full committee hearings on S 658.
- April 9, 1951—House hearings recessed temporarily.
- April 27, 1951—House hearings on S 658 concluded.
- Sept. 19, 1951—House Commerce committee began executive sessions in view of Congressional adjournment.
- Oct. 14, 1951—House Commerce committee shelved further sessions in view of Congressional adjournment.
- Feb. 5, 1952—House Commerce committee resumed closed sessions on S 658.
- March 12, 1952—House Commerce group ordered S 658 to be reported.

BROADCASTING • Telecasting

March 17, 1952

House Group Reports Own McFarland Bill

By FLORENCE SMALL

At least nine major advertisers are revising their radio and television plans with some sweeping changes contemplated that may alter appreciably the present makeup of the network's program schedules. In addition, at least four major agency switches by radio and TV advertisers will take effect shortly.

Procter & Gamble, Cincinnati, number-one radio and TV buyer, is planning to buy the 9:30-10 a.m. morning time on NBC network, which is understood to have been cleared by 140 stations. By next October the network hopes to get the previous half hour too.

P & G is understood to be considering what to do with its Broadway and Ma Perkins strips into the new morning period. Whether the advertiser will continue to sponsor Broadway is still to be decided by the firm, with actual decision expected by the end of this week. Latter show, along with the Tide Show and Lowell Thomas program are subjects of the recent bid by P & G's agencies for lower nighttime rates [B+T, Feb. 25].

Lever Brothers, New York, is unhappy with its present time on Lux Video Theatre (Monday, 8:30 p.m.) on CBS-TV and is under considering the possibility of switching to the NBC network at 8:30 p.m. whether it be a regular program or a sponsor program, when the new program schedule is issued. The advertisers is considering its Joyce Jordan and Sam Lee programs.

Pall Mall Increasing

American Cigar and Cigarette Co., New York (Pall Mall cigarettes), is increasing its television ad benefit by adding ten secondary markets to its current spot schedule in the top ten markets. Pall Mall is planning to renew its Big Story on NBC radio (Wednesday, 9:00-10 p.m.) with an eight-week summer hiatus, and its TV version of Big Story on NBC-TV (Saturday, 9:00-10 p.m.) using a summer replacement called The Door With No Name. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for a new program, Bayuk Cigars Inc., Philadelphia (Phillies cigars), will add a television program to its overall advertising budget when it picks up the Wednesday evening 9:30-10 p.m. time on ABC-TV on April 16. Advertising will sponsor the return of The Adventures of Ellery Queen. The program had been on the network since December 1951. Ellington & Co., New York, is the agency.

Standard Brands and Continental Baking Co., both in New York, are adding segments of the Wrestling Queen five times weekly show on NBC-TV to their overall advertising program starting June 1. Tude Bates, New York, is agency for both.

Liggett & Myers, New York, for Chesterfield cigarettes, is expecting to renew the Perry Como Show three times weekly on CBS-TV, and its Arthur Godfrey show on CBS Radio and CBS-TV. But the status of its two radio shows—Bing Crosby, Wednesday, 9:30-10 p.m. on CBS Radio, and the Bob Hope show, Tuesday, 9:30 p.m. on NBC radio—is still up in the air. Advertiser is understood to have

NETWORK CLIENTS

At Least Nine Alter Plans

(Continued on page 70)
Ohio Network

**Ohio Network**

*Formed With WERE as Key*

Start of commercial operation of Ohio Radio Network, formed to give tailored coverage of the state market through a cooperative radio-station group, was announced last week.

Key station of the network is WERE Cleveland. For the present, WERE will originate almost all Ohio Radio Network programs, which are built around a strong sports core. WERE currently originates broadcasts of the Cleveland Indians baseball games to 30 stations, Cleveland Browns football to 43 stations, and Cleveland Barons hockey to seven outlets.

First network sponsor was Graybar Electric Corp., signed March 7 through WERE General Sales Manager Keith Baldwin, who is to handle all sales arrangements for ORN. Graybar will sponsor the Tenth Inning program following each Cleveland Indians' game over WERE, WAKR Akron, WATG-AM Ashland, WJER Dover, WICA Ashland, WLEC Sandusky.

The Ohio network emphasizes its complete flexibility in relation to the number of stations and market locations to potential sponsors, while also providing one-point" clearance of time, sales and billing through WERE facilities. It was pointed out that network sales and fees can be sold by and originated from any one of the associated stations, that the cooperative network is not controlled by any individual or group.

Another program currently aired by Ohio Radio Network is the 30-minute Country Crossroads, originated by WERE each morning, 11:30 a.m. to noon. WERE also feeds the Bob & Neil football program and Jimmy Dudley baseball programs to the network daily.

The Cleveland Indians games are broadcast, in addition to stations carrying the Graybar sponsorship, by the following: WPAF-AM Alliance, WBHF-FM Belpre, WREX-AM and WREX-FM Cambridge, WBNZ Columbus, WONE Dayton, WWLO East Liverpool, WGBR Ellira, WLTQ Lima, WFBN Mansfield, WYIK Massillon, WERC Medina, WLBW Lorain, WFBQ Mansfield, WPNM Marcellus, WCCT Newark, WCTV Steubenville, WPTN Weirton, WKNK Youngstown, and WMMO Mt. Vernon, all Ohio; WBUT Butler, WERC Erie, and WFC Sharon, all Pennsylvania; and WKBW Buffalo, WCYX Dunkirk, WHFR East Liverpool, WHLD Niagara Falls, and WHDL Olean, all New York.

Dodge to Grant

**Dodge to Grant**

Accounts Leaves R & R

Dodge Division of Chrysler Motor Co., Detroit, last week switched its passenger car account from Routhraff & Ryan, New York, to Grant Adv., Chicago, after almost 20 years with R & R. The account, estimated to bill some $9 million in advertising annually, will change over from R & R before July 31, a Dodge spokesman said.

Broadcast media gets a relatively small proportion of the billing, he said. Its only television venture, Showtime USA on NBC, was dropped last summer and no future TV plans have been made. Radio, used consistently, varies in quantity from one season to another in its spot schedules.

Ross Roy Agency, Detroit, will continue to handle advertising for the truck division.

Several Dodge dealer associations which have placed their business through R & R are expected to go to Grant also, among them being the Chicago and St. Louis groups, although this was unconfirmed. Mr. Grant, who headquarters in Chicago and will probably supervise the account, was not available for comment.

Methods of handling cooperative advertising will not be affected by the change, the spokesman said.

Chlora-Stick Test

**Chlora-Stick Test**

WHITEHALL PHARMACAL Co., New York, names Abbott Kimball Co., that city to handle advertising for its Chlora-Stick, solid deodorant containing chlordane. Preliminary spot radio test is now under way in one market with actual test campaign to begin almost immediately in three or four markets for 13 weeks. If test is successful, campaign will be expanded nationally.

Ferrise Raised

**Ferrise Raised**

To WMMN Managing Dir.

Appointment of A. Garen Ferrise as managing director of Port Industry Co.'s WMMN Fairmont, W Wyckoff E. Lee, has been appointed general manager, was announced last week by William E. Rine, regional vice president of the Central District of Port Industry.

Mr. Ferrise advances from the post of WMMN commercial manager to succeed Glenn Jackson, who has been named managing director of the company's WAGA-AM-FM-TV Atlanta [B+T, March 10].

With WMMN since April 1949, when he left the position of network selling supervisor for Westinghouse Electric & Mfg. Co. to join the Fairmont station's sales staff, he had served as commercial manager since December 1950.

Mr. Lee, a graduate of the U. of Scranton, entered radio as staff announcer at WGBI Scranton, Pa., and also was affiliated with WKST New Castle and WVJPA Washington, Pa., and WAKR Akron before joining WMMN in 1943 as announcement director. He was promoted to program director in 1944, continuing in that post until his advancement last week to assistant managing director.

Bowman Quits Y & R

**Bowman Quits Y & R**

PHILIP G. BOWMAN, radio and television director of Young & Rubicam, Chicago, resigned Friday to work as an m.c. on the CBS Radio feature "Housewives Productive League." No replacement as director has been named, but Fred Kilian, former radio and television account supervisor on Schiltz at Y & R, will handle all programming responsibilities.

Page 24 • March 17, 1952
TOP NETWORK POSTS

Murphy Heads CBS Radio, Bannister to NBC

A CHAIN of high-level executive realignments and impending changes startled the broadcasting industry last week, installing Adrian Murphy in Howard S. Meighan's job as president of CBS Radio and slating Harry Bannister, colorful figure at WWJ Detroit for almost two decades, for a major executive post at NBC.

With unexpected suddenness and no formal explanation, Mr. Murphy was moved from the presidency of CBS Labs into the CBS Radio presidency, and Mr. Meighan returned to the general management group of the overall CBS corporation. Mr. Murphy's successor at CBS Labs had not been designated late last week.

NBC's equally unheralded announcement of Mr. Bannister's move gave no hint of the nature of his network duties, but it seemed generally accepted that he was destined for top ranking in station relations, with Stations Relations Vice President Carleton D. Smith reportedly slated for other NBC duties. Mr. Bannister's move is effective April 14.

CBS President Frank Stanton announced the Murphy-for-Meighan substitution on Tuesday, effective Wednesday.

Although the announcement gave no reasons, it was understood that at least one key factor was that Mr. Meighan had become engrossed in a number of broad policy questions not all of them relating directly to the operation of CBS Radio, and that it was felt he should concentrate in this area, where he had operated prior to becoming CBS Radio president when that division was formed last July.

TV Background

Selection of Mr. Murphy as the new radio chief also precipitated industry speculation, since his CBS background has been predominantly in television. CBS reasoning on this was to be that even though Mr. Murphy has been closely identified with TV his experience and ability as an administrator fit the requirements of the radio presidency.

There was no indication who his successor as head of CBS Labs may be. Peter C. Golden, who developed the CBS color television system and the LP record, is laboratories vice president in charge of engineering research and development, but he was questioned whether CBS would wish to saddle his inventive talents with overall administrative responsibilities.

In what was regarded as an impending reshuffling at NBC, observers felt a reassignment for Mr. Smith, when and if it develops, could be traced primarily to the network's lack of success in selling its radio affiliates on the adjustments in their network rates which WINDING up a year's work, the All-Radio Affiliates Committee last week struck out anew at cut-rate radio deals, abridgment of rate-setting rights to the networks and called for fundamental research to show the full extent of radio's listenership and sales impact.

Instead of cutting rates or considering under-the-counter deals, the committee maintained that radio should take a lesson from printed media which, on the basis of increased costs, have raised rates even though their circulation are static and their readership probably diminished. It was suggested that the "special deals" may violate the Robinson-Patman Act as well as the standard advertising contract.

Committee members clearly considered that NBC's controversial proposal for formula-fixed network rates for its affiliates has been killed—"dead as a dodo," in one committee man's words—and that CBS Radio's renegotiation of affiliation contracts, to empower the network to change rates almost at will, should similarly be scotched.

NBC authorities offered no comment.

The committee's summary of its past year's activities will be presented, along with resolutions recommending future activities and policies, as a "final report" of the committee as presently constituted during the NARTB convention in Chicago.

Meeting March 31

This meeting, open to the 354 stations which have contributed financially to the committee's activities, will be held March 31 at 4 p.m. in the Conrad Hilton Hotel's South Ballroom. It will be up to the stations to say whether the committee operation will be continued. The present committee, set up spontaneously under Paul W. Morency of WTIC Hartford during the network crisis at last year's convention, feels it was established as a between-convention organization and has made no recommendation for continuance or termination, although members assert privately that they feel some such organization should be kept in force.

Although the terminology remains to be so worked out, the resolutions to be presented to the affiliates in Chicago were described as including:

- Condemnation of the "dangerous practice of permitting major advertisers to set our rates for us"—taken as a blow at, among others, current efforts of Procter & Gamble to secure night rates more nearly comparable with daytime rates and of General Mills to buy summer spots at substantially reduced rates.

- Reiteration that radio must keep itself financially strong if it is to hold its topmost place as a selling medium.

- Insistence that affiliates should maintain "continuing bargaining position" as regards the rates at which their facilities may be sold—a strike directed especially (Continued on page 70)

BROADCASTING • Telecasting

March 17, 1952 • Page 25
THE HAMBURGER KING WHO RULES BY RADIO

THE IMPORTANCE of being Earnest doesn't impress Earnest Propstra. That's his legal name, but to thousands upon thousands of radio listeners—and almost as many customers—he's known as Ernie The Hamburger King.

What does impress this Seattle restaurateur is the power of radio—and, in his case, daytime radio with a saturation schedule consisting largely of 10-second spots—to bring in customers who are happy even before they've sampled his "giant overstuffed hamburgers."

Currently, he sells 1,200 a day of the 'burgers, each made, he boasts, of a sixth of a pound of beef. Ernie takes due credit for serving good food in clean surroundings and for catering especially to "children and their parents," but he attributes most of his success to the concentrated and personalized advertising he does via radio.

Ernie's first advertising, after he bought the restaurant at 118 Pike St., Seattle, in April 1946, was in newspapers but it was unsuccessful. By the fall of that year, he was using his first spot announcements on KEVR (now KING) Seattle. With nighttime radio only, he spent $2,000 a year, and although he was then carrying a full menu, customers began coming in and ordering hamburgers without a glance at the other offerings.

By the fall of 1947, when he switched to KXX Seattle, Ernie had begun to feature the 'burgers. When KXX went on a daytime-only schedule, in November, 1949, Ernie worried that his spots would be less successful. He found, however, that the daytime announcements were even more productive, because he was reaching the women and children before they came downtown and he began to direct his messages to them.

Makes Own Spots
At about the same time, he began to transcribe his own spots. Two recent samples of the 10-second announcements:

This is Ernie. Hamburger lovers come in assorted sizes—small, medium and large. But giant overstuffed hamburgers come in one size only—BIG! Exclusive at Ernie's... downtown, 118 Pike, and the new drive-in at 4th and Denny.

Hi fellas and girls, this is Ernie. The Hamburger lover's Declaration of Independence entitles him to life, liberty and the pursuit of giant overstuffed hamburgers at Ernie's, 118 Pike and 4th and Denny.

The effect of the personality, the humor and the direct approach to young listeners was felt immediately. Every day, Ernie says, he is approached by mothers with children in tow, and the typical remark is: "My little boy hears you on the radio all the time and insists we come here to eat."

Ernie's present schedule includes ten 10-second and one 1-minute spot daily on KXX, all transcribed by the advertiser, a one-minute announcement daily on the Spike Hogan Show (also KKA), and five nightly announcements on the late music Bill Apple Show on KRSC Seattle. The last is used to plug his drive-in, opened in 1951.

In addition, since last December, Ernie has been using one-minute spots on KING-TV Seattle, on a small schedule. The present advertising budget, averaging between $800 and $900 monthly, goes 100% into radio, except for the video spots and occasional courtesy ads in high school publications.

Success? In 1949, Ernie's volume of business was 14% over 1948. In 1950, it was up 22% over '49. In 1951, the volume was 31% over 1950. The sky is apparently the limit for Ernie's beloved hamburger lovers, but Ernie isn't worried. As he said recently in one of his spots, "We can handle a million cars at the Drive-In—seventeen at a time."

Friends From Afar
One customer came in recently and announced: "I'm from Boulder, Colorado. Spike sent me." Another reported that he had heard one of Ernie's announcements on KXX while fishing in the middle of a lake in northern California.

Ernie's advertising agency since July, 1950, has been Keene & Keene, Seattle, the young brothers whose zany advertising for The Three G.I.'s (B&T, July 14, 1947) attracted national attention. John E. Keene, account executive, says the agency's principal contribution has been to get Ernie out of all advertising except radio.

"I think the impressive thing about Ernie's success story," says Mr. Keene, "is the effectiveness of the 10-second spots. Daytime radio has proved ideas for this downtown walk-in spot."

Ernie's methods and success gained national recognition when KXX received first prize in the Broadcast Advertising Bureau "Radio Gets Results" Contest for 1951, under the specialized services classification (B&T, Dec. 17, 1951).

Salesmanship
WVLK Lexington, Ky., got itself a brand new sponsor and columns of national publicity—thanks to the salesmanship of Station Manager Donald J. Horton. With the memory of recent basketball scandals fresh in mind, Mr. Horton sold a group of 28,000 Kentucky Baptists the idea of sponsoring a four-day, 16-game schedule of state high school basketball championship contests. Commercial theme was: "It's the Church for You in '52." Religious group expressed hope broadcasts would help students "resist certain temptations" by selling "Faith in God" in the manner others use sports events to sell products over radio.
NARTB MEET

Workshops Added to Agenda

Workshops for Wednesday, March 17, 1952

Workshops Added to Agenda

 Booths Competitors

BROADCASTING & TELECASTING

Workshops Added to Agenda

Workshops for Wednesday, March 17, 1952

Workshops Added to Agenda

Boots Competitors

BILL PIERCE, public service director, WJAC-TV, Johnstown, Pa., and WORC-Worcester, Mass., recognizes that public service programs of merit are aired over stations other than his own. In fact, he has been making announcements calling attention to important programs on competing Worcester stations.

Mr. Pierce usually closes such announcements with a suggestion that the listener stay tuned to WORC unless these recommended programs appeal to the listener.

The following workshops have been added to the NARTB convention:

Workshops Added to Agenda

Workshops for Wednesday, March 17, 1952

THE WHOLE subject of ultra-high frequency TV service will be explored in a panel discussion scheduled as a feature of the Sixth Annual NARTB Engineering Conference to be held April 2 as a feature of the three-day Chicago meeting at the Conrad Hilton Hotel.

The conference is a feature of the annual NARTB convention and will be conducted simultaneously with the management meetings.

Interest in UHF TV is intense as end of the FCC's long television broadcasting moratorium is near. Neil McNaughten, NARTB engineering director, who is in charge of conference arrangements. Following the UHF discussion another part of the conference is "Small Television Operations.

Stuart Bailey of the consulting engineering firm of Jansky & Bailey will be the featured speaker at the panel. Other speakers are Dr. H. DeWitte, president of WSM-AM-TV Nashville, and H. Ewell, chairman of the board.

Seven engineering executives, six from private industry, will participate in the UHF panel with Dr. H. DeWitte, president of WSM-AM-TV Nashville, and H. Ewell, chairman of the board.

Robert D. Sweezy, WDSU-TV New Orleans, chairman of the code-writing committee and vice chairman of the NARTB board, will take part.

Final business event of the convention will be a panel on broadcasting and its role in the future. Judge Justin Miller, NARTB board chairman, will be moderator.

The convention closes Wednesday night with the annual no-nonsense banquet. The banquet committee is headed by Carl Haverlin, BMI president.

Another television meeting is scheduled Monday, March 31, at the opening day of meetings. The meeting will be split into television and FM business. The panel for the TV business discussion consists of Dwight Martin, WLTW (TV) Cincinnati, chairman; Ewell Jett, WMAR (TV) Baltimore; Lawrence Rogers, WSAZ-TV Huntington, W. Va.; Willard Waible, WJW, Cleveland; W. Hahs, WHAS-TV Louisville; Richard P. Doherty, NARTB employee relations director, will be NARTB staff representative on the panel.

Brown Reports on TV

Mr. Brown will report on behalf of the TV organization within NARTB. Final meeting of the TV agenda will be election of a complete board of directors. All television and FM directors expire with the convention.

The FM business session Monday morning will be presided over by Ben Strouse, WWDC-FM Washington, chairman of NARTB.


The Engineering Conference opens Tuesday with a dramatic demonstration by Carl Haverlin, BMI, "1952's TV Engineering Industry"; B. D. Chipp, DuMont TV Network, "Television Control Room Layouts"; John E. Young, RCA "UHF Transmitter Interconnection"; R. E. Thomas, Federal Telecommunications Labs, "Television Signal Switchboard for Studio and Master Controls"; D. C. Williams, NBC, "Television Equipment Planning." Monday afternoon's meeting will be presided over by Orrin Towner, technical director of WHAS-TV Louisville. The program includes: "P. Pourciau, General Precision Lab. "Advances in Tele-"
AFA CONVENTION
Video Session on Agenda

FORTY-EIGHTH annual convention of Advertising Federation of America was held in "Better Advertising—More Efficient Advertising People!" when members convene for the four-day session at the Waldorf-Astoria in New York, starting June 8. Elon G. Burton, AFA president and general manager, announced Friday.

Overall planning for the convention is under the direction of a committee headed by Robert Gray, manager of advertising and sales promotion for Eso Standard Oil, and assistant to vice president, Frankfort Distillers Corp.

One of the features of the convention will be a session on video, scheduled for 9:30 a.m. June 11 and titled "Television Takes Stock of the Future." The departmental meeting on TV advertising will emphasize new and chal- lenges raised for advertisers by the new medium and will suggest what organized advertising can do to meet them.

Retail Advertising Session

Another departmental session, on retail advertising, will be supervised by E. Abraham, manager of the sales promotion division, National Retail Dry Goods Association, and will feature panel discussions by prominent store-owners, retail advertising di- rector, and a New York U. profes- sor of advertising.

Opening day of the convention will be devoted to an introductory general session, with presentation of award to the "Advertising Woman of the Year.

Second day meetings will be gen- eral sessions, at which the theme will be expanded by key advertising execu- tives, nationally known manufacturers, and government officials. Third-day meetings will focus on more specific topics and will be climaxed by the annual dinner and presentation of Hall of Fame Awards. After further meet- ings Wednesday, the convention will adjourn, following a noontime general luncheon.

MBS GROSS UP 10.4%
Trend Is Seen Continuing

BOOST of 10.4% in its gross billings for January and February, compared with the same period last year, was reported by Mutual last week.

Spokesmen said the two-month gross this year totaled $3,273,805 as against $2,969,592 for January-February 1961. Combination of the gains seen in the West, Midwest, and East, combined with several new accounts on the network and with Pali- stoff Brewing Co.'s Game of the Week radio and television, and Gil- lette's 15-minute per-program earn- ings up and R. J. Reynolds Tobacco Co.'s five-minute game summaries getting under way this month.

1886 Naylor Rogers 1952 Naylor Rogers

NAYLOR ROGERS, 66, executive vice president of Keystone Broadcast- ing System, Chicago, died Fri- day morning in Chicago Memorial Hospital. He was taken there two weeks prior for an emergency operation.

Mr. Rogers, in radio for more than 25 years, entered the field in February 1925 as vice president and general manager of KECA in Los Angeles, a posi- tion he held until September 1936. During his tenure there, he achieved, for what is believed to be the first time, an Easter sunrise service from the Hollywood Bowl in 1929 and a full-length broad- cast of "Aida" the following year.

Before joining KNX he had been active in business management of various newspapers and adver- tising manager on West Coast news- paper in Arizona and New York. He was associated with Keystone 11 years, the last eight in Chicago, and was elected execu- tive vice president. Five years ago Mr. Rogers, born in Canada, was a naturalized citizen of the U. S. He attended Canadian public schools, Windsor Collegiate In- stitute and Upper Canada College in Toronto.

Services had not been set late Friday, but were expected to take place in Chicago. Surviving are: Robert Naylor Rogers of Vir- ginia; a daughter, Mrs. Frances Jean Matheson, of Bingham, Me., and three grandchildren.

His wife, Mrs. Emma Rogers, who was station relations director for the network, died in December.

SILENCE POLICY
FCC Clarifies Issue

PERMISSION to remain silent pending reorganization of a broad- cast license doesn't run indefinitely, the FCC ruled last week when it denied further extension of authority for KBG Bremerton, Wash., to remain silent.

In a letter to the station, the Commission pointed out that it had given permission to the station to remain silent pending its sale since June 14, 1951. Latest extension expired Feb. 5.

On Feb. 14, FCC received an- other request for extension from the station's attorney.

Since "no significant progress has been made toward resuming operation," the Commission said, "any further extension of authority to remain silent is unwar- ranted."

It therefore declared that pro- gram test authority was forfeited and application for license put in for broadcasting this summer was not informed before then that the station intends to go forward with its operation, the Commission said it would dispose of this application. The KBG got a CP in 1950 for 1540 ke, 1 kw daytime only. Grantee is Kitsap G. I. Broadcasters Inc.

Since July 1951, 12 stations have requested and obtained authority to suspend operations pending financial reorganization.

NAME PENDENTON
To SSB Post

APPOINTMENT of Donald Pend- enton, industry relations consultant, to full-time voluntary member of the Salary Stabiliza- tion Board, was announced last Wednesday by Economie Stabilizer Roger L. Putnam.

The new term of service was chosen on the basis of recommendations by Justin Miller, SSB chairman and general counsel and board chair- man of NARTB, and Joseph Desiato, the chairman of the Of- fice of Salary Stabilization. He succeeds V. Henry Rothschild, who continues as a board member.

CITRUS BUDGET
$514,928 Set for Radio-TV

COMBINED allotment of $514,928 has been assigned radio and tele- vision in a tentitive advertising budget approved March 5 by the citrus Commission. Of that total, $389,928 has been ear- marked for TV; $125,000 for radio.

These figures are based on an executive estimate that both budget of $2,900,000, prepared by J. Walter Thomp- son Co. for the year beginning July 1.

There is a chance that the radio- TV figures will be raised, should the crop estimate for next season warrant an advertising increase. An alternate schedule calls for an overall budget of $2,800,000 if such action is taken.

Full information on the esti- mated crop will be available before final adoption of the new schedule, slated for June.

At the beginning of the current season, $586,000 was allocated to radio-TV advertising [B+T, Oct. 5, 1951]. That represents a deficit of special ad- vertising needs that was raised to $725,500 being spent this season.

'RED' INQUIRY
May Include Radio, TV

THERE is a possibility that the House Un-American Activities Committee will open up a probe into radio and TV on the West Coast next month. The investigation is believed to be concerned with the campaign of Communist and subversive infiltr- ation.

This report was circulated last week on the coast. Head investi- gators in Washington refused to confirm or deny the report, adding that anything could happen once the committee resumes digging into the situation. When the committee has confined its investigations to the movie industry.

However, it was reported on the West Coast that the committee would start hearings in Los Angeles on April 21. Washington spokes- men said this date is tentative.

While names were not revealed, it was said on the coast that sev- eral well known personalities and other top brass of the radio and television industry would be subpoenaed.

It also was claimed that William Wheeler, a committee staff investi- gator, has quietly been interview- ing various persons and has been gathering information for the hearing.

West Coast sessions were held last fall in Los Angeles but were devoted primarily to the film industry with few from the radio industry questioned.

The report of possible future probings into the broadcast indus- try follows by only a few weeks release of the committee's annual report which warned the TV in- dustry of the "Communist infiltration of the television industry" in the future [B+T, Feb. 25].
POSSIBLE court interpretation on whether witnesses before congressional investigating committees can force a broadcast blackout was in sight last week.

Should the court decide on the media question (sound recordings and newreel cameras—and, indirectly, TV cameras) in the case of two Clevelanders who refused to testify at the Kefauver Crime Committee hearings last year, congressional committee procedure is certain to be affected.

The Clevelanders, Morris Kleinman and Louis Rothkopf, were indicted by a grand jury in Washington, D. C., last Monday [B+T, March 10, CLOSED CIRCUIT, Jan. 14].

The Rothkopf-Kleinman indictment came at a time when the ban on broadcast media in House committees by Speaker Sam Rayburn (D-Tex.) [B+T, March 10, 3] was still a burning issue.

Media questions were outlined for Broadcasting • Telecasting last week by Assistant U. S. Attorney William Hitz, who has been handling the case for the government.

Mr. Hitz noted that the indictment did not include any reference to media coverage of the hearing. But the indicted, whose testimony was sought because of the alleged gambling associations, are expected to bring up the subject in their defense argument.

When the indictments were returned in District Court, bench warrants were authorized for the arrest of the two men. Both will be arraigned this Friday and will be given two or three weeks to answer the indictment. A minimum of another week is expected before trial date is set.

Witnesses Refusal

Charges before the grand jury accusing them of refusing to "seven or eight innocuous questions" the witnesses were asked by the committee but which they refused to answer.

Mr. Hitz said that during the hearing Committee Chairman Estes Kefauver (D-Tenn.) had television "shut off" but that microphones (for both radio and aural portion of telecast) were continued. Still the witnesses refused to testify. Thus, the U. S. attorney feels that if the judge should rule on the media question (it could be bypassed by the lower court) it will be a "complete test" of radio and newsreels but only "partial" of television.

When the hearings were held in March 1951, the two men read statements protesting the "show" caused by sound and camera apparatus. Their complaints ranged from violation of rights to those of "embarrassment and discomfort."

Questions asked them were about their whereabouts prior to the crime hearing, whether they had served penitentiary sentences for tax evasion, and whether they were part of a backlog gambling operations in Florida, Nevada, Ohio and Kentucky.

Mr. Hitz said that at no time did the men challenge the questions on grounds of compulsory self-incrimination. The men were under arrest warrants at the time of testimony, after the Senate was told they had evaded warrants.

Other developments on media coverage of congressional investigating committees:

Release by Speaker Rayburn of his answer to NARTB delegates who met with him the day following his ban [B+T, March 3].

Announcement that the Senate District Crime Subcommittee will re-open its hearings today and permit radio and television to cover them.

Rayburn's Statement

Speaker Rayburn's statement followed:

In my answer to the Parliamentary inquiry, I was simply interpreting the Rules of the House of Representatives, as was doing nothing more. There is no rule of the House authorizing or permitting me to grant the privilege of radio broadcasting or televising the sessions of the House of Representatives. The rules of the House provide that the House cover sessions of Committees of the House; this would also cover proceedings in sessions of Subcommittees or Special Committees.

I do not want my action to be interpreted as discouraging radio and television. There was no radio correspondents' gallery in the House of Representatives until a rule was adopted providing for it, which rule had my support.

Some untiring radio commentators, knowing nothing about the rules of the House, have tried to interpret my action as wanting to discriminate against radio and television. Such is not the case, of course. Both radio and television are great mediums of dissemination of public information.

As in case of voting for a gallery for broadcasters and giving them ample space in the Capitol, if the broadcasters and television people desire a provision in the rules authorizing radio and television to have their remedy by asking the Committee on Rules to report an amendment to the Rules of the House.

As Speaker of the House of Representatives I would be glad, in the future, to have the people to confer with interested parties.

Senate District Crime Subcommittee's hearings will concentrate on the narcotics racket in Washington, D. C.

WMAL-TV Washington asked permission to telecast the hearing and was accepted. WMAL radio planned to re-broadcast testimony each night.

Chairman Matthew M. Neely (D-W. Va.) said rules on TV would be the same as those governing the hearings last January, that is, witnesses will be telecast but can object.

Sen. Neely described television at the time as "one of the greatest deterrents of crime. Newareels would be contained in the so-called "Little Kefauver Investigation" into Washington, D. C., gambling operations. Thus, the absence of noisy newreel cameras and accompanying "detrimental" medium will provide for a more unobtrusive coverage by TV camera [B+T, Jan. 21].

Meanwhile, Rep. George A. Don- dono (R-Calif.) told the House he "feverently hoped" it would permit "utilization of televisions in the work of its committee within the very near future, to the end that all of America may be enlisted in the fight and learn of the plans to con- fer with interested parties.

Senate District Crime Subcommittee's hearings will concentrate on the narcotics racket in Washington, D. C.

WMAL-TV Washington asked permission to telecast the hearings and was accepted. WMAL radio.

Hill Testimony Released

FCC MONEY

George Turner, chief, Field Engi- neering and Monitoring Division; Edward Allen, chief engineer; William J. Norfleet, chief accountant, and Dee W. Pincock, assistant to the chief, also testifying was Col. Gomer Lewis, chief, plans branch of the Director of Communications (USAF).

Average length of time to dis- pose of new AM applications, the subcommittee was told, was "about 10 months behind on the processing line" as of Feb. 13. FM backlog was only 30 days, Mr. Coy told the subcommittee, adding that there were 24 applications to be processed as of that date.

Subcommittee Chairman Albert Thomas (D-Tex.) asked whether FCC could not take the 25% reduction in workload from AM and FM from the years 1951 to 1953 (fiscal) and "add it to your TV without increasing the personnel throughout your bureau?"

Mr. Coy said it was "impossible because the actual work load is bigger than that" and the Commission is "utilizing all of the reduction in AM and FM services and applying it to television, and subtracting that from the total number of people we propose to have in television... ."

FCC's estimates would anticipate (Continued on page 108)

March 17, 1952 • Page 29
News Credentials To Be Mailed Soon

FORMAL application forms for credentials to cover the national political conventions next July have been approved and will be mailed out within the next 10 days to representatives of radio and TV stations.

This was announced at a meeting by Bill Henry, chairman of the Political Convention Committee of the Congressional Radio-TV Galleries.

The forms will be sent to individuals who already have applied for credentials. Other broadcasters and telecasters may obtain forms by applying before April 15. Over 10,000 applications already have been received.

The Executive Committee of the Radio-TV Galleries has been designated to supervise radio and television coverage of the national conventions. D. Harold McGrath and Robert Menough, superintendents of the Senate and House galleries, respectively, will be in charge of the two facilities.

A standard form was approved at a conference attended by Kenneth Fry and Edward T. Ingle, radio-TV directors of the Democratic and GOP National Committees, respectively; Willard Shadel, vice chairman of the political convention group, and Hollis Seavey, chairman of the correspondent's Executive Committee or, if necessary, by Messrs. McGrath, Menough and Henry.

Broadcasters should address their applications to Mr. Henry, Senate Radio-TV Gallery, U. S. Senate, U. S. Capitol, Washington, D. C. Carmen Garcia was named secretary for the executive committee, handling applications. The address was incorrect, as stated in the May 10 issue of Broadcasting & Telecasting.

Meanwhile, working space requirements for physical coverage

CANDIDATE SHOWCASES

Basis of CBS Radio Series

PRESIDENTIAL aspirants last week were offering programs for their political views by the CBS Radio network, which announced two half-hour series, Presidential Profs: the Candidates and Issues, to run from now until the national conventions have adjourned in July.

Candidates and Issues, scheduled for 10-10:15 p.m. EST each Tuesday, would have each candidate stating his views on specific issues in two- or three-minute statements.

The statements would be broadcast, not in an industry format, but in two program presentations with one campaign issue covered on each program.

Presidential Profiles, 10:30-11 p.m. EST, Tuesdays, would allow candidates to use the period as they choose for an address on any subject.

Both programs would be presented "live" and simultaneously recorded. The network would provide for "live" coverage each week; station which might prefer a different time period, Edmund A. Chester, director of CBS Radio news and public affairs, explained.
TIME TO SHARPEN YOUR PENCIL

These days every advertising dollar has a big job to do. That's why WITH in Baltimore is so popular with advertisers who want to make every penny count.

WITH is the BIG independent with the BIG audience—and low, low rates! It's the station that produces low-cost results!

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

Let your Forjoe man tell you the whole story of WITH's commanding position in the rich market of Baltimore.

W-I-T-H
IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY

March 17, 1952 · Page 31
CAN YOU CLEAR GOOD TIME

CAN YOU!

Look at the clearance N. W. Ayer obtained for "The Electric Theatre", a half-hour film program sponsored by the Electric Companies Advertising Program ... on a Spot basis.

With Spot Program television, ECAP discovered, you go into only the markets you want ... take your choice of stations in multiple-station markets ... clear good time even in the hard-to-get one- or two-station markets ... give viewers uniform and pleasing picture quality through film ... get wholehearted station cooperation ... pay no cut-in charges.

If you're interested in getting more sales power from your TV dollar, just call any Katz representative for the full story on Spot Program Television.

YOU CAN DO

THE KATZ AGENCY,
488 MADISON AVENUE - NEW YORK 22 -
FOR SPOT TV PROGRAMS?

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BETTER WITH SPOT... MUCH BETTER

INC. NATIONAL ADVERTISING REPRESENTATIVES

Chicago - Los Angeles - San Francisco - Atlanta - Dallas - Kansas City - Detroit
RECRUITING ADV.

THE CASE of pin-pointed recruitment advertising through radio and other selected media will be restated in full on Capitol Hill this week.

The Dept. of Defense is seeking $1,050,000 for overall recruiting activities after next July 1—beginning of fiscal ‘53—and also deletion of an amendment which has the effect of freezing certain 1951-52 funds already on the books.

Officials of the Military Personnel Procurement Service are prepared to testify before a joint Air Force-Army subcommittee of the House Appropriations Committee on 24-hour call.

There also were undercurrents last week on Capitol Hill portending a possible onslaught on radio TV and other public information specialists of the Dept. of Defense and its military branches. The attack was being prepared by Rep. F. Edward Hebert (D-La.), chairman of a House subcommittee probing waste in the Pentagon, and could presage congressional study of the department’s Information or “prestige” radio-TV network programs.

Meanwhile, Grant Adv. has pressed into action an interim advertising program out of 1950-51 monies, with the spot radio phase expected to get underway this week. The advertising agency for the Army and Air Force also has submitted a proposed ad campaign to military procurement authorities based on the possibility that Congress will rescind its ban on current fiscal expenditures.

The newspaper and periodical campaign has been in progress these past few weeks and MPFS officials report favorable response for WACS, WAFFS, and nurses. Spot campaigns on some 500 independent outlets of the Keystone Broadcasting System and on 13 50-kw stations are to be launched this week, each for the Army and Air Force.

These two drives will cost about $95,000 in radio time, aside from another estimated $2,000 for production costs. Radio is deriving about 18% of current interim allocation monies and approximately 46% for all funds spent since July 1, 1951 [B*T, Feb. 11].

Scheduled to testify before the joint subcommittees for MPFS are Col. James Banville, deputy chief, and Col. William Berkeley, chief of the publicity branch, along with their aides. Appropriation sub-committee members expected to sit in include Reps. Daniel J. Flood (D-Pa.), Robert Sikes (D-N.J.), Errett F. Scribner (R-Kan.), John Taber (R-N.Y.), and George H. Mahon (D-Tex.). Reps. Sikes and Mahon head up the Army and Air Force units.

The newly-evolved policy of the Defense Dept. to directionize its recruiting drives by using spot radio and key newspapers and journals will be laid before subcommittee members. The policy was reached after congressional criticism over commitments for paid network shows involving Frankie Laine, Bill Stern and others.

Regardless of its showing before the House units, MPFS may find the going tough once the matter is pursued before a Senate Appropriations subcommittee chairmaied by Sen. Joseph C. O’Mahoney (D-Wyo.).

It is the economy-minded Senato’s contention that the question of any freeze on ’51-52 funds “was resolved a month ago.” He said the matter had not come before his subcommittee.

Agreement was reached on permission to use certain funds after last March 1 until July 1—unexpended money from commitments reached out of the ’51-52 budget. But Amendment 8 still stands as a rider to the Military Appropriations Act for the current year. There have been reports that a deficiency bill will be submitted to correct this situation. The rapprochement between Capitol Hill and the Defense Dept. reportedly was reached in conferences between Sen. O’Mahoney and Anna Rosenberg, Assistant Secretary of Defense in charge of manpower.

Resumes Planning

It permitted the department to resume its planning for radio and other programs as a gesture to congressional whims, since those monies actually were not attached by Congress.

Still tied up are $2.1 million for national advertising, with an estimated $400,000 already siphoned off to radio spot and TV production.

Sen. O’Mahoney, who last fall disclaimed any enmity toward radio, spearheaded the movement to attach ’51-52 funds. The Senator claimed then that testimony before his committee showed that “advertising was useless and, seemed therefore, to be a useless waste of public funds.” Criticism, he said, “was not directed to advertising by commercial radio alone but to advertising of any kind.”

Sen. O’Mahoney last week insisted there no longer is any freeze on recruitment funds. He said it was “common knowledge that the situation was resolved” and that there is no such ban, and questioned whether this reporter had “any connection with broadcasting at all.” He was questioned directly on the fate of ’52 funds.

He said “the situation has not changed, there is no story at all”.

Continued on page 36)

“GO WHOLE HOG”

IN THE KANSAS
MARKET
WITH WIBW

WIBW goes “whole hog” in selling your product to these anxious-to-buy farm families. You see, WIBW is the farm station for Kansas...the station most listened to by farmers.* That’s what it takes to get RESULTS. That’s what WIBW offers YOU.

* Kansas Radio Audience, 1951

Page 34 • March 17, 1952
Can you Whistle?

Try this

Now, try it again... and LOUDER! Whoever's within hearing distance will be paying attention to you by now. Why? BECAUSE WHISTLE-TALK* GETS ATTENTION. (It's a natural language. When you were young and afraid to knock on doors you used whistle-talk to get your friends to come see what you wanted. Some shy men STILL use whistle talk for comment about the fair sex. Most EVERYBODY uses it to signal friends when they're in a happy mood and have something to say.)

Get this same quick, natural, friendly attention to your radio messages with

Standards Inspired, New

*whistle-talk attention getters

Use this transcribed series of 18 brief happy-whistle lead-ins for

AUDIENCE-INCREASE PROMOTIONS... You can have the whole town whistling your station's whistle-talk... including your advertisers.

SPOT SATURATION CAMPAIGNS... Sell more, larger and longer spot campaigns via whistle talks and a whole series of Standard Attention Getters.

ADVERTISER-SIGNATURES... Let one advertiser have a franchise on a whistle-talk which will give identity and repetitive impact to his messages and keep him advertising for years.

You also get a sales brochure to help you sell whistle-talk advertising in your town and a copy guide to help you write and produce effective whistle-talk messages for YOUR advertisers. For Standard subscribers whistle-talks are just the beginning of a 4-way SPONSOR-TAILORED Service on 1. Star Shows, 2. Scripts, 3. Sales Ideas and 4. Copy Formats. If you want to know more, just whistle. Be sure to ask about our slogan promotion "GET MORE FOR YOUR DOUGH ON RADIO" and by all means check our brand new service RADIO SIGNATURES, which gives you exclusive advertising signatures and plans for different specific advertisers in your city. It's a part of our Copy Format Service... radio's answer to newspaper mat service.

Sell With
Standard Radio
Transcription Services, Inc.

140 N. La Brea Avenue, Hollywood - Webster 8-9181
360 N. Michigan Avenue, Chicago - Central 6-0041
444 Madison Avenue, New York City - Plaza 3-6620

The Sponsor-Tailored Service

Copyrighted 1952 Standard Radio Transcription Services, Inc.
Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3/4-TO-1 FAVORITE OVER

"Despite the fact that the other three major networks maintain local studios!"

**WDAY** • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

**ALL OTHER STATIONS COMBINED!**
Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined!*

BMM figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

* Recruiting Adv.
(Continued from page 34) and refused to discuss the matter further "since it is apparent from your questions that you are not familiar with the background of this case."

Sen. O'Mahoney reportedly has reassured at least one broadcaster, however, during an informal discussion the past fortnight, that there will be no discrimination against radio broadcasting whatever action his subcommittee takes. Last fall, he gave similar assurances to S. W. Cisler, vice president of WKYW Louisville, Ky.

Current planning envisions a "balanced advertising campaign" using radio and printed media on a selective basis. About $1.77 million remains from the $2.1 million originally earmarked for the next fiscal year. MPPS authorities decline to divulge radio's share of this program aimed similarly at potential aviation cadets and women's groups.

Col. Berkeley last week was putting the finishing touches on a compilation showing radio's allocations in dollars and cents the past two years. He prepared it at the request of NARTB after a conference with its representatives at the Pentagon [B+T, Feb. 25].

The revelation last month that the Defense Dept. was reviewing the ratings compiled by its information shows in comparison with commercial network fare takes on a new face with Rep. Hebert's probe. The Congressman earlier charged that the Pentagon spends over $1 million annually for "propaganda" [B+T, March 10].

While some department information specialists are inclined to regard the inquiry as crossfire between Rep. Hebert and Clayton Fritchey, Defense Dept. information chief, harkling back to their days in New Orleans, it's conceded that defense programs have a stake in the outcome.

Rep. Hebert last week added fuel to the fire by demanding a complete list of military public information personnel or "Pentagon pitchmen—by whatever name they are called." He claims the figure actually is closer to 500 than the 184 civilian and military names disclosed.

It is Rep. Herbert's intent to secure a complete list including all personnel who prepare radio and television shows for the Defense Dept.

In that light, the work of the Pentagon's Management Committee, doubts will be reflected on Capitol Hill. The group sought out data involving rating comparisons of defense shows with other programs but has taken no action in recent weeks. A meeting of the committee with top information chiefs of each branch was indicated momentarily.

In the background lies a study that has been mulled for almost two years by Herbert, each branch or the Defense Dept. as a whole shall exercise control over individual service media planning.

**upcoming**

**Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.**


Mar. 20-21: Alabama Broadcasters Assn., annual spring meeting, Buena Vista Hotel, Hixson, Miss.

Mar. 21-22: Third annual Advertising Institute, Edmonson U. and the Atlanta Advertising Club, Atlanta, Ga.

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

Mar. 24-April 2: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.


Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 1-4: Twenty-second annual Safety Convention and Exhibition, Statler Hotel, New York.

April 1-4: American Management Assn., 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.


April 4-6: American Women in Radio & Television, national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.


April 16: BAB Sales Clinic, Los Angeles.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 2nd annual meeting, Decker-Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

**WIBG BASEBALL**

**Sponsors Are Signed**

ATLANTIC REFINING Co. and Valley Forge Beer-Rams Head ale will sponsor coverage of 206 major league games of the Philadelphia Athletics and Philadelphia Phillies this season over WIBG Philadelphia and 16-station radio network in eastern Pennsylvania and parts of New Jersey and Delaware.

In addition to league games, some 40 exhibition contests will be broadcast.

WIBG will give play-by-play of team playing at home, interspersed with high-light developments in away-from-home games being played by other team. Away-from-home games of both teams will be broadcast whenever they do not conflict with games at home. Agency: N. W. Ayer & Son.
VOICES That SELL...
IN TWO MAJOR MARKETS!

- HIT THE JACKPOT IN THE BILLION-DOLLAR TRADE AREA of NORTHEASTERN OKLAHOMA Plus THE MULTI-MILLION DOLLAR SHOPPING CENTER of Western ARKANSAS WITH —

- ONE OPERATION
  - ONE NETWORK – CBS RADIO
- ONE REPRESENTATIVE (AVERY-KNODEL, INC.)

KTUL
TULSA

KFPW
FORT SMITH

AFFILIATED WITH KOMA, OKLAHOMA CITY
BILL RANDLE-CLEVELA
SPRINGS INTO NATI

THE MUSIC—NEWS—SPORTS

COMING UP: EXCLUSIVE BROADCASTS OF CLEVELAND
The Cleveland papers pronounced it. Newsweek reaffirmed it. Record distributors see it. And...

LISTENERS KNOW THAT
RANDLE TIME IS BUYING TIME IN CLEVELAND

Bill Randle packs 'em in—out there on the air... where listeners are customers. He has the audience, and he has the following.

Newsweek gives Bill Randle credit for reviving Charmaine. Bill Randle raised $10,000 for polio relief in one marathon broadcast.

Bill Randle is mentioned in 185 Sunday newspapers in connection with a special record promotion. Bill Randle has made over 200 personal appearances in the past two years. That's why

ADVERTISERS KNOW THAT
RANDLE TIME IS SELLING TIME IN CLEVELAND

DON'T TAKE OUR WORD FOR IT. READ THIS...

"In our crowd, the disc-jockey delight is Bill Randle of WERE.
"He has become the hero, the king of platter spinners.
"He gets an average of 600 letters a week—sometimes over a thousand."
—Fern Rich, Cleveland Press

"Bill Randle is Cleveland's No. 1 disc jockey."
—Thomas Burke, Mayor of Cleveland

"Randle is definitely the No. 1 disc jockey in this area. He has tremendous influence on the public."
—Ted King, District Manager Columbia Records

For available time contact the...

O. L. TAYLOR COMPANY—National Representative

STATION
INDIANS BASEBALL

WERE
VITAL IN NORTHEASTERN OHIO
“The Prestige Station of the Carolinas”

GREENSBORO, NORTH CAROLINA

Look at part of WBIG’s potential out-of-home audience! In addition to 186,870 radio homes in WBIG’s Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Deps.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollenberg

5000 Watts
CBS Affiliate

BAB AREA MEETS

42 Tentatively Scheduled

BROADCAST Advertising Bureau plans 42 area meetings this year for member stations and their salesmen, William B. Ryan, BAB president, announced Tuesday, with places and dates of the sessions to be arranged during the course of the NARTB convention in Chicago.

Tentative schedules, however, provide for the first sales clinics to be held on the West Coast late in April, starting with Los Angeles, April 16, and followed by San Francisco, April 21; Portland, April 23; and Seattle, April 25. These sessions are to be conducted by Mr. Ryan, Kevin B. Sweeney, BAB vice president and John F. Hardesty, local promotion director.

BAB will conduct an average of three area meetings weekly throughout the summer, Mr. Ryan added, with two teams of executives alternating on the road. In addition to the west coast series, sales clinics are tentatively scheduled for St. Louis, May 6; Kansas City, May 7; Des Moines, May 9; Omaha, May 12; Wichita, May 14, and Oklahoma City, May 16.

The meetings—for which a complete schedule will be announced in May—will be open to BAB members only and will not require registration fees for admittance, the president explained. One-day affairs, the sales clinics will feature management meetings in the morning, to be followed by a session for radio station sales managers and salesmen in the afternoon.

“In our selection of cities we have tried to bring a BAB sales clinic within a few hours’ travel time from every station in the country,” Mr. Ryan explained. “In this way, we hope that stations will bring their entire sales staff to our meetings so that we can trade ideas on selling and the use of BAB materials. We learned so much about station needs from our 17 meetings last fall on the NARTB district tour, and the stations told us they profited so much by the chance to exchange ideas, that we decided to run as many meetings with stations as we could afford during 1952,” he said.

INTERVIEW CANDIDATES

Gannett Stations Air Show

WASHINGTON Bureau of Gannett Newspapers has started a series of radio interviews with candidates for Presidential nomination on Capital Memo. Contenders from both parties will be given an opportunity to state their case on the program which was started three years ago.

Gannett stations which carry the broadcasts are WDAN Danville, Ill.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WHEC Rochester, N. Y., and WTHT Hartford, Conn. Text of interviews also will be published in Gannett newspapers.

FRESH AIR FUND

ROBERT E. KINTNER, ABC president, has been named chairman of The New York Herald Tribune Fresh Air Fund Radio-TV Committee, Executive Director Frederick H. Lewis announced last week.

Other new members of the committee are Sigurd Larmon, president of Young & Rubicam, and Gordon B. McLendon, president of Liberty Broadcasting System. As chairman, Mr. Kintner succeeds Mark Woods, president of Woods & Warwick.

Full membership of the radio-TV committee also includes Bruce Barton, board chairman, H.R.D.O.; Thomas P’Arcy Brophy, board chairman, Kney & Eckhardt; Bertram Lebhar, director of WMGM New York; Lawrence W. Lowman, vice president and general executive, CBS; Stanley Resor, president, J. Walter Thompson Co.; Nathan Strauss, president, WMCA New York; Niles Trammell, board chairman, NBC; Frank White, president, MBS.; and Chris Witting, general manager, DuMont TV Network.

Other broadcasters are members of the Friendly Town Radio-TV Committee, a separate group organized to enlist country communities as vacation sites for city children.

Members of this committee include Earle J. Pudney, WAGY Schenectady, chairman; Charles J. Trill, WBBC Albany, Mbs.; Paul Alger, WENJ Bridgeton, N. J.; Robert E. Johnson, WBOC Gardner, Mass.; Ellen Hall, WVIQ Eustisburg, Pa.; A. E. Spokes, WQX Burlington, Vt. and Howard Wheelock, WKNE Keene, N. H.

BILL RANDLE

OF WERE IS THE HOTTEST DISC JOCKEY IN THE COUNTRY.

(See pages 38 & 39.)

Advertisers think so too:

Bank of Ohio
Better Foods
Buick Motors
California Fruit Growers Assoc.
Chevrolet Motors
Cleveland Illuminating Co.
Cleveland Graphite Bronze
De Mourier Cigarettes
Crayson Sauce
Curtis Publishing Co.
Fisher Foods
Ford Motors
Halie Bros. (Dept. Store)
Higbee Co. (Dept. Store)
Hills Bros. Coffee
Household Finance Corp.
Loew’s State Theatre
Masturele Co.
Nestle Co.
Nucoa Margarine
Romeyn & Thompson Co.
Royal Ice Cream
Sears Roebuck & Co.
Singer Sewing Machine Co.
Stoback Ltd.
Trailer Coach Mfg. Co.
Warner Bros.
The Woolworth Company
YOU MIGHT GET A 175-POUND WOLF*

BUT...

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan, use the double-barreled power of the Fetzer stations—WKZO-TV in television, WKZO-WJEF in radio.

TV—WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, and also provides intensive primary service to Battle Creek and dozens of other important cities and towns in Western Michigan and Northern Indiana. The WKZO-TV signal effectively reaches more sets than are installed in metropolitan Kansas City, Syracuse or Louisville! A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Station "B"!

AM—WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buys in Western Michigan. Bought in combination, they cost considerably less than the next-best two-station choice in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners! BMB figures prove great rural circulation, too. WKZO-WJEF's unduplicated BMB Audience is up 52.9% over 1946 at night—up 46.7% in the daytime!

Get the whole Fetzer story—write direct or ask Avery-Knodel.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn’t long enough, so you go home with a bundle under your arm and read magazines. Man (or lady), we’re for you, and we’ll reward you with some intelligence about our favorite topic, Iowa:

1. Annual cash farm income, $2,115 billion
2. Total industrial income, $3,737 billion
3. Radio families listening to WMT every week, 338,480
4. Spot check: Last month 189 spot advertisers used WMT; 138 of them are on a 52-week basis.

Wanna make it 190? Whisper Katz Agency into your telephone (or try our open transom).

‘OVERLAP’ FIGHT
FCC Acts in WMEX Protest

HEARING on question of overlap of 26 mv/m contours of WMEX Boston and WHIL Medford, Mass., was ordered by the FCC last week.

Action was taken after WMEX submitted proof of overlap and asked the Commission to revoke WHIL program authority and set license application for hearing. Commission set license application for hearing April 7 on overlap issue. It refused, however, to set aside WHIL program authority which permits Medford station to broadcast regular programs.

Comrs. Frieda B. Henneck and Roy F. Jones dissented.

Commission turned down previous requests by WMEX in the same situation [B+T, March 3, Feb. 18]. WMEX immediately filed a petition for review of the FCC’s order with the U. S. Court of Appeals. It alleged that the Commission’s failure to revoke WHIL program authority is illegal.

WMEX operates on 1510 kc with 5 kw. WHIL operates on 1640 kc with 250 w daytime. Commission rules specify that no application may be granted if station is less than 40 kc apart and the 25 mv/m contour overlaps with an existing station.

In refusing to revoke WHIL program authority, the Commission pointed out that WHIL had relied on the FCC’s map of soil conductivities, which indicate no overlap. It also emphasized that notice of the grant was made public in February 1951 and that WMEX should have objected then, or up to 20 days thereafter as the rules prescribe.

“In this instant case,” the Commission majority said, “notwithstanding the fact that this allocation has not been departed from, there has been no showing whatever that a significant amount of interference . . . has in fact resulted.”

The Commission continued, “we are unable to conclude at this time that serious harm will result from the continuation of program tests by WHIL . . .

The WMEX argument that program tests are illegal is “little more than a play upon words,” the Commission said. It declared that program tests are just as much “licenses” as are other authorizations which it makes.

Action Withheld

Commission order also referred to WHIL petition requesting that recently renewed license of WMEX be reconsidered. FCC said it was withholding action on that petition for the time being.

Dissenting Comrs. Henneck and Jones argued that the program authority of WHIL should be withdrawn, since it was acknowledged by the Commission that 25 mv/m contours do overlap and thus are in conflict with the rules. They also emphasized that the interference resulted in an “unauthorized” modi-

fication of WMEX’s license.

“In mistakenly finding ‘equities’ on the side of WHIL to permit these tests without a prior hearing and a finding that there is no overlap, the Commission has done violence to its own concept of the public interest as expressed in its overlap rule, as well as illegally impairing the rights of an existing licensee,” the dissenting commissioners said.

WMEX pleas to the Court of Appeals alleged that WHIL was operating without a license and that program authority cannot be construed as a license. It also stated that proof of 25 mv/m contour overlap had been shown and that the Commission is bound to revoke the program authority automatically.

LAMBERT INDICTED
Mail Fraud Is Charge


The New York trial is expected to be held in the fall upon return to the U. S. of Sah Waagenaar, president of Circle Film Enterprises, distributor, on world tour.

Defraud charges concern the operations of Mr. Lambert’s International Religious and Education Films and similar titled films which are headquartered in Hollywood, according to Assistant U. S. Attorney Albert Blinder.

The indictment alleges Mr. Lambert represented to the trade he had all rights to the French film “Golgotha,” while the picture actually is owned by Mr. Waagenaar in the U. S. and Canada. The counts also charge Mr. Lambert schemed to defraud Loyola Films, subsidiary of Loyola U., Los Angeles, and Variety Film Distributors by false representation through the mails.

Mr. Lambert recently was named one of the principal defendants in a $5 million damage suit filed in Los Angeles Superior Court by Preferred Pictures Corp. It charges conspiracy and alleges false representation that he was distributing two religious films, “Pilgrimage Play” and “Upon This Rock.”

Canadian Award

ANNUAL Canadian General Electric Award to Canadian stations has been changed to cover not only the work of Canadian stations but is to be given this year and in future to station individuals for outstanding service to the broadcasting industry in the technical field,” according to an announcement of the Canadian Assn. of Broadcasters. Award will be made at the annual CAB convention to be held at the Royal York Hotel, Toronto, March 24-27. Entries for the award are now being received at CAB headquarters at Ottawa.

CEDAR RAPIDS
BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Page 42 • March 17, 1952
When Foley and Company decided to introduce their new cough-restraining product, FOLEY QUIT-ITS, in the Chicago and Midwest market, they naturally turned to Station WMAQ, master sales medium of the Middle West. A schedule of announcements was placed in the "Early Norman Ross" program, broadcast Mondays through Saturdays between 6:15 and 6:55 a.m.

And again WMAQ produced as expected!

Here is the report from Wendell Walker, account executive for Lauesen & Salomon, Foley and Company advertising agency:

"We have been most gratified, during the introductory campaign for FOLEY QUIT-ITS, at the number of druggists and consumers who said they heard about them on the 'Early Norman Ross' show.

"No salesmen contacted druggists on behalf of FOLEY QUIT-ITS, either before or during the campaign. But thanks to the consumer demand created by radio advertising, the majority of the druggists in the WMAQ area found it highly advantageous to stock."

Again and again advertisers find proof in their sales records that WMAQ is the sales medium which delivers the buying audience. Your WMAQ or NBC Spot salesman will be glad to give you the complete story.
GRESHAM'S BUSINESS DISTRICT
is spread over a wide area in typical suburban fashion. Easy access to shopping centers makes it a favorite trade area. Bank deposits total more than eight millions; population has more than tripled in the past 10 years.

CIVIC LEADERS
"We know the value of radio advertising for automobiles and in this area KGW does it best. KGW is always willing to help in civic activities and keeps in touch with local people. We know our area is behind this station's effort 100%," say Car Dealers Gordon Swan and Ross Fanning, both past-presidents of the Gresham Chamber of Commerce and active community leaders.

FARMER
"KGW is our 'main line' for news, weather reports, crop and stock prices, and has our wholehearted support for its community efforts. This station knows local people and local people know KGW. For the best possible job in the Portland area it can't be beat," reports C. A. Becker, president of the Gresham Berry Growers and long-time resident of the agricultural district near Gresham.

Local people are 'for' KGW because they know KGW is 'for' local people. All the advantages of selling—influence—prestige with the station that has the 'local' touch. Markets are people and KGW realizes every business, local or national, must keep in touch with people and keep that touch local. You cannot adequately sell the Portland area without KGW, because it is the 'Pioneer' station in Portland with more than 30 years continuous operation. Naturally it has top listener loyalty in this section of Oregon. As anyone living in the Portland area can tell you, KGW is the station at six-two-oh on the radio dial! For the advertiser seeking the highest possible return from his investment in radio time, KGW offers the quality that produces greatest results. If you're not on the KGW band wagon, investigate now because it is true you cannot adequately 'sell' the Portland area without KGW.

IN PORTLAND OREGON

KGW
PORTLAND OREGON
KGW BRINGS GRESHAM AREA ENTERTAINMENT, NEWS, SERVICE FEATURES

HOUSEWIFE "KGW is our favorite family station and besides the entertainment value it brings me news of products that help make my shopping easier," reports Mrs. M. A. Ferris, Gresham housewife.

DRUGGISTS "The top station here is definitely KGW with top entertainment, news and topics of interest to local people. It's very true that KGW advertised products increase in sales and no one can beat this 'local' station for quality," according to Gresham Druggists Stafford Dowsett and E. L. Welling.

STUDENT "My favorite programs are on KGW and the over-all coverage of events gives me 'talking points' for school and social activities," volunteered Gresham high school student Gwen Bacon.

GROCER "When national brands are advertised on KGW, sales increase more than 30 per cent. It is definitely the station in the Portland area," says Carl Zimmerman, 12-Mile Store owner, near Gresham.

in Gresham Agricultural center of Multnomah county, serving a retail trade area of more than 40,000 persons, located less than 15 miles from Portland's city center, the 'People's Choice' IS KGW...

REPRESENTED Nationally by EDWARD PETRY & CO., INC.
OPS' RADIO
Woodhouse Answers Charges

Office of Price Stabilization series of radio broadcasts featuring well-known celebrities and anti-inflation messages cropped up in the Senate last Wednesday.

Sen. Burnet Maybank (D.-S.C.) inserted in the Congressional Record a letter from an OPS official challenging certain published reports that the agency sought to use the programs to further price control. The Joint Senate-House Production Committee, of which Sen. Maybank is chairman, had requested the data.

Sen. Maybank said his committee had received "many inquiries" on the 15-week series. He took no side on the issue in his floor statement but inserted the letter "in the interest of presenting the facts." The letter was signed by Chase G. Woodhouse, Office of the Special Assistant to the Director of OPS.

Mr. Woodhouse rejected claims that the agency is using fan dancers to popularize price controls. He noted that a number of celebrities, including Bob Hope, Dinah Shore and Bob Crosby, had volunteered their services without charge, and that stations could use the transcribed series, Stars for Defense, as a public service. The programs have drawn fire from GOP quarters [BET, Feb. 26, 15].

The OPS official stressed the importance of public information in stabilizing prices, and claimed the broadcasts are not used to advocate extension of the Defense Production Act on Capitol Hill. He conceded that it would be "most improper and illegal to use federal funds in a propaganda campaign." Mr. Woodhouse added:

There were naturally certain expenses in producing and manufacturing these recordings. The agency felt these expenses to be small in relation to the immensity of the information job and its importance in effectively administering price controls. The high-priced radio stars did not receive a penny for their services. The agency does not pay for broadcasting time. Radio stations, which wish to do so, broadcast these programs free of charge as a public service.

CINCINNATI IRE
Meeting Slated April 19

DR. D. B. SINCLAIR, president, Institute of Radio Engineers, will make the principal address at the spring technical meeting of the Cincinnati section of IRE April 19.

Among topics to be discussed are color and UHF television. Registration may be made through Prof. A. B. Bereskin, Electrical Engineering Dept., U. of Cincinnati, Cincinnati 21, Ohio.

PEABODY AWARDS
N. Y. Unit Recommends

NEW YORK listening post committee announced last week that it had recommended the following programs for consideration by the National George Foster Peabody Awards committee:

Radio:
Network Education programs: The Nation's Nightly, CBS, and the documentary series, U. S. S. R. ABC.
Regional Education program, Inside New York, WMCA New York.

Local Education Program: Citation to WLIB New York for service to and by the Negro population of the city.

New citation to Howard K. Smith, CBS, Entertainment: "The Big Show," NBC.


Programs promoting international understanding: "World Theatre," NBC, with a citation to the Ford Foundation for its Public radio broadcasts.

Entertainment: "Gehan Theatre," ABC-TV.

News: Edward B. Murrow for "See It Now" series, CBS-TV.


Recommendations were made in the order of listing, except for children's TV programs which were recommended without classification.

WVBT'S CALIF. FAN
Reported by RRN

LONG distance record for regular FM reception was claimed last week by the 15-station Rural Radio Network, which reported that WVBT (FM), its station at Bristol Center, N. Y., has a regular listener in Berkeley, Calif.

A recent letter from the West Coast listener said, in part, "although your signal is weak, we spend many happy hours with our ears pressed close to our FM speakers, listening to the fine programs you broadcast from WQXR [New York] . . . in addition to the music, which we sorely miss on Sunday mornings, we much enjoy 'Freddie and the Popinjay.'"

WVBT is on a 2,100-foot mountain 30 miles south of Rochester, N. Y. and was designed to service the Rochester area and the Genesee Valley, according to Donald K. deNeuf, Rural Radio General manager. He said that, to his knowledge, this was the longest range over which FM broadcasts had been heard on a regular basis.
On the surface most discs look pretty much alike. And for some jobs, their characteristics may seem fairly similar, too. But can you depend on them? Are you sure that the discs you use will give consistently fine performances for any kind of job day in and day out?

You can if you select PRESTO.

That's why, in the final analysis—when the chips are down—more and more stations, studios, and schools are choosing PRESTO.

They appreciate the craftsmanship that goes into the manufacture of each disc—the meticulous preparation of the aluminum base, the use of the finest lacquers, the careful curing in the world's most modern disc plant. They know that the PRESTO label stands for a consistently good disc.
SUCCESS of NBC's new merchandising plan is indicated here in conference between Horace Fitzpatrick (l), ass't. & com'l. mgr., WLSL Roanoke, Va., and Charlie Garrison, NBC merchandising representative. Mr. Garrison visited city's chain stores.

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TO COMMEMORATE New York visit, Dick Green (r), sls. mgr., KOMO Seattle, presents "Gold Herring Award" to Marty Nieman, acct. exec., Edward Petry & Co. Award symbolizes sales on KOMO fishing program, The Old Boat Puller.

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NEW YORK, N.Y., March 22—Emory U. Robert D. Sweeney, executive vice president of WDSU-AM-TV New Orleans, will talk on "Paying the Piper in Television" at the first day's dinner session.

The institute, sponsored jointly by the university and by the Atlanta Advertising Club, is expected to attract some 200 professional people in addition to advertising students at the university.

Among the dozen other speakers listed during the two-day session of clinics and lectures are Bud Grove, advertising manager, Marshall Field & Co., Chicago; Frederick Schmeiler, vice president, D'arcy Adv. Co., St. Louis, and Claude Gizzard, Jr., Atlanta advertising executive.

Richard Joel, journalism professor at Emory and vice president of the Atlanta Ad Club, is general chairman.

WFOX Ownership

OWNERSHIP of WFOX Milwaukee was incorrectly given in item on its objections to WEMP Milwaukee TV application amendments last week [At DEADLINE, March 10]. Charles J. Lanphier is president, majority stockholder, general and commercial manager of WFOX. Item erroneously referred to WFOX as Hearst owned.

New Business

(Continued from page 16)

Bread) appoints Eliot, Goetz & Boone, S. F., as West Coast advertising representative.

AIRLINE FOODS Corp., Linden, N. J., appoints Harry B. Cohen Adv., N. Y.

FELS & Co., Phila. (soap), appoints McKee & Albright Inc., that city, to handle all products.

CAL RAY BAKERIES, Glendale, Calif., (cookies), appoints R. W. Webster Adv., L. A.


HOYT BROS., Newark, N. J. (cake and pie mixes), appoints Tracy, Kent & Co., N. Y.

DR. A. POSNER SHOES, N. Y., appoints Alfred J. Silverstein, Bert Goldsmith Inc., that city.

WHITEHALL PHARMACAL Co., N. Y., names Abbott Kimball Co., that city, for Chloral Stiek, new chlorophyll deodorant.

SCHENLEY INTERNATIONAL Corp., N. Y., appoints McCann-Erickson, San Juan, Puerto Rico, to handle Blatz beer effective April 1.


PARKLABREA TOWERS, Los Angeles (apartment development), names Taggart & Young Adv., that city.

DOS PALMAS ESTATES, Desert Hot Springs, Calif. (real estate), and NIC-L-SILVER BATTERY Co., Santa Ana, Calif., name Stodel Adv. Co., L. A.

AMERICAN EXTENSION SCHOOL OF LAW, Chicago, names Ross Roy Inc., same city. EARL COLLINGS is account executive.
Ist in News
Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

Ist in Sports
Major league, All-Star, World Series, Baseball, Football, Auto and Horse Races, Boxing. More than all other San Antonio stations combined. Big time sports.

Ist in Mysteries
KMAC carries more high-rated mysteries than any other San Antonio station. First, first in the mystery field.

Ist in Kid Shows
One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

Ist in Public Service
If it's big it's on KMAC. Regular and special features of broad public interest. Free time to more than 150 organizations. More than any other San Antonio station.

Ist in the Service of the Lord
More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.

Ist in Hill-Billy

Ist in Drama
More Big dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.

KMAC
MUTUAL ON 630
SAN ANTONIO, TEXAS

Represented nationally by the
GEORGE P. HOLLINGBERY CO.
FULL CREDIT is due Producer-Director Albert McCleery and Scripter Guy de Vry for daring to use the afternoon to try a half-hour chase in the presentation of "Peer Gynt" on the Cameo Theatre. Credit goes also to NBC and to the sponsors of the Sunday evening program—Regent cigarettes and Hazel Bishop cosmetics—for authorizing the experiment.

Too often an hour, and frequently a half-hour, is thought enough time for most televersions of dramatic classics, even Shakespeare. Insistence on more time to tell the story, even though it means serialization, is a move to be encouraged.

But in choosing "Peer Gynt," Ibsen's poetic fantasy, as the vehicle to test their theory, Messers. McCleery and de Vry must have been motivated by some consideration other than audience appeal. "Peer Gynt" is seldom seen on the American stage and after watching it on TV this reviewer believes he knows the reason. Fantasy, satire, and philosophy, many of the ingredients of the drama, comprise a delicate cargo that does not come through the transition from Norway to America and from 1867 to 1952 in any good shape.

As presented on NBC-TV, in any case, "Peer Gynt" was a series of individual episodes whose diverse makeup failed to combine into the logically developed story of a self-centered soul, neither good enough for heaven nor bad enough for hell, which is the whole point of the play. Only in the final installment, when the aged Peer Gynt is stripped of pride and hope alike, did the teleplay gain dramatic significance.

All members of the large cast did well by their unusual roles. This was no small accomplishment, for many of the speeches were long and with words and phrases greatly foreign to modern Americans. In maintaining faith with Ibsen, Mr. de Vry's script set a difficult task for the play's actors. To their credit, and to that of Mr. McCleery, there was no fluffed line or missed camera cue discernible to the home viewer in the entire triple telecast.

Douglass Montgomery gave the title role a full interpretation, from the dignified portrayal of the lusty youth to the sobbing repentence of the aged derelict, aging believably in the process. Frances Reid was appropriately sweet as the ever-faithful Solveig. Wesley Addy, as the Button-Moulder who for three weeks tried earnestly to put Peer Gynt into his boiling cauldron, was dramatically effective in a trying role that was made easier by Mr. McCleery's fondness for close-ups which at times moved the camera in until it seemed about to take over the play's commentary. Leonard Shaweine ran the gamut of emotions as Ase, Peer's proud through put-upon mother whose death scene gave the first installment a few moments of quiet sentiment that contrasted nicely with the general boisterousness of the rest of that telecast. Rita Gam was vividly emotional as the stolen bride, Claire Luce triumphantly lustful as the Woman in Green, and Rene Goddard wryly alluring as Anitra.

Howard Bay, afforded a designer's field day with scenes ranging from the troll king's cavern to an Egyptian madhouse and the prow of a ship in a storm at sea, was responsible for sets, costumes and make-up that throughout the lengthy production provided appropriate visual settings for the dramatic action.

A word about the commercials, particularly in mid-program spots, that filled the screen-full of the telecast copy and completely destroyed the mood and tempo of the drama they interrupted: The word is "annoying."

ADV. COMPLIANCE
Noted by New York BBB

NEW enforcement plan, instituted by the Better Business Bureau of New York City to improve sales methods for radios, television receivers and service and home appliances has received many positive comments from the part of advertisers, Hugh R. Jackson, BBB president, has announced.

The voluntary plan for improved advertising standards has been in effect for two weeks, he explained, with BBB sending out 21 letters calling attention to violations. Replies were received, in turn, from all advertisers so far as could be said, and in that case the advertising objectied to has not since been repeated.

Program: Cameo Theatre presentation of Peer Gynt in three parts on NBC-TV, Feb. 24, March 2, 17 10:30 p.m.


TORNADO DISASTER
WEKR Serves Public Well

WHEN a tornado struck Fayetteville, Texas, early one morning, it was the most violent, destructive and causing extensive property damage. WEKR's power was cut off by the violence of the cyclone at 4:28 p.m. Five hours later, power was restored and the station remained on the air until 1:30 a.m. the following day, flashing bulletin, James Porter Clark, WEKR partner, reported that the subsequent two days were given over to dissemination of information pertaining to the disaster. Relief agencies used available facilities to relay vital messages.

Mr. Clark added, "While we feel that 'commercial' radio did a good job in the emergency, due credit should also go to Fred Wise, the station's chief engineer, who served as headquarters for the ham operations into and out of the area. He will be the only practical source of communication between the outside world of relatives and the people of Fayetteville."
Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." The folks you're trying to sell can't hear your message at all.

FM solves that problem for you in many areas. FM is clear as a bell whatever the "radio climate." So in making your time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities.

In several cases, returns from FM outnumbered those from AM.

In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!
Federal Telecommunication Laboratories, Inc., associate of the International Telephone and Telegraph Corporation, has appointed Graybar Electric Company, Inc. as national distributor for its complete line of Television Transmitting and Studio Equipment.

The combined facilities of these companies provide the broadcaster with a complete line of outstanding high quality Television Transmitting and Studio Equipment, plus the added advantages of distribution through Graybar—since the start of the industry a leading supplier to broadcasters.

Prominent Television Stations in North and South America are now on the air with FTL Transmitters and Auxiliary Equipment. As an I.T.T. associate, FTL has the benefit of the facilities of a world wide organization with extensive research and development laboratories.

The FTL-Graybar Line includes VHF and UHF air-cooled transmitters, complete line of Auxiliary Equipment, including Control Equipment, Monitors, Single and Dual Scanners, and Synchronizing Equipment; VHF and UHF Antennas, complete Camera Equipment, TV Microwave Relay Links, and Mobile Television Units.

Federal Telecommunication Laboratories, Inc.
An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.
Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.

Page 52 • March 17, 1952
COMPLETE SERVICE TO THE INDUSTRY

In addition to FTL's high quality Television Equipment, Graybar brings you broadcasting's best accessories — speech input equipment, microphones, lighting, towers and transmission lines, tubes, wiring supplies and devices—in fact, everything electrical to keep you on the air.

Your nearby Graybar representative is now ready to serve your television and accessory equipment requirements. Call today!

KEY CITIES WHERE GRAYBAR REPRESENTATIVES ARE LOCATED:

Atlanta, Ga.  Kansas City, Mo.
Boston, Mass.  Long Island City, N. Y.
Chicago, Ill.  Las Angeles, Calif.
Cincinnati, Ohio  Minneapolis, Minn.
Cleveland, Ohio  Philadelphia, Pa.
Dallas, Texas  Pittsburgh, Pa.
Houston, Texas  San Francisco, Calif.
Jacksonville, Fla.  Seattle, Wash.
St. Louis, Mo.

Graybar Electric Company, Inc.
Domestic Distributor: 420 Lexington Ave., New York
Offices and Warehouses in 108 Principal Cities
FCC Revamp
(Continued from page 22)

ensue apparently would be clarified.

- FCC staff members (except professional assistants of the Com-
misssioners) would not be permitted to make recommendations to the Commission on disposition of "ad-
judication" cases in which hearings are held.

(This provision retails the in-
tent of the McFarland bill to minimize staff authority with re-
spect to cases in hearing. Its refer-
ence to "recommendations" in de-
fining these functions, however, is
designed to clarify Secs. 5 and 17 of the McFarland bill.)

The bill also would not be allowed to adopt "any rule or regulation of substance or procedure" that dis-
criminates against persons "primarily" engaged in the publishing business. No application for a con-
struction permit, station license, renewal, modification or transfer could be denied "solely" because of the applicant's newspaper interests.

(There is no such provision in the McFarland bill. Early in its
writing of communications legisla-
tion, the Senate Interstate & For-
ereign Commerce Committee con-
sidered a similar provision when FCC
made known it did not believe such a law was necessary. FCC's stand was that promulgation of such a rule or regulation that was
discriminatory against newspapers or any occupational business, civic or religious group, could be held unconsti-

tutional.

- To block any revival of the Avco Rule, the bill would make FCC proceed in cases of transfers as if the transferee were the only applicant for an original license or permit.

It was understood that the anti-
newspaper rule bar was placed in the House version because of quiet complaints of non-newspaper interests [B&T, July 23, 1951].

(While it has been the long-
sought goal of all concerned non-newspaper applicants where there is more than one applicant competing for a facility providing qualifications of all applicants are equal, FCC has never spelled this out in a rule or regulation. Thus, the effect of the House amendment, if retained in the bill, would be unconstitutional.)

A section of the Communications Act retained by the House com-
mitee makes review by the U. S. Supreme Court in cases of license revocation or denial of a license discretionary (plaintiff must petition court for writ of certiorari).

The McFarland bill would have granted such appeals as a matter of right. It was learned that represen-
tatives of the Supreme Court Court asked for the House committee re-

In reporting the McFarland bill, which has been sponsored since 1949 by Senate Majority Leader Ernest McFarland (D-Ark.), the House committee members spent 25
days in executive session.

It is an enviable privilege for any committee whether studying com-

munications or the foreign aid pro-
gram.

Rep. Oren Harris (D-Ark.), ranking majority member of the committee, was charged with writing the report on S 658. When his work in directing the staff's com-

plication is completed, the bill will be placed on the House calendar, after the House Rules Committee clears it.

If the House approves the measure (it could amend it at will on the floor), it will go to the Senate for approval. If the Senate passes the bill as is, although un-
likely, the bill would go to the White House for President Tru-

man's signature.

More likely, the Senate will dis-

agree with the House ammendment —for example, Sen. McFarland has staunchly favored the section on "double jeopardy" as written in his bill—and the upper chamber will return the McFarland bill with amendments.

What could happen in a Senate-

House conference is conjecture. Action in clearing the bill would depend on the B-for example, (1) Senate and the con-

ference and (2) whether they can come to quick agreement.

Minimum of Conflict

Bills have been known to die a slow death in conference when the legislators can not see eye to eye. However, such a development is un-

likely, authorities concede, because the con-

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ferees and (2) whether they can come to quick agreement.
MEET A “MICRO-” SPACEMAN

1. Let your imagination squeeze itself down to the infinitely small spaces within the crystals and molecules of steel. In that microscopic world, research men take advantage of the same laws that govern the stars and planets to manipulate atoms and molecules of a piece of steel. Their work makes steel harder, or tougher, or springier, or more resistant to heat, so that hundreds of variations in steel are available for everything from watch springs to steels that can “take it” in a tank gear.

2. This is a slice of plain carbon steel under a microscope. Formation is typical of steels easy to machine.

3. Here is a micro-view of a highly alloyed steel in its toughest state.

4. Note what happens when steel is made very hard... Scientific controls give manufacturers the kind of steel they need.

5. This “Disintegrator” was developed by a team of steel and chemical researchers. It blows away the fire-clay plugs that seal open-hearth furnaces, keeps men out of danger and saves time.

6. There are more than 250 companies in the steel industry. The competition of these companies for business has created a large number of steel research laboratories. In these workshops for brains, several thousand scientists and technicians are constantly searching for better ways to control the characteristics of steel. The story of their work is told in a collection of reprints from STEELWAYS magazine with the title: “The Inquisitive Steelmen.” Factual, informative, excellent for schools and discussion groups. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y., for free copy.
"I want to commend and congratulate Ziv on this new show...the outstanding production of the year..."

"We feel that this show is a must for our station...it is a great public service!" Larry

Based on the actual experiences of MATT CVETIC who for nine years posed as a communist for the F.B.I.

BREAKING ALL RECORDS . . . . . MAKING RADIO HISTORY . . . . .

EACH HALF-HOUR A COMPLETE EPISODE • TRANSCRIBED FOR LOCAL AND REGIONAL USE
AS A NIST F.B.I.

STARRING DANA ANDREWS
WHO LIVES THIS DYNAMIC ROLE!

SPONSORSHIP • WRITE, WIRE OR PHONE
Our respects to:

THOMAS CHAPMAN MCCRAY

If it had not been for a five-dollar bet, Thomas Chapman McCray now might be president of the Old Timers Club of Travelers Insurance Co. instead of director of radio network operations for NBC Western Division in Hollywood.

Mr. McCray, who is Tom to his legion of friends, was an accident underwriter for Travelers in Hartford back in the early ’30s when the insurance company decided to go into the radio business.

Like all Travelers’ employees, he watched the approaching debut of WTIC there with keen interest. But despite the fact that he had studied voice for a few years, he had no thought of switching his budding career from insurance to the new medium of radio.

Even when the company sent a routine memorandum to all employees inviting them to audition for the new station, he didn’t take it seriously or personally. Not until the fellow at the next desk dared him to request an audition and backed up the dare with a five-dollar bet.

Five dollars being worth five dollars those days, Tom McCray took the bet. He has been in radio ever since.

As an old insurance man, he still thinks it’s a good risk, television or no.

In the past 28 years, Mr. McCray has amassed a conspicuous number of “firsts.” Among events in his career that he looks back upon with particular pride are: One of the first husband-and-wife programs on the air, in which he and Mrs. McCray were the talent; building of the NBC Hollywood production department into a major radio production unit; signing of Martin and Lewis for NBC when the two mates were little known beyond confines of the night-club circuit, and giving Dave Garroway his first network break.

Mr. McCray was born in Hartford on April 18, 1901. His mother was a descendant of one of the city’s founders. He made his home there until going to New York in the early ’40s, except for one year as cashier of a Travelers’ branch office in Camden, N. J., his first job.

He attended Hartford public schools and while in high school sang in the glee club and took part in musicals. His baritone voice, which was to be responsible for his eventually getting into radio, was an inheritance from his paternal grandfather, Calvin Curtis McCray, who had been a singer in the era preceding the Civil War.

The grandfather is still a legendary figure in the McCray family. He was a soloist in the Brooklyn church where Henry Ward Beecher was pastor.

(Continued on page 69)
There's no such thing as an advertising medium that reaches everybody.

In the KYW coverage area, for example, 88% of the people don't see America's best-circulated magazine.

61% of the people don't see Philadelphia's biggest daily newspaper.

60% of the people don't have television sets.

And 4% of the people don't have radio receivers!

So... the greatest possible coverage we can offer you on KYW is 96% of the market. But within this 96%, advertisers find a huge multitude of customers... men, women and children who have a habit of tuning in to KYW day after day, week after week, year after year. For details, check KYW or Free & Peters.

a frank comparison

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - KDKA - WOWO - KEK - KYW - WBZ-TV

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

RADIO - AMERICA'S GREAT ADVERTISING MEDIUM

Repeat... RADIO - AMERICA'S GREAT ADVERTISING MEDIUM
E D HOLMES, part owner of KFDL Floydada, Tex., named general manager of Texas Plains Stations, newly formed three station sales package including KSPAN Hereford and KVMC Colorado City in addition to KFDL. WAYNE ROBISON assumes station management at KFDL.

JAMES L. KELEHAN, commercial manager at KIOA Des Moines, Iowa, named general manager succeeding MARVIN L. ROSENFELD, transferred to WLOL Minneapolis in same capacity. [BT, March 3].

HERB BAYLISS, sales service supervisor, Don Lee Broadcasting System, Hollywood, promoted to supervisor of general services. Succeeding him is ED DOUGLAS Jr., sales service department.

C. L. DOTY, station manager of WJZ-AM-TV New York, to sales staff of Edward Petry & Co., that city.

THOMAS BOISE, KSFO San Francisco sales staff, joins local sales staff of KNBC, that city.

JACK IRVINE, assistant manager, KOOS Coos Bay, Ore., to KULA Honolulu as account executive effective April 1.

WILLIAM J. FLYNN, sales staff, WEEK Peoria, Ill., appointed local sales manager.

K. E. MEEHAN, sales staff, WOSH Oshkosh, Wis., to WISN Milwaukee in same capacity.

R. C. LOCKMAN, account executive, KTIV (TV) Hollywood, to KECA-7TV that city in similar capacity.

BILL BRUCE, program director, KGIF Pueblo, Col., moves to sales staff.

WALTER J. SMITH, KYW Philadelphia, traffic manager, promoted to sales staff, replaced by RITA B. WHALEN.

ROBERT BEAUCHMIN, WTH Port Huron, Mich., to sales staff, WHBF Rock Island, Ill.

GEORGE C. SHURDIN, former commercial manager of WTND Orangeburg, S. C., to WMFC Monroeville, Miss., as station manager.

JOSEPH H. McGILLVRA Inc., N. Y., appointed national representative for KAAT Houston, Tex.

ALFRED W. WALTZHALL, program director, WSVS Crewe, Va., named station manager at WIMA Orange, Va.

BURN SMITH Co., N. Y., appointed national representative for WAFM-AM-FM Chicago.

JACK ROACH joins WKCR-AM-FM Muskegon, Mich., as sales representative.

WILLIAM G. RAMBEAU Co., N. Y., named national sales representatives for WMMW Meriden, Conn.

GENO CIOLE, Bolling Co., Chicago, to Headley-Reed, same city.

HEBER SMITH, KNBC San Francisco sales staff, moves to newly established post with NBC spot sales, that city.

PAUL LA RIVIERE, commercial manager, KBIS Bakersfield, Calif., to KXO El Centro, Calif., in same capacity.

A. G. SEABROOK, commercial manager, CKCK Regina, to CJBV Vernon, B. C., in same capacity, replaced by ROY M. MALONE, account executive of CKCK.


NAYLOR ROGERS, executive vice president of Keystone Broadcasting System, Chicago, recuperating in Chicago Memorial Hospital from recent appendectomy. . . . LESLIE C. JOHNSON, vice president-general manager, WITF-AM-FM Rock Island, Ill., appointed member of committee heading building campaign for city's YWCA. . . . SYLVESTRE L. WEAVER, vice president of NBC New York, to speak at Advertising and Sales Executives Club of Montreal on March 19. . . . GRAEME ZIMMER, manager, WCAM Norfolk, Va., named chairman of city's Red Cross

**HEARING RIGHTS**

**WJLK Again Refused**

NEWSPAPER-owned WJLK Asbury Park, N. J., which last year won a court ruling specifying that the free press guarantees of the Constitution extend to radio, last week was back in another battle for rights on a parity with those of the printed press and is confident it will win again.

The station applied for and was refused television transmission to broadcast a New Jersey legislative committee's public hearing Thursday on a bill to legalize Bingo. Acting Gov. Harold W. Helm said the request was the first of its type and that leaders of the legislature felt the subject needed more study before broadcasts of committee hearings permitted.

Officials of Asbury Park Press Inc., licensee of WJLK and publisher of the Asbury Park Press, issued this statement:

"The officers of the legislature feel they need more time to study the request by WJLK for permission to broadcast a public hearing by a legislative committee and this we regard as reasonable. We do not, however, abandon the viewpoint set forth in the Asbury Park case, namely that radio is entitled to parity with the press in reporting the news, especially in matters involving the general welfare. We will await determination of a pending action by the Supreme Court of New Jersey, confident that the viewpoint expressed by Judge Schettino in the Asbury Park case will prevail.

In the Asbury Park case, WJLK appealed to Superior Court Judge C. Thomas Schettino and won the right to take its microphones into the city council chamber to broadcast a tax hearing, on the grounds that "free press" includes radio.

**Officers Elected**

STOCKHOLDERS of Broadcasting Co. of the South March 7 in Greenville, S. C., voted to re-elect all presently active officers and company directors and to add Charles A. Batson, company's TV director, to the board of directors. Mr. Batson, formerly NARTB TV director, supervises planning and preparation for television and is headquartered at WUS Spartanburg, S. C. R. C. B. Calhoun Hipp is president of the company which operates WIS as well as WSPA Spartanburg, S. C. and WIST Charlotte, N. C., and has video applications pending for Charlotte and Columbia.

Council . . . ALAN C. TINDAL, president, WSPR Springfield, Mass., discussed future of radio-TV in that area at last week's Rotary Club meeting. . . . ROBERT H. WESSON, national sales, program and promotion manager, KHQ Spokane, named one of three judges for 1952 Paul Bunyan Trophy Awards Contest of city's Chamber of Commerce.

LABOR POLICIES

Electronics, Radio-TV May Gain Benefits

From where I sit
by Joe Marsh

Ed Got Red
In His Own "Hot Water"

Big Ed started a huge "Pay-Your-Bill" campaign last week and ended up with a slightly red face. Ed's been our Water Commissioner for ten years, and for ten years now he's been getting riled up over slow payments of bills.

So, he finally decided to do something drastic about it. Last week he sent out notices that if the slackers didn't pay up by Friday, he'd shut off their water.

Naturally, some still didn't square accounts. Ed ordered their water turned off, and 14 homes went without all week end—the Commissioner's among them. Seems Big Ed forgot to pay his bill!

From where I sit, Ed's mistake is one we all make at times. We are too quick to accuse other people while forgetting our own faults. Lots of us do it, for instance, over a difference in taste for a soft drink or a friendly glass of beer. Let's respect each other's preferences and we'll all stay out of "hot water."

On All Accounts

(Continued from page 10)

desk man, Mr. Everett supervises Aunt Jemima cake mixes and Muffets shredded wheat. The mixes sponsor a segment of Garry Moore on CBS-TV ("It has done a very fine selling job") and Muffets is being tested with two shows in Altoona, Du Bois and Johnstown, Pa.

Mr. Everett lives in suburban Arlington Heights with his wife, the former Barbara Walker of Minneapolis, and their daughters, Elizabeth, 10, and Ellen, 4. His brother is Max Everett, partner in Everett-McKinney, station representative firm.

He is a member of the Key and Merchants and Manufacturers Clubs as well as the Western Advertising Golfers Assn., playing enthusiastically a couple of times weekly during the spring and summer months in the same foursome.

BROADCASTING • Teletesting
KCBQ San Diego, Calif., is caught in the middle of a fight between two Protestant organizations, according to Charles E. Salik, KCBQ president. The organizations are the San Diego Council of Churches, using free public service time on KCBQ, and National Assn. of Evangelicals, advocate of commercial radio programming, he said.

Difficulty started in January when KCBQ cancelled its contract with the Southwest Baptist Laymen for a Sunday morning period. The commercial contract was inherited when he bought the station in 1948, Mr. Salik said, but he is enforcing a no-paid-religion policy established at that time.

Post Card Protest

Despite a post card protest running into the hundreds, and other pressures, the station has suffered no contract cancellations, according to Mr. Salik. He added that Graham H. Moore, KCBQ sales director, had been informed by Dr. Berne Hedrichs, deceased as AE western representative, that commercial accounts were being urged to cancel KCBQ contracts.

KCBQ recently decided to add morning and evening devotional programs in cooperation with the radio committee of the San Diego Council of Churches. First broadcasts in the series were scheduled March 17, with all faiths invited to participate.

The problem was discussed at a conference between NAE and station officials. Mr. Salik said NAE spokesmen argued a national movement is under way to restrict use of radio time by NAE ministers and churches. He added that NAE conceded it has had no organized group in San Diego. NAE is said to have turned down an offer of a free Sunday half-hour in which it would be stipulated that no pleas for money would be made.

Mr. Salik said he invited NAE members to participate in the new series of morning and evening devotionals but NAE insisted on having specific days of the week and separate identification. He quoted NAE officials as charging him with suppression of free speech. KCBQ tape-recorded its meeting with NAE.

NEWLY-ELECTED board members of the Oregon State Broadcasters Assn. [B&T, March 10] in the Eugene Hotel are (1 to r) Ted Cook, program manager, KOIN Portland, director; Chet Wheeler, general manager, KWIL Albany, director; Dick Brown (standing), general manager of KPOJ Portland, director; Tom Becker, president of KNPT Newport, director; Bud Chandler, manager of KFLW Klamath Falls, president, and Joe Schertler, KEX Portland, secretary and auditor. Not present was S. W. McCready, now vice president, who is general manager of KUGN Eugene.

SURPRISE CD TEST

Staged in New York

FIRST surprise civil defense test of emergency communications network—involving all AM, FM and TV stations in New York State—was held from 11:45 p.m. to midnight Wednesday.

Notified that the test would be held sometime during the week, the stations had 45-minutes "standby" warning from local civil defense directors, but no other signal. With the alert, station engineers monitored the state C. D. frequency for further instructions. Thirty seconds before the test, its exact starting time was announced, and all stations were expected to cancel their scheduled programs for broadcast of a special message from Lt. Gen. Clarence R. Hueber, director of the state C. D. Commission.

Although there was no way of knowing immediately how successful the test had been, a spot check of radio and TV outlets in New York City indicated that most of them had met test requirements.

Gen. Hueber, who spoke from a secret control center outside New York City, stressed the importance of maintaining communications for defending civilians in emergency. Since this was the first alert, he said it could not be expected to be perfect, but that similar tests would follow.

WCNT IS SOLD

Files for TV Ch. 2

APPLICATION to the FCC for TV Channel 2 in Centralia, Ill., and another for the transfer of his interests in the WCNT-AM-FM Centralia to the Southern Illinois Broadcasting Corp. are being prepared by George F. Isaac, president of WCNT Inc. While the latter application, said to be worth $150,000, is expected to be the subject of a 90-day conditional hearing by the FCC. The transfer of stations in Centralia and nearby Illinois, Missouri, and Arkansas. Mr. Isaac will continue in active management of the stations pending FCC approval of the transfer.

The WCNT television application will call for a 5,000-watt transmitter with a 5000-centimeter antenna which will give a range of 100 miles. The station will be licensed to be operated in southern Illinois and Missouri, and serve as a new channel to the existing CHL station in St. Louis.

Principal stockholders of Southern Illinois Broadcasting Corp. are C. W. Rodgers and his mother, Grace S. Rodgers, Cairo, Ill. The Rodgers own 10 offices of theaters in southern Illinois. The station will be operated by Mr. Isaac and his three sons, who will continue to operate the newspaper chain and the newspapers.

Mr. Isaac, a veteran radio man with some 25 years of experience, expects to stay in radio and television. He plans to operate the station on a large scale basis and to develop the potentialities of the area. The station will be equipped with a large variety of studio and production facilities, including a sound studio, a control room, and a studio for film production.

The station will have a staff of 25 people, including a general manager, a production manager, a technical director, a studio manager, and a sales manager. The station will operate 24 hours a day, 7 days a week, and will broadcast a variety of programs, including news, sports, music, and entertainment.

Mr. Isaac, a native of Centralia, has been associated with the newspaper business for many years, and has been active in local and state politics. He is a member of the Illinois State Board of Education and the Illinois State Bar Association.

Mr. Isaac is a graduate of the University of Illinois, where he received a degree in economics. He has been active in the business community for many years, and has been a leader in the development of Centralia.

Mr. Isaac is married and has three sons, who are also active in the newspaper business. The station will be operated by Mr. Isaac and his sons, who will continue to operate the newspaper chain and the newspapers.

Strictly Business

(Continued from page 18)

the magnificent sum of $6 a week.

Two years earlier he had started the first full page radio column in any Canadian newspaper on the former Regina Daily Star, on which he was a general news reporter. His newscasting and radio column were so successful that Harold Carson of Calgary, then an unknown radio promoter and forming what is now All-Canada Radio Facilities Ltd., offered Mr. McDermott a job at the station. The latter turned it down—because, with radio and newspaper work, he was making $27.50 a week.

Mr. McDermott was born at Port Hope, Ontario, Feb. 24, 1948. His family moved to western Canada, and he was educated at Regina. While still in high school he started reporting school activities, particularly sports, for daily newspapers.

He soon was earning more money on space rates than junior staff reporters on salary. So, within a short time, he had the distinction of being a paid staff reporter on a Regina daily while still going to high school. The paper found this to be more economical.

For some years after graduating from high school Mr. McDermott toured North America on railway passes and reported for newspapers throughout Canada as well as in Chicago and New York. Then he went back to western Canada, rejoined the former Regina Daily Star and in 1938 transferred from the editorial staff to the advertising department.

Soon after he moved to Toronto where he joined Joseph Hershey McGillvra, who then was operating as a Canadian station representative.

In Radio Since

Since that time, Mr. McDermott has been continually in radio, moving from the Toronto office of the McGillvra organization to its New York office and from 1941 becoming manager of the Montreal office.

When Mr. McGillvra sold out the following year to Horace Stovin and William Wright, a Toronto station manager firm, Mr. McDermott went along with the deal as manager of the Montreal office.

In the summer of 1942 he took leave from commercial radio to join the Royal Canadian Air Force as a member of the microphone division of the Canadian Broadcasting Corporation. He was stationed in the United States, then in occupied Europe, through the invasion and into occupied Germany until late in 1945 when he returned to Canada with rank of squadron leader and rejoined Stovin & Co. as sales manager at the Toronto office.

During the next few years Mr. McDermott became well acquainted with all of the top radio stations throughout Canada which Stovin & Co. represented in eastern Canada. He also saw the possibilities of Canadian advertising, especially for Canadian goods, on American television stations.

He organized a television division in the Stovin firm and developed some of Canada's first television accounts to use U. S. TV stations. The idea was tried but was never developed because of some limited audience in southern Ontario, where there are no television stations as yet in Canada.

Last summer Mr. McDermott formed Radio & Television Sales Inc. to represent a growing group of French language network stations with CKVL Verdun as the key station.

In the wider field of broadcasting, Mr. McDermott has been busy for a year on sales advisory committee of the Canadian Assn. of Broadcasters, as a member and now chairman of the radio advisory committee of the Ryerson Institute of Technology at Toronto, as a member and director of the Toronto Advertising Sales Club and as an officer of the Canadian Radio Station Representatives Assn.

In 1941 he married Elizabeth J. Bourget at Regina. The McDermotts now live in Toronto, and have a group of children—Paul, 9, Patsy, 6, and Elise, 2.

When Mr. McDermott is not busy with radio broadcasting or taking pictures of his children, he finds time to be chairman of the Oakville Separate School Board and to be radio publicity chairman on various local community organizations. He is the only radio salesman with a membership in the Toronto Men's Press Club and is a member of the Canadian Military Institute and the Oakville Club.

NEW WXQR STUDIO

Features Latest Facilities

WXQR-AM-FM New York's newest and largest studio, permitting the station to take advantage of the trend to originate live programs from its own headquarters before an audience of some size, was to go into use yesterday (Sunday).

The new studio, with a seating capacity of 189, covers 3,000 sq. ft. and has a 20-by-30-foot stage, glass-enclosed control room, and is equipped with a motion picture projection room and a 12-by-12 movie screen.

The control room is equipped with a Collins console control board and a phone address system utilizing 10 studio loud speakers. There are outlets for 28 microphones. Most of the equipment, according to the station manager, was custom built.

Construction of the studio has been under way since October. The building was designed by Shreve, Lamb & Harmon as the architect, working with WXQR Chief Engineer Louis J. Kleinholz, and the mechanical department of The New York Times, which owns the station.

Bless Bess!

Those newly-weds stay home all the time listening to...
last-minute decisions

by these busy buyers can put a medium on or off the list

The advertiser has outlined the sales job; set approximate money limits.
(Late, of course. Fast-changing times. Tough policy decisions. You know!)
The account executive and the “plans group” have established the broad outlines of the campaign.
(Late, of course. Last minute change in client plans. You know!)

then, at last, the media department is asked for schedules... fast!

Magazines. General? Women’s? Romance?...
Newspapers. Which?
Radio needed in some spots?
How about TV?... Business publications. Which?
Every question raises another... every answer suggests an alternate solution... every conclusion demands adequate defense.

there's drama in the Media Department when a list is being built!
Out of this welter of activity the media men build a tentative program. Experience, supplemented by the calls of media representatives, helps them organize the broad outline. Facts and figures help them fill in the details. They have the tools of their trade close at hand; chief among them a set of Standard Rate & Data Service and Consumer Markets.

Note how the media men depend on and use these SRDS Services...

to study populations in sales territories
to check trends against client experience
to analyze coverage figures
to figure costs
to recommend specific publications; and/or stations
to list alternate selections

Much of this information comes from Consumer Markets. Much comes from the media listings in the separate SRDS books; data that has been painstakingly assembled by the SRDS staff; data that has to be accurate, reliable, and above all, up to date. These are the basic facts, uniformly arranged, uniformly presented.

but what about the media information that can't be standardized?

In the course of making their first eliminations—building their trial lists—the media department men need the fullest possible information about the things that make each publication or station different from its contemporaries—information that they cannot expect to find in the SRDS listing.

What is the comparative influence of these two papers in this market?
What kind of merchandising services does this station offer?
Which of these magazines carries the most food advertising?
What is the nature of this business paper's particular readers—not by titles but by functions?

These, and dozens of questions like them, need answering, FAST. Seldom do the buyers have all the time they need to call in all the representatives they'd like to ask to dig out further information.

so, here's how Service-Ads help

So, last year, approximately 1,050 publications, radio and TV stations supplemented the information in their regular listings in Standard Rate (and their markets' listings in Consumer Markets) with Service-Ads designed to remind buyers of the important differences about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep wanted information instantly available—on the spot—to help the media buyer when he's on the spot.

Helping buyers buy, helps sell space and time!

srds

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Bonthof, Publisher
1740 RIDGE AVENUE - EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-media selection function

March 17, 1952 • Page 65
JAMES CO. ADV.

Expansion Announced

JAMES MFG. Co., Independence, Kan., has announced plans for a coordinated national advertising and sales program to be launched late this year for its James dishwasser.

Radio announcements, embodying the clipped accent of "James," an English butler, and a musical ditty, already are being used in some markets.

Filmed TV spots are in preparation at Alexander Film Co.'s Colorado Springs studios.

More than 40 leading department stores from coast-to-coast reportedly now handle the company's product. In addition, distributors have been set up in nearly all major markets throughout the country. The machine has been produced in assembly-line volume less than a year.

Stanley Silber, general sales manager for the James company, also announced the appointment of Galen E. Broyles Co., Denver and Colorado Springs, to handle advertising.

In all advertising, the symbol of "James" will be used.

AFFILIATES HONOR NBC

Tender Anniversary Plaque

COMMENORATING NBC's 25th anniversary last November, a silver plaque was presented to President Joseph H. McConnell last Thursday by Jack Harris, general manager of KPRC Houston, who described it as "a spontaneous gesture" from all NBC radio and TV affiliates. Mr. Harris, chairman of the 1961 NBC Stations Planning and Advisory Committee, also presented personal gifts to Mr. McConnell and NBC Board Chairman Niles Trammell.

Text of the plaque: "In commemoration of the silver anniversary of the NBC, 1926-1961, its affiliated radio and television stations present this jade plate in recognition of NBC's outstanding leadership in the broadcasting arts and its distinguished service to the people of the U. S. throughout the nation. Nov. 15, 1961."

WSB Promotes Radio

EXTENSIVE promotion folder plugging radio in general and WSB Atlanta, Ga., in particular, has been released by that station, which last week celebrated its 30th year on the air [BET, March 10]. Copy features comments made by station personnel on programming and fundamentals of broadcasting. Also included in the brochure are sample courtesy spots and typical radio ads.

DIRECTORS of United Paramount Theatres have declared dividend of 50 cents per share on outstanding common stock, payable April 18 to shareholders of record March 28.

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**WFIL HITS 30TH**

**Air Special Shows**

WFIL Philadelphia marks its 30th anniversary today (Monday). Special programs will commemorate the day in 1922 when the station first went on the air, and will review its progress since then.

At the same time, WFIL's local radio sales manager, Harold Simonds, will observe his own 30th anniversary as an employee of the station. His radio career began on March 17, 1922, when he sang as a member of the male quartet on the initial WFIL broadcast, setting the pace for WFIL's esoteric programming.

Other WFIL staff members who have compiled a record of service with the station are Engineering Supervisor Jack Schantz, 25 years; Television Salesman Max Solomon, 20 years, General Manager Roger W. Clipp, 17 years, and Chief Engineer Louis E. Littlejohn, 15 years.

The average length of service of the station's executive and supervisory personnel is 11 years.

The WFIL-TV building in West Philadelphia was the first structure ever built in this country specifically for television operations, the station claims.

The station claims its television newswheel was the first daily motion-picture newswheel in television and the first TV news program ever to win the National Headlines Club award.

WFIL-TV was the first affiliated station to join ABC television network and was the first to originate a sponsored program for that network.

**'TIMES'-KIRO PACT**

**Plan Joint Promotion**

THE SEATTLE Times, afternoon and Sunday newspaper, and KIRO, Seattle affiliate of CBS, "have entered a contract for joint public service," according to Saul Haas, president of the station.

"It is my hope that all will be able to make a contribution to this new joint venture with such great possibilities for good," Mr. Haas said in a statement to the KIRO staff announcing the agreement.

First cooperative venture following the agreement was the broadcasting of Seattle city election returns direct from the Times newsroom over KIRO last Tuesday night. The results were reported by Carroll Foster, public affairs director of the station, and interpreted by Ben Cunningham, associate editor of the Times.

**INTERNATIONAL magazine** United Nations World has placed 26 one-minute transcription spots announcements on five stations of Inter-Collegiate Broadcasting System through Thomas F. Clark Co.

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**WIP BIRTHDAY**

**Started March 16, 1922**

WFIL Philadelphia is celebrating its 30th birthday.

WIP went on the air March 16, 1922, sharing time jointly with WFAN, then owned by the Levy brothers of CBS, operating on 1 kw daytime and 500 kw night. In the early 1930s under the presidency of Benedict Gimbel, Jr., the WFAN interests were absorbed by Gimbel Bros. and WIP operated full time on 610 kc.

Many of WIP's current sponsors have been with the station 10 to 15 years. One celebrates its 21st anniversary with the station this year.

WIP claims to be the first station to broadcast a description of a football game; the initiator of the original kiddies programs, known as Dream Daddy and Uncle WIP Show. In 1922 the station presented the first remote broadcast of a dance band, Charlie Kerr and his orchestra.

In 1923, grand opera was broadcast by WIP when it aired the complete "Aida" from the Metropolitan Opera House.

Mr. Gimbel put WIP on a 24-hour-a-day operation in 1928, Philadelphia's first station to operate all night.

Looking ahead, Mr. Gimbel said, "It's been an exciting 30 years. The next 30 are going to be more exciting. Many people have been depreciating radio and its effectiveness. We at WIP feel differently. The year just past showed an increase of 26% in local billing over the year before—the highest in the 30 years of WIP's existence."

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**SCOTT PROTEST**

**Draws CBC Comment**

CANADIAN Broadcasting Corp. officials, commenting on the action of Robert Hardwich Scott of Palo Alto, Calif., asking the FCC to close down ABC-owned stations because they carried a CBC network play allegedly offensive to non-believers [B*T, March 10], stated the play was based on an Ellery Queen Magazine story, "The Trial of John Nobody" by H. A. V. Carr.

CBC pointed out that the play was fiction and not an expression of opinion as claimed by Mr. Scott. The officials stated they are critical sometimes for religion, but this is the first time they have been criticized for attacking atheism.

Mr. Scott, a professed atheist, asked that the FCC punish ABC by suspending its own stations' licenses for a temporary period because the network refused to give him time to answer what he called anti-atheist propaganda.

The play, Blasphemy, was a CBC originaton last November and was broadcast over the ABC network in this country. ABC is expected to answer the complaint shortly.
Beverage Adv.

Wine, Beer Spending In Radio-TV Given

The wine industry in the U. S. spent an estimated $1,759,000 on TV advertising and $158,000 on radio advertising in 1951. These figures, giving specific breakdown for wine spending, and others, presenting a more general analysis of expenditures, are included in the report last week of the Hearings of the Senate on S 2444, the bill to ban liquor advertisements on radio-TV [Cloisons Circut, Feb. 18].

In examining by the Senate Interstate & Foreign Commerce Committee Jan. 30-31 and Feb. 6-7 [Feb. 11, 4]. The committee has not yet taken up the bill but it is understood the members have been waiting for the printing of hearings before considering action.

Wine Spending

Wine estimate submitted by the Wine Institute, San Francisco office, showed $2,487,000 spent by the industry for magazines, $2,500,000 for newspapers and more than $500,000 for outdoor advertising.

Estimated advertising expenditures by the beer industry for 1951 showed 360 breweries operating that year to have spent “an average of $1.15 per barrel to sell approximately 83.7 million barrels of beer. This amounts to about one third of a cent per bottle.” Figures were supplied the committee by the U. S. Brewers Foundation. No breakdown on media was given.

Dave Melton, chief announcer, KQBB Des Moines, Iowa, father of boy, Guy Allen, March 1.


John Halverson, program manager, American Forces Network in Berlin and Bremen, Germany, to KCQB San Diego, Calif., as news chief.

Donald Bruce, Wire Atlanta, Ga., WITF Hollywood.

U. of Ill. Script Contest

Three $500 Prizes Offered

ANNOUNCEMENT of the opening of the Pay-for-use program for writing and educational radio programs was made last week by Robert B. Hudson, director, U. of Illinois broadcasting.

Contest offers three $500 prizes for scripts on health, international relations and community action. Both professional and amateur writers are invited to submit scripts for 15-minute programs in one of the fields, plus outlines for three additional programs in that field. Winner in each category will be expected to complete outline and to write for a series of four broadcasts, to be aired by the university stations, WILL and WUCF (FM) Urbana. Entry blanks may be obtained from Mr. Hudson at U. of Illinois, Urbana.

Lamb Trust Fund

Edward Lamb, broadcast publisher, last week announced he has set up a trust fund for business administration students of Gannon College, Erie, Pa. Mr. Lamb's announcement followed approval by the college's board of control. The fund will be administered by the students with the advice of Erie businessmen and a faculty advisor. An initial gift of $2,500 is contemplated to begin the fund. Mr. Lamb reportedly plans to add complete programs of his own writing and to continue the trust during each of the next five years. The money will belong to the college. In addition to being publisher of the Erie Dispatch, Mr. Lamb owns WICU (TV) there as well as WTVC (TV) Columbus, WOTD Toledo and WHOUM-FM Orlando, Fl.
Our Respects To
(Continued from page 58)

preached his fire-eating antislavery sermons and where, on one occasion, he auctioned off a slave to the congregation.

During the year that young Mr. McCray was in Cincinnati, he took weekly trips to Philadelphia to study voice. When he went home for week-ends, however, he spent as much time as possible with another aspiring singer, Dorothy Baldwin, whose father was superintendent of music for Hartford schools.

Their duets proved so harmonious that they were married on June 23, 1923. By that time, Mr. McCray was back in Hartford working as an accident underwriter and never suspecting that a five spot was soon to change his career.

The audition which won Mr. McCray the job at WTIC was presented by a group of advertisers who came to see the church where the congregation, whose music was well known for its religious fervor, would be singing. The audition was for an after-hours show, and no one was suspecting that a five spot was soon to change McCray's career.

Thorough Radio Understanding

Radio has been his life ever since and he constantly amazes associates with his grasp of the many, ever-changing facets of the business.

In the Western Division of NBC, where stations often feel that they are just as important as those in New York headquarters, Tom McCray has proved to be an executive who not only knows that a three-hour time differential can affect a station's programming, but is often one jump ahead of everyone else in anticipating problems and what can be done about them.

This know-how came over the years. By 1955, Mr. and Mrs. McCray were doing their pioneer husband-and-wife show on WTIC—the same sort of song and chatter which was later to be the stock in trade of Frank Crumit and Julia Sanderson and many others who have brightened daytime radio.

Mrs. McCray also was the original Ma Parker of Seth Parker's Singing School, a WTIC program which later went to NBC as Sunday Night at Seth Parker's. She retired from radio when she became too busy with duties at home, including two young McCrays—Alden, now 28, and Kent, now 24.

By 1929, Mr. McCray was WTIC assistant manager. He continued in that capacity until early 1948 when he went to New York to join the Office of Censorship's International Division. A year later he was made NBC eastern program manager. In another year he became national program manager for the network.

Program Strengthening

In this capacity he was faced with the task of filling holes left in the network's program schedule by CBS "raids." Under his direction, the NBC program department became a top-notch creative organization, which, for the first time since the early days of the network, built its own commercial programs with outstanding stars and audience-attracting formats.

In addition to Martin and Lewis, these include The Hall of Ivy, starring Mr. and Mrs. Ronald Colman; Dragont; Night Beat, starring Frank Lovejoy; Dangerous Assignment, starring Brian Donlevy; Radio City Playhouse and Living series.

During his regime as national program manager, NBC received more awards for public service pro- gramming than it had ever before.

Since Tom McCray more than any other person was responsible for making the NBC Hollywood program department a production center for new program ideas, it was only natural that he was sent to the West Coast in 1966 to head up the radio network operations in that city.

Although still loyal to the East in such matters as wearing a hat as well as coat and trousers which match, he has become a loyal Californian in his two years in Holly- wood. The McCrays make their home in Hollywood proper, just a five minute ride from NBC Radio City.

Paints in Spare Time

Despite the fact that he works long and hard at the many details of his job, he still finds time to paint. His oils have appeared in a number of exhibits. He is also a member of the Bel-Air Country Club but his golf game, which he describes as "awful," is not a major hobby.

Mr. McCray's youthful baritone is no longer exercised, not even in the privacy of his shower, but his early love of music continues. Last winter's meetings of an informal musical group which he joined developed into an NBC Western Network series called Music for the Tired Businessman.

In addition to Bel-Air Country Club, he has membership in Radio Pioneers, Hollywood Advertising Club, Toastmasters Club and newly formed Hollywood Radio Executives Club.

Central Ohio "Goes Steady" with WBNS

Here's a romance all Central Ohio eavesdrops on regularly. WBNS Radio has a steady date every time listeners turn on their radios.

Smart sponsors are cashing in on WBNS' hold on listeners' affection. A lot of wooing went into the winning and now it's paying off...

In the September-October Hooper, WBNS led every other station in every rated period with the twenty top listing stations: WBNS has a wealth of locally-loved personalities with immense followings: [4663 responses to just 3 one-minute spots]... listeners stay tuned, program after program; WBNS reaches an audience that spends over $1 Billion annually.

"A" STANDS for advertising awards on pennants held by Bart Sinclair, vice president of Santa Barbara Mutual Bldg. and Loan Assn., and Mrs. Jane Hoskins, owner, El Ranchito Drive-In. They were winners in radio division of Advertising Awards presented during a luncheon by the Santa Barbara (Calif.) Advertising & Merchandising Club. Mr. and Mrs. Al Ahlinger, KTMS manager, Mrs. Sinclair, who accepted honors for his firm's sponsorship (ABC radio coop on KTMS) of America's Town Meeting of the Air (Institutional); Mrs. Hoskins, for her series of rhymed announcements over KTMS (radio merchandising), and Cliff Badger, continuity and promotion manager of KTMS. Third award in the radio division was to KIST for Canada Dry Bottling Co.'s sponsorship of Uncle Al, children's program (public service). Presentation was part of Advertising Recognition Week, annual promotion sponsored in 11 western states by The Adv. Assn. of the West.

"KANSAS WOMAN" KFBI Awards Winner

MRS. HATTIE STARKEY, found- er and teacher of the Starkey School for Children, is winner this year of KFBI Wichita's annual "Kansas Woman of the Year" contest. Mrs. Starkey was selected by a committee of judges for her work in aiding mentally retarded young- sters.

During a broadcast in KFBI studios, Mrs. Starkey was presented with an engraved loving cup, an orchid corsage, a bouquet of red roses and a tape recorder to assist her in correcting children's speech. Broadcast was held during Woman's Page of the Air, con- ducted by Marie MacDonald, KFBI's director of women's activities. Hale Bondurant, station manager, and George E. Wells, program director, presented Mrs. Starkey with her awards.

The contest is sponsored each year with listeners of Woman's Page urged to write letters of nom- ination. Mrs. Starkey, according to KFBI, will be saluted as "woman of the week" by Don McNeill on The Breakfast Club (ABC) April 16.
Top Network Posts
(Continued from page 26)

rate formula was proposed.
One of the best-known figures in the
industry, he is general manager
of the Detroit News WWJ-
AM-TV, having raised WWJ

Announcing his affiliation
with NBC Stations, President
Joseph H. McConnell said: "We
are extremely fortunate in being
able to induce Harry Bannister
to join our network organization. As
a successful station manager for
more than 20 years, as a director of
the NAB, as a member of our
NBC Stations Planning Advisory
Committee, he attained an
intimate knowledge of the broad-
casting business.

"His business acumen, his ability
to gauge and evaluate changing
trends in public taste, his record of
accomplishment in the field of
difficulties and education for
which his stations have been
respectfully honored, and his leader-
ship in solving industry problems
will contribute greatly to the pro-
gress of NBC and its affiliated sta-
tions." WWJ was a relatively short time ago, it
was pointed out, completely
reorganized WWJ's sales and
programming policies, developing for
the station a notable sales record against the competition of TV.

Now 57, Mr. Bannister is a
native of New York City and started
his business career as a salesman
in the motion picture field, followed by
four years as a salesman with
the American Drugists Syndicate,
two years with Park & Tilford,
and four years with the duPont
organization.

He entered radio via the old
WMBC Detroit sales staff in 1931,
moving after a short time to WJR
Detroit and then to WWJ as a
salesman on Jan. 1, 1933. He

Mr. Murphy, who took over
the CBS Radio presidency last
Wednesday, joined CBS in 1936
and was named head of television
affiliates in 1938. He is closely associated with CBS Tele-
vision affairs since that time, and
is credited with a large share of
CBS's successes in winning FCC ap-
proval of the long-drawn color tele-
vision fight.

Elected vice president and
general executive of CBS in 1946, he
became head of CBS Labs, which
coordinates the company's elec-
tronic developmental work, includ-
ing color TV in its various applica-
tions, when that division was set
up concurrently with separation of
the CBS Radio and Television net-
work activities last July.

Mr. Murphy joined the Signal Corps in 1942, serving subse-
quently with SAHEF and as assistant
chief of ICD under Brig. Gen.
Robert A. McClure.

Crosley 'Star Search' ENTEERTAINERS in Ohio, Ken-
tucky, Indiana and West Virginia
will get an opportunity to com-
pete for cash prizes and WLW Cin-
nati contracts in the Crosley Broad-
casting Corp. second annual "Star
Search," soon to be launched. Wil-
liam Robinson, president in
charge of programming, announced
that 250 movie houses in the four-
state area will cooperate.

Network Clients
(Continued from page 28)

One comedy show, CBS Radio
\-
Jack Benny program, is somewhat in the same definite state, with the advertiser, Lucky
Strike, currently trying to con-
vince the comedian to appear on a
weekly or alternate week TV show.
The cigarette company has a
firm order for the Thursday 9-
9:30 p.m. CBS-TV time slot,
starting in early fall. Plan would
to place its This Is Shove Busi-
ness in that period and put Jack
Benny on the Sunday segment now
occupied by Show Business. BBDO,
New York, is the agency.

Meanwhile, effective April 1
Camel cigarettes has bought the
Thursday 9-9:30 p.m. time slot for its
Man Against Crime show on CBS-
TV until fall. William Esty, New
York, is the agency (CLOSED Cir-
cuits, March 10).

One show, however, that is likely
to retain the same time and spon-
sor is the Milton Berle Show, Tues-
days, 8-9 p.m. on NBC-TV, despite

available now!!
PHIL RIZZUTO'S SPORTS CARAVAN

Starring the Famous
N. Y. Yankees Shortstop
plus
A great array of
Famous Sports Personalities
* All Shows Current *

PHIL RIZZUTO'S SPORTS CARAVAN

RADIO CITY
Productions, Inc.
550 Fifth Avenue
New York 19, N.Y.
Affiliates Group
(Continued from page 25)
against CBS Radio's renegotiation of affiliation contracts.
- Approval and encouragement of the many affirmative steps taken during the past year to sell radio as an advertising medium, with endorsement particularly of BAB activities and of individual "sell radio" campaigns such as those conducted by stations in Detroit, Los Angeles and Tulsa.

With obvious reference to such efforts as those of Procter & Gamble and General Mills to secure lower nighttime rates, one committee man stressed the view that, in correlating night and day rates, it is "just as logical" to double daytime rates in order to put them on a par with night rates.

Like printed media, it was pointed out, radio should remember that its own operating costs have gone up and should consider boosting its rates.

Overall, the committee continued, radio stations should always remember that cutting rates or accepting special deals will in the long run harm themselves and the industry as a whole. Yielding to "deal" demands from one advertiser, it was emphasized, will inevitably bring on demands for similar concessions to others.

Radio Short-Changed

On the subject of research and radio-promotion, committee men felt radio is seriously short-changing itself by its present practices. It was noted that Look magazine in recent advertisements took 5 million circulation and built this up to show 65 million readers.

But radio, it was pointed out, takes the reverse tack: It has 105 million sets to start with, but reduces these to 42 million radio homes, breaks this figure down to sets-in-use, derives rating and winds up showing, for example, 800,000 listeners to a specific program.

The committee felt the current concept of "radio homes" should be replaced by a showing of "individuals" to the advertiser. It was emphasized it makes no difference where listeners listen—in cars, on the beach, in bars or in homes.

"Radio is much the cheapest medium in relation to dollar value of sales—that's what we want to prove," a committee man stressed.

Development of a yardstick to show radio's full impact and full listenership in all its phases is vital not only as a direct aid to radio, but also as a service to help advertisers use radio more intelligently and more efficiently, the committee asserted.

It feels that radio, if it allows advertisers to use it inefficiently, "is committing suicide."

There appeared no doubt that the committee men regarded NBC's effort to effectuate its new rate formula as killed. They privately expressed the view that not only is the proposed new rate system dead, but also NBC's original plan to add up to 260 bonus affiliates and the inclusion of TV penetration in computing radio rates.

Indeed, spokesmen said, "the committee finds nothing to support the theory that there can be a formula which can be applied nationally in setting rates."

They conceded that NBC had won a number of affiliates over to its rate plan, but insisted the network had not been able to win enough major stations "which it had to have to make the plan work."

Regarding CBS Radio's efforts to put new contracts into effect permitting the network to change affiliates' network rates quickly in event competitive developments make changes advisable, one member observed: "If there ever was an emergency that justified it, that emergency has passed." This was taken as a clear reference to the NBC rate plan.

The committee meeting was held Monday and Tuesday at New York's Hotel Ambassador with Mr. Moriency presiding and 10 of the 13 members participating. Those present: Chairman Moriency; Edgar Kobak, WTWA Thomon, Ga.; Clair R. McCollough, Steinman Stations; Richard M. Fairbanks, WIBC Indianapolis; G. Richard Shafto, WIS Columbia and WSFA Spartanburg, S. C., and WIST Charlotte, N. C.; Robert D. Swezy, WDSU New Orleans; Ben Strouse, WWDC Washington and Kenyon Brown, KWFT Wichita Falls, Tex.

Absent were George B. Storer, Fox Industry Co. stations; Hugh Terry, KLZ Denver and Leonard Kapner, WCAE Pittsburgh.

PARTICIPANTS in the second annual Town Meeting of television dealers in Buffalo included (seated I to r): Moderator Edward J. Wegman, assistant TV program director, Ralph J. Kingsley, technical director, and Alfred H. Kirchhofer, vice president, all of WBEN-Amb TV Buffalo; Dr. Lynn R. Fink, chief engineer, TV department, General Electric Co.; Chairman Albert T. O'Neill, vice president, Niagara Mohawk Power Corp., and C. Robert Thompson, general manager, WBEN. Standing (I to r): Richard R. Gravino, vice president for TV, Admiral Corp.; Joseph B. Elliott, vice president, RCA Victor, Camden, N. J.

In Greater Grand Rapids
...the most ears are WOODpecked!

WOOD
5000 WATTS • NBC AFFILIATE AND WOOD-TV
GRAND RAPIDS, MICHIGAN

KLX LEADS ALL OAKLAND SAN FRANCISCO INDEPENDENT Radio Stations 9 OUT OF 12 Hooper Periods! Hooper Share of Audience, May through September, Oakland

WCMY BEGINS OPERATION

Carl Meyer Is Owner-Manager

SHORT ceremony to begin operation of WCMY Ottawa, Ill., on 1450 kc with 500 w daytime, was held March 5. Mayor Philip Bailey and James Riordan, president of the city's Chamber of Commerce, welcomed Ottawa's first station.

Carl H. Meyer, one time chief engineer at KFNU St. Louis and later an engineering consultant in Chicago, is owner and operator. Staff includes Jane Holden, commercial manager; Bill Purell and Bill Sweda, announcers; Joe Prechtel and Ed Keiber, engineers; Ann Flynn continuity and Alma Irion, traffic. National representative is Sears & Ayer.

WWRL Woodside, N. Y., is broadcasting Roller Derby Games on exclusive basis in New York-New Jersey area from 10:30-11 p.m. Thursday, Friday and Saturday over nine-week period.
DONN A. CLAYTON Dies in Auto Crash

DONN A. CLAYTON, 49, acting manager of KSJB Jamestown, N. D., died Monday of injuries received in an auto collision the previous day at Stanley Corners, S. D. The accident hospitalized Mrs. Clayton who received lesser injuries and severe shock.

Mr. Clayton, native of Minnesota, joined the Minnesota Broadcasting Co. in posts of assistant manager and program director of the station from 1928 to 1937, traveling to Hollywood where he freelanced in production for two years.

In 1939, Mr. Clayton went to Minneapolis as radio director with the McCann Advertising Co. A year later, he became vice president in charge of programming for North Central Broadcasting System and resigned in 1945 to take charge of KSJB. Mr. Clayton has just taken a leave of absence from the station to study television and, with Mrs. Clayton, was en route to Hot Springs, Ark.

Study was to have been in television program production and general operation in the interest of the North Dakota Broadcasting Co. which is applying for TV permits in Minot and Jamestown. Mr. Clayton had served as secretary for the radio firm and was a stockholder and member of the board for KSJB Minot. Besides his wife, Mr. Clayton is survived by his mother in St. Paul.

NABET AND NEWS GUILD

Expected to Approach CBC

UNION activities at the Canadian Broadcasting Corp.'s Toronto program headquarters have increased this year and there is now a possibility that NABET and the American Newspaper Guild will apply for certification for unions within the CBC.

Since the CBC is a crown corporation, unions cannot be local, but must be on a national scale, embracing a majority of the CBC employees from coast-to-coast in the particular field of the union. Thus the engineers will have to have a majority of the engineering personnel across Canada before being able to apply for certification and ANG will have to have a majority of newsroom employees.

With different attitudes on unions in various parts of Canada, this will delay unionization in the heavily industrialized areas of Canada as far as CBC is concerned, it is believed.

YANKTON STORM

WNAX Cited in Emergency

"IT WAS a job that only radio could do. It was a completely unselfish service to a loyal audience for the existence of commercial radio 'in the public interest.'"

That's the way WNAX Yankton-Sioux City, S. D., recounted its coverage of the recent disastrous blizzard that was called "Operation Snowbound."

The station reported hundreds of letters from grateful listeners to civic organizations, newspaper praise and a gubernatorial pat on the back for its emergency role.

When WNAX was deluged with storm warnings, it cancelled all commercial programs to air quarter-hour emergency messages. Its broadcasts took on a tense air as listeners tuned to WNAX for news of their children snow-bound in schools and other lost or stranded people.

When the storm subsided, WNAX sent Farm Director Chris Mack and Herb Howard out by plane to record with camera and portable tape machine eye-witness accounts in storm-hit areas. Reports were edited into a special hour-long documentary, Operation Snowbound.

Station reported its broadcasts were responsible for saving many lives and thousands of dollars in property, including rescue of school children. Appreciation was forthcoming from the press, which praised WNAX "for generous service to the public," and from Gov. Sigurd Anderson of South Dakota, who described it as "a job well done."

WNAX's Chris Mack (I) interviews a South Dakota rancher who lost hundreds of thousands of dollars in the recent blizzard. In foreground is head of cattle that perished in storm.

Yankton is a South Dakota rancher who lost hundreds of thousands of dollars in the recent blizzard. In foreground is head of cattle that perished in storm.

PROTESTS RULING

Opposes WQAN Switch

INITIAL decision of Hearing Examiner Hugh B. Hutchinson, which would grant WQAN Scranon, Pa., permission to change its frequency from 630 kc with 500 w daylight to 1450 kc with 250 w fulltime [B*T, Jan 28], has been protested by Curtis B. Plummer, chief of FCC Broadcast Bureau.

Mr. Plummer, in a petition requesting that the initial decision be rescinded and another decision issued which would deny Scranon application, said program service cannot be the criterion for deciding whether a grant should be made.

"Program service, however meritorious and regardless of its non-network character, is not a sufficient justification for the serious violation of the allocation principles involved in this case."

Mr. Plummer said.

The original initial decision [B*T, Nov. 12, Oct. 1, 1961] denied the station's application. It was remanded to the examiner on petition of WQAN which claimed the decision had been based on error.

In the later initial decision, Examiner Hutchinson said some engineering standards might not be met but the station had evolved such an outstanding program schedule he felt engineering factors should be overlooked.

COMEDY CLINICS

NAG Announces Expansion

COMEDY clinics are expanding nationwide, according to the National Ass'n. of Gagwriters. Director George Lewis has announced that NAG is organizing the clinics for once-a-month meetings under his supervision in various parts of the country.

Mr. Lewis plans to visit different cities for one night meetings on a Thursday, Friday and Saturday basis. Clinics already are underway in some of the larger cities of the nation with the New York City's Wednesday meetings being continued. The latter clinic, which has been conducted for the past six years, according to Mr. Lewis, "stimulated the expansion."

Clinics are held by the Gagwriters Institute Comedy Development Center, under sponsorship of NAG. Organization explains the comedy clinic's function as blending, testing and analyzing "talents of both network and comedy writers."

Local clinics can be held "wherever comedy-minded individuals want to meet, to develop by activity," Mr. Lewis said. Address is Room 902, 282 Madison Ave., New York.

KCMC

1230 Kc

TEXARKANA TEXAS-ARKANSAS

ABC and KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is the key distributing point for a four-state area rich in oil, gas, lumber, agriculture and livestock. Over 100 diversified manufacturing plants in Texarkana alone. Red River Arsenal (largest in U.S.) is here.

Put your sales message on the station that serves these prosperous, buying people. 239,330 live within KCMC's .05MV/M area.

FRANK O. MYERS, Mgr.

NATIONAL REPRESENTATIVES:

O. L. TAYLOR COMPANY

KAMD

CAMDEN, ARKANSAS

Thousands of residents employed in vast paper mill, furniture factories, lumber industry and agriculture. Camden is the home of one of the largest Navy Ordnance installations. Reach them all through this prime station of South Arkansas serving Ouachita County.
HAWAII'S 'CONNALLY CARAVAN'
Is Spirited by Aloha Network Campaign

HAWAII'S Aloha Network was the driving force behind the nationally publicized trip to the U.S. of irate Hawaiians protesting remarks made by Sen. Tom Connally (D-Tex.) during a Senate debate relating to Hawaiian statehood.

Sen. Connally was quoted as saying: "I think I am a better American than a great many people who live in Hawaii. I have been to Hawaii. The majority of the people there are not of American ancestry or descent."

Islanders interpreted these remarks as a reflection on Hawaiian patriotism.

A group of islanders, who made the trip as the result of a John Lewis radio campaign, met with Sen. Connally, chairman of the Senate Foreign Relations Committee, last Monday. Mr. Lewis is known as J. Aku Heilde Pupule on his show aired by KHON Honolulu, one of four stations comprising Aloha Network.

The protesting Hawaiians were made up of combat veterans of the 442d Regiment and the 100th Battalion which rescued the Texas 36th Division in Italy during World War II fighting. A gold star mother also accompanied the group.

Mr. Lewis led a 48-hour campaign on the Aloha stations. He suggested the combat veteran group be formed and be sent to the United States. Response, according to R. M. Fitkin, president, Aloha Broadcasting Co. Ltd. (KHON), was "amazing, gratifying and almost frightening."

As a result, the "Connally Caravan" was formed with a campaign for funds launched by the station, again cooperating with the network. "Again the results really amazed us," Mr. Fitkin commented, and "we were snowed under with people bringing in their money in all four stations of the network. As a matter of fact, we had to set up collection points on every island where volunteers agreed to receive donations and the Gray Line agreed to pick them up from these many points."

Hawaiian Airlines volunteered to fly money from outer islands to Honolulu.

Stopover in Texas

The group also stopped in Texas to pick up a member of the 36th Division.

The delegation met with Sen. Connally for an hour's conference. They left feeling "very happy" over their reception by the Texan.

Later in the day, Sen. Connally told the Senate he had been delayed in getting to the floor on the tidelands bill because "I have been surrounded by a delegation from Hawaii" and "they left me apparently in a good humor."

The Senator from Texas has not been entirely to their satisfaction, but they were contented.

According to Sen. Connally, "there was no valid reason for the people in Hawaii getting excited or sending a delegation to Washington to see me."

He said he had no dislike for the people of Hawaii. "I just wanted to be just and fair to them."

The Senator said the "misunderstanding" had come about because of the way the remarks were misinterpreted on the Senate floor.

But, Sen. Connally noted, "In my view, the visit of the delegation from Hawaii was a propaganda effort for the Hawaiian statehood bill and their stopping in Dallas and Austin, Tex., was motivated by political considerations, interests and efforts."


NEwsPAPER FEATURE
To Promote Radio, TV

NEW type of radio and TV promotion, designed to sell to sponsors and agencies and build program audiences, is being launched in newspapers throughout the country. The service was announced by James R. McGraw, president of a new reader service column, "Dave DePenter's Dailings."

The column will give prominence to time, station, program title and sponsor credit and include copy about program stars in which readers would be interested. Feature will appear adjacent to program logs. Some 22 newspapers in markets of the major networks already are lined up, Mr. McGraw said.

West Coast office for "Dailings" will be Portland, Ore. Eastern sales representative is Howland & Howland, New York and Chicago, and West Coast representative is Keenan, Hunter & Dietrich, San Francisco and Los Angeles. Pacific National Adv. will handle advertising and sales promotion.

Magazine Gross Up

MAGAZINE advertising during the first two months of 1952 was up 6.5% in dollars and 2.8% in pages, over the like period of 1951, according to Publishers Information Bureau records, despite the fact that three leading magazines had one less issue in the two-month period this year than last. Sunday newspaper sections for the same period, according to PIB, showed a 20.7% decline in dollar volume and a 19.1% decrease in space. January-February 1952 advertising in 94 general and farm magazines totaled 11,129 pages worth $68,874,750, compared with 10,830 pages worth $64,869,000 for the first two months of 1951. Sunday newspaper sections for the same two-month period totaled 600 pages and $7,667,566 this year against 741 pages and $8,667,039 last.


COMPONENTS
Progress Meet May 5-7

THREE-DAY conference to review progress in electronic components will be held May 5-7 in Washington under joint sponsorship of Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Defense Dept. and National Bureau of Standards will support the conference, which follows the pattern of a similar session held in May 1950.

Some two-score technical papers on new components, materials and fabrication techniques will be presented. The program will review available components with military and commercial reliability needs in mind. Chairman of the symposium is J. G. Reid Jr., Bureau of Standards. The program is being arranged under direction of A. F. Murray, electronic consultant to the Research and Development Board, Defense Dept.

The RTMA Engineering Dept. is setting up an engineering committee to gather information for end equipment designers on the proper ratings and environmental conditions of tubes and other components.

BALTIMORE MISHAP
Stations Cover Spot Story

WHEN a grandstand section collapsed just prior to the March 6 opening of the "Bonnie Henie Ice Review" in Baltimore, local radio and TV stations were on hand to report the scene of the injured amid the splintered wreckage.

Some 270 persons were hospitalized, of whom 30 were seriously injured.

WMAR (TV) reported that it flashed news of the collapse within 15 minutes after it occurred. Within less than three hours, WMAR telecast a film report of removal of stretcher cases and efforts of firemen removing the injured. WFLB quickly aired a complete eye-witness account of the collapse on its 11 p.m. newscast, according to station spokesman.

Fifth BBM Survey

FIFTH STUDY of the Bureau of Broadcast Measurement, Toronto, is now being compiled with ballots received from about 400 different areas throughout Canada. It is hoped to have the BBM station reports and maps ready early this summer for use when fall business is being considered, according to Charles J. Follett, executive secretary.
Old Advertising Adage:

MARKETS EAT WHAT
MARKETS SEE—
IF THEY SEE IT ON TV...

...particularly if they see the brand displayed, used, and demonstrated on local cooking shows over their favorite TV stations...particularly when they see that the product is given an all-out endorsement by home economists and femcees they know.

Boom your product's distribution and sales in these markets by using participations in the cooking shows with the greatest housewife following and loyalty.

These shows are on the TV stations listed here. They feature prominent home economists. They are strong distribution builders. They sell forcefully.

WSB-TV ........ Atlanta
WBAL-TV ........ Baltimore
WFAA-TV ........ Dallas
KPRC-TV ........ Houston
KHJ-TV ........ Los Angeles
KSTP-TV ........ M'p'l's-St. Paul
WSM-TV ........ Nashville
WTAR-TV ........ Norfolk
KPHO-TV ........ Phoenix
WOAI-TV ........ San Antonio
KOTV ............ Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
KTLA creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a spot basis, these KTLA programs produce highly satisfying results—more sales per advertising dollar!

Typical of KTLA-developed programs is "The Spade Cooley Show," sponsored by American Home Foods, Boyle-Midway, Minute Maid and Liggett & Myers. (33.0 January Hooperating)... Another top KTLA sales-producing program, currently partially available for participating sponsorship is "Frosty Frolics," spectacular ice revue (24.1 January Hooperating).

For an audition print, wire, write or telephone...
KTLA Studios · 5451 Marathon St., Los Angeles 38 · Hollywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700
PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

Write for a copy of "The Story of the Fabulous KTLA," just off the press.

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ALLOCATIONS

FCC worked on TV allocations all last week, found going smoother after rough weather early in the week.

Work on new TV rules and engineering standards—as well as general criteria—was due to be completed by the end of this week. Consideration of city-by-city assignments are scheduled to be taken up next.

Target date is still last week in March, it is understood, although there is talk that Chairman Paul A. Walker may unveil the final report when he addresses the NAB convention April 2.

Snag last Monday was concerned with mileage separations between stations and high powers scheduled for VHF outlets.

Commissioners had generally agreed to 170 mile transmitter-to-transmitter separations for co-channel VHF stations in crowded eastern areas, 190 miles west of the Mississippi, and 220 miles for the Gulf Coast areas. It had also agreed that Channel 2-6 stations would get 100 kw and Channel 7-13 stations 316 kw.

At issue, it is understood, was question plaguing some commissioners whether large area coverage for VHF stations will not make low-band channels so desirable, none will want UHF. Theory behind objections to high powers and wide separations is this:

Won’t VHF channels be put virtually in position of clear channel AM stations, covering huge chunks of territory, while UHF stations are constricted in coverage—even though someday maximums of 1,000 kw may be reached, permit far greater coverage?

Commission’s desire to foster UHF—even to point of giving it some advantage over VHF band—is fundamental in this thinking. Repetition of FM fiasco is what some commissioners fear.

Commission was in executive session practically whole of Monday. It continued going through report next day.

Commission also decided to give applicants 90 days as “grace” period before beginning to make grants. Talk had been 90 days, but immensity of job impressed Commissioners. Waiting period will be for filing of new applications, also for revisions of pending ones.

Still to be tied down are the northern border allocations. Commission has not yet formally gotten Canadian approval to plans. Educational world and broadcasters were jolted last week when Dr. Lewis A. Wilson, New York Commissioner of Education, stated that a total of 10 or 11 TV channels for noncommercial, educational purposes in New York state may be granted by the FCC. This would be two or three more than proposed in the Commission’s “Third Report.”

The state commission had requested that the original, tentative allocations of eight educational TV channels be increased by three, he reported in a mid-week statement to Gov. Thomas E. Dewey.

“It is my understanding that the request has been approved,” Dr. Wilson said.

[Dr. Wilson has had no such assurances from the FCC, Chairman Walker told BROADCASTING * TELECASTING last week. It was known that the Commission had not even reached city-by-city allocations.]

Anticipating FCC approval and concerned that “a New York City institution will immediately file an application for a license for the New York City channel,” Dr. Wilson wrote Gov. Dewey to urge “that all educational organizations, including the public and private colleges, the public and private schools, the museums, art galleries, libraries, historical associations, as well as the state departments, have an opportunity to share [the television outlets] on a cooperative basis.”

“It would be extremely unfortunate to have one institution secure such a license and in this way deprive all other educational and cultural organizations access to the utilization of the only noncommercial channel allocated to that particular area of the state,” he wrote.

When the education commissioner requested an additional three TV channels, Dr. Wilson explained, it sought one each for the New York City area, the central-Hudson River area and upper New York state. He said he did not know whether they would be so designated, nor how the total allocations within the state would be divided,

(Continued on page 87)

TOWER SITES

FEARS that the high antenna requirements of TV applicants might run into Civil Aeronautics Administration snags have so far proved true in only some trouble areas. Those cities are Chicago, Boston, Norfolk and Nashville, among others.

That is the experience of those who have laid their cases before regional airspace subcommittees. Airspace subcommittees are composed of representatives of the CAA, military and civilian pilots’ associations and private flying organizations.

CAA approval is necessary for any tower that is more than 500 ft. above the ground.

Consensus among Washington consulting engineers and attorneys is that CAA and the fliers have been cooperative.

Item: One engineer asked for a 1,000-ft. structure in a midwest city, got approval for 948 ft.

Item: Another asked for a 750-ft. tower in a western city, first was turned down, later got approval.

Item: Another asked for a 1,500-ft. tower in a southwest city, had long, arduous fight, finally got okay.

Such successes have not attended the problem cities. Each has peculiar flying conditions that make it difficult to put up 1,000-ft. towers.

Since high towers are virtually going to be the rule in UHF areas where there are no natural peaks—the plainslands of the Midwest and the Southwest—applicants in those areas have been concerned about CAA approval.

Should Get Together

This apprehension led to the suggestion that broadcasters get together in each city threatened by CAA disapproval of desirable TV sites and persuade it and the airlines to revise air traffic patterns so that one section of the city might be cleared of air traffic [see editorial, B*TT, March 10].

Such a move would permit the installation of tall towers without fear of their being a hazard.

Some cities already have this situation in actuality. Air traffic approaches already skirt existing high radio antenna towers or other structures. It becomes simple, then, to put another one or two tall TV antennas in the same locality.

There’s an advantage to TV set owners in this practice, too. All TV radiators would be centralized in one area. This means that all receiver antennas would be oriented in one direction—not in several directions as is now often the case.

Theory of putting all TV transmitting antennas in one location has been put into practice in several instances the past year or two. In New York, all except WOR-TV are operating from the Empire State Bldg. In Los Angeles, all operate from Mt. Wilson. In Rochester, N. Y., WHAM-TV has invited all grantees to join it atop Pinhacle Hill. In San Francisco, KPIX (TV) is joining KGO-TV atop Sutro Mt.

Present FCC rules contain criteria for antenna heights and sites in relation to airports and airways. They are incorporated in

(Continued on page 87)
PARAMOUNT FILMS

COMPETITION will determine who gets feature films— Theatres owners or TV stations.

In the main, the sentiment of United Paramount Theatres President Leonard H. Goldenson, expressed during his testimony at the FCC Paramount hearings last week:

It was also voiced by John Balaban, president of Balaban & Katz, Chicago area theatre chain subsidiary.

Balaban to the thinking of both men was this: That the answer to the use of film on TV for producers to make special pictures for the broadcast medium, while continuing to make feature-length movies for theatre exhibition.

Mr. Goldenson was the final UPT witness in this phase of the FCC hearings into the qualifications of the licensees of WBKB (TV) Chicago. Station is owned by Balaban & Katz. Involved in testimony preceding Mr. Goldenson were Robert H. O'Brien, secretary-treasurer, and Walter R. Gross, vice president and general counsel, of UPT.

Mr. Goldenson was scheduled to complete his testimony Friday. After that, issues concerning the merger of ABC and UPT will be up. UPT officials will then resume the stand to testify in that part of the hearing.

Merger is considered the crux of the whole hearing, which began Jan. 16. It not only covers the amalgamation of ABC and UPT, but also the sale of WBKB facilities.

OPERATING COSTS Reviewed for WBKB (TV)

HOW ONE TV station grew in number of employees and payroll during the last five years, and how it decided to close during the FCC Paramount hearing last week by Balaban & Katz President John Balaban.

WBKB Chicago started late in 1940 with five employees and an average weekly payroll of $295.83. In 1941, it grew to 10 employees and average weekly payroll of $496.65.

In postwar 1946, it had 44 employees and was spending $2,849.40 weekly; in 1947, 68 and $4,763.02; 1948, 92 and $6,863.82; 1949, 100 and $8,699.35; 1950 and 1951, 120 and $13,165.49.

Figures for last two years broke down as follows: Administrative, 23 employees and $1,169.65; new sales, seven and $1,694.59; programming, 42 and $4,127.36; engineering, 47 and $6,602.26; publicity and public relations, one and $165.00.

The Chicago area theatre chain has advanced $3,172,801.28 to WBKB since 1940. Station still owes parent company $1,619,214.34.

Operating station business through 1949 amounted to $2,489,605.67. In 1950, however, WBKB made a profit of $632,621.71. For nine months of 1951, station made a profit of $1,265,100.90 [B & T, March 10].

TOP LEVEL United Paramount Theatres' executives conferring last week at FCC hearing are (1 to r): Robert H. O'Brien, secretary-treasurer; Leonard H. Goldenson, president; Walter W. Gross, vice president and general counsel; Herbert A. Bergson, ex-Asst. Attorney General in charge of Dept. of Justice's Anti-Trust Div., new special counsel for UFT.

MOVIES & TV

JOHN BALABAN, president of Balaban & Katz theatre chain and a director of United Paramount Theatres Inc., was asked during the FCC hearing last week for his views on whether there was anything incompatible with common ownership of was also asked to comment on the use of feature films on TV stations, and what he thought of theatre TV. His answers are excerpted below.

On common ownership of theatres and TV stations, he said:

I think they are compatible. I can remember back in the middle twenties, business wasn't good. There were many complaints about the effect of radio on theatre attendance. I can still hear some exhibitors who are still in business in Chicago saying that radio was going to put us out of business.

I remember Amos and Andy on Sunday nights. You thought you were listening to God when you were listening to Amos and Andy. Everybody listened to Amos and Andy. We put radios in our theatres, but they didn't affect business in our houses. They didn't want to pay for Amos and Andy. They would set it at home to be heard.

I don't remember my own fears about the time. They were probably not as great as the guy who was being affected by it. They were doing pretty well. We only had a few theatres in those days.

Then later—it is a matter of history—radio complemented the motion picture industry, including its theatres and production, and the theatre business complemented the radio business.

To be more specific. You take five, six, seven or eight of your most important radio stars, they are people who came from the motion picture industry. By the reverse of that, radio had created a lot of personalities, actors, entertainers, that the motion picture industry made use of.

I know that [Bing] Crosby, for example, was a fine motion picture star. But it wasn't until his radio popularity that he became the great star that he is. That is true of a number of other people. I know that radio gave us in the theatre business many great personalities.

Our company [Balaban & Katz] (Continued on page 108)

FCC Asks: Who Will Get?

would do if he were on the board of a network and a theatre owning company and a film was offered for TV. Mr. Balaban answered he would favor TV.

This point was made the subject of further inquiry by DuMont counsel Morton McInnis. Mr. Galane asked what Mr. Balaban's attitude would be if the offer were to be made the following week after week. Mr. Balaban said he would still favor TV.

“It is not true,” Mr. Galane asked, “that a repeated distraction of the best product on TV might ultimately deprive your theatres of essential good product?”

After stating that Balaban & Katz's theatre investments were from three to four times that in television, Mr. Balaban answered: "I suppose that could happen... I know that I have been granted a license by the FCC. I know that in order to continue to have that grant I have certain obligations to secure for the medium the best entertainment available and also, of course, to render a public service. I would always favor the TV situation.”

Mr. Balaban prod: Even if it meant destroying your theatre house investments?"

Mr. Balaban demurred that that was far in the future, if at all. However, he answered: “If that time comes and the theatres of this country cannot compete with TV... all the theatres will probably go out of business.”

He concluded his remarks by iterating that in his opinion economic competition would decide the question of TV vs. theatre ownership.

Buyer-Seller Relation

During the course of Mr. Goldenson's testimony, he declared that the relationship of UPT with Paramount Pictures was solely that of a buyer-seller. He said UPT had no plans for producing motion pictures nor for syndicating pictures of several of its programs.

Upon completion of the required divestiture of theatres, UPT will own 328 first run and 926 other movie houses, the theatre company's exhibit disclosed. When it was formed following the 1949 Supreme Court decision ordering the separation of Paramount from a producing company and a theatre owning company, it had 1,424 theatres, of which 973 were partly owned. It has already gotten rid of 528 theatres and has 328 left. Last week UPT received court approval moving up the deadline for completion of divestiture to September 1953. Deadline had been March 31, 1953.

UPT has total assets of $119,705,840. Total current assets are $38,471,575 and earned surplus $10,267,282. It had an income of $91,354,883 for the first nine (Continued on page 108)
VALUE of summertime television sponsorship is pointed up in a five-page, documented study released by NBC showing high viewing levels during the hot-weather season and substantial gains among advertisers who stayed on or went on TV last summer.

The survey, covering the New York metropolitan area and conducted under the general direction of the NBC-TV Research Dept., produced these findings as summarized by NBC for agencies, advertisers and newsmen in a presentation titled "Summer Television—Hotter Than July":

8.4 of TV families are available in the average summer week.

Watching television is, by far, the favorite summer activity in TV homes. TV families are better customers and account for the bulk of retail sales in the summer.

Summer television advertising improves more purchase than TV on any other medium.
FILM RIGHTS

"ANY TIME my name or likeness is associated with a product I believe it’s taken for granted that I approve the article."

So stated Gene Autry, cowboy singing star, in giving his definition of "commercial endorsement" in Los Angeles Federal Court last Monday at the start of a permanent injunction suit to prevent Republic Pictures from releasing 64 of his old western movies to television.

It is only in theatre exhibitions of pictures that no commercial advertising is involved, he contended. Mr. Autry’s suit is similar to that won recently by Roy Rogers, cowboy star, against Republic. That ruling is being appealed by the film studio [B+T, March 10].

Mr. Autry claims that release of his movies would cheapen his own TV activities and he would be in competition with himself.

In his argument, Martin Gang, attorney for Mr. Autry, stressed the commercial tie-up clause in his client’s contract with Republic. He asserted telecasting of the old movies constitutes an endorsement by Mr. Autry while the contract clause gives the star the right to control his movies in video.

Public Expectors Sponsor

Both Messers. Autry and Gang declared the public doesn’t expect sponsors when it pays admission to theatres but does, however, when it sees or hears a star on radio or TV.

Furthermore, viewers don’t associate a star with product commercials in a theatre, they contended. Judge Ben Harrison, hearing the case without jury, asked Mr. Autry if he recommended Wrigley Gum (sponsor of Mr. Autry on radio and TV for many years) and puts his "personality behind it."

“Yes, for the past five years I’ve read their commercials,” Mr. Autry replied.

On cross-examination, Herman Selvin, Republic attorney, asked Mr. Autry if it was his impression that viewers of the recently telecast UCLA-Washington basketball game considered that the players on both teams endorsed Richfield Oil, the sponsor.

Directed to answer the question, Mr. Autry replied affirmatively. However, because the telecast of the Japanese peace treaty signing was a public service program, he noted, viewers considered it a matter of public interest and consequently didn’t think it commercial advertising for Richfield.

Mr. Autry thought viewers consider baseball players as endorsing beer if a brewing company sponsors the telecast.

Roswell Metzger, vice president and director of radio and television for Ruthrauff & Ryan, Chicago, told the court he believed the showing of an Autry film on TV would constitute a direct testimonial by the star of the product advertised. In his view, the longer a TV show goes on and the longer the association between the star and product, the greater the appeal, endorsement value and advertising impact.

Martin Allen, Productive Adv., Los Angeles, testified that Mr. Autry’s reputation made a series of his films valuable as a commercial advertising medium. He told the court he obtained the films for two of his agency’s clients solely on the "value of his name" because it assured the advertisers a large audience as a prospective source of sales. The pictures themselves weren’t so important, he noted, because they were standard western fare.

Mr. Selvin, at the start of the hearing Monday, asked that argument be extended to contract interpretation. Judge Harrison, however, said he would allow Mr. Gang to conduct his case the way he saw fit to bring in the issues, subject to Mr. Selvin’s standing objections.

TV GROSS UP

Jan. ’52 Far Above Jan. ’51

TV NETWORKS in January had a combined gross time sales total of $15,213,792, a gain of 76.7% over the gross of $8,552,633 for January 1951, according to Publishers Information Bureau.

Individual network figures show rank order of the video networks unchanged in the year and that each network has had approximately the same percentage increase in gross time sales in that time.

Jan. ’52 Jan. ’51

ABC $2,007,314 $1,325,719

CBS 5,109,023 2,681,185

DuMont 717,448 425,527

NBC 7,389,307 4,187,222

Total: $15,213,792 $8,552,633

Combined TV network total for January exceeds by three quarters of a million dollars the combined total of the four radio networks (see story, page 24). NBC-TV’s excess of $3 million over the ABC-CNIB billings for the month is more than outweighing superior radio billings of ABC and CBS over their TV networks and of Mutual over DuMont.

Relinquish ABC-TV Show

AT the request of ABC-TV, two advertisers, Lever Bros. and Warner-Hudnut, agreed to relinquish sponsorship of the $40,000 a week production, Frances Langford-Don Ameche (12 noon-1 p.m., Monday through Friday), effective last Friday. Advertisers were sponsoring six of the 20 quarter-hours per week and network felt production costs were too much.

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 theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money. Send in your copy for estimate. Our low prices will surprise you.

Filmack Studios 1331 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

Broadcasting • Telecasting
San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California. The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because

With the market’s highest TV antenna, KRON-TV provides unparalleled “Clear Sweep” coverage

KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (Pulse and Tele-Que)

KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children (Tele-Que — Pulse does not measure)

KRON-TV serves the largest number of advertisers (Rorabaugh)

KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week (Tele-Que)

Check with FREE & PETERS for availabilities!

KRON
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco
Nothing like it in the industry!

30 ADVANCED FEATURES

INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS

SEND FOR THIS NEW BULLETIN — Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. General Electric Company, Section 232-17, Electronics Park, Syracuse, New York.
Already in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- Twice the back focal travel of conventional cameras!
- Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- Silent blower permits close-up operation without microphone pick-up.
- Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- Faster lenses supplied at no extra cost!
  - 50 mm — f2.3
  - 100 mm — f2.3
  - 152 mm — f2.7
- Lenses are positively indexed.
- Circuits provide sweep failure protection for your $1200 I.O. tube. Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- Lens versatility. More than 15 different TV lenses can be mounted without special adaptation.
- Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- Automatic engagement of focus control when side door of camera is closed.
- Low center of gravity in camera and Fearless pan and tilt head assure stability and smooth operation.
- Focus handle clutch protects against damage and misalignment.
- Removable I.O. yoke with ball-bearing slide assembly and plug-in electrical connections.
- Microphonics minimized. No signal circuits included in control console.
- Average brightness measurements of channel picture can be made at the channel amplifier.
- 14 kv independent power supply for monitor picture tube. Calibration input terminals supplied.
- Change-over switch for composite or non-composite signals.
- Waveform monitor includes IRE calibration scale.
- Simultaneous vertical and horizontal waveform presentation.
- Large quiet blower provides ample monitor cooling.
- Entire channel is factory-wired, with all plug-in interconnections.

You can put your confidence in—

GENERAL ELECTRIC
TELEVISION is still in the experimental stage as an advertising medium for department stores, according to a survey made jointly by the National Retail Dry Goods Assoc., and the Merchandising Dept. of NBC's O & O Stations Div.

Of the 92 stores replying to the questionnaires, only 35 use TV to any extent, and the replies from those who are using the medium indicate little if any agreement on the proper video advertising procedure for retailers.

Stores responding to the survey are distributed over a wide range in size, from those with annual sales volumes of $2 million to those exceeding $50 million. Their time on TV runs from less than a year to five years, with the majority having used this new medium for one to three years.

18 types of TV programs mentioned by the stores, shopping shows were reported by eight retailers, more than said they were using any other type of video advertising vehicles. The programs were reported by six stores; music, feature films, and merchandise shows by four each; style shows and miscellaneous by three each; women commentators, sports, news, cooking, children's, variety, civic and quiz with two mentions apiece; and a single store reported using an amateur and quiz shows. Some stores use more than one type of program in their TV advertising.

Program Times Vary

Time used by the stores for their video presentations runs from eight seconds to 90 minutes, with quarter-hour and half-hour programs the most popular, reported by 14 and 12 stores respectively. Store programs are telecast from one to five days a week, with the extremes reported by more stores (10 using TV five days a week and nine using it once weekly) than any amount in between.

Twenty-five of the 33 stores reported their store staffs produced their TV programs, either alone or with an agency and/or the station. Five reported their shows as produced by agencies and three employed outside show producers. More than a third of the stores (14) reported that they alone prepared the commercial copy for their TV presentations; the others work with an agency or station (10) or leave the task entirely to them (8). Manufacturing firms are involved commercially by 22 stores, rarely by one and never by 10.

Immediate sales were mentioned as the primary objective of video advertising by 20 of the 33 stores, while prestige as their main objective and four saying they aimed at both goals equally. Where immediate sales were the purpose, stores reported results as ranging from satisfactory to excellent, but with five stores admitting they do not know what they are.

Only six stores reported the percentage of their overall budgets allocated to TV, their answers ranging from one-fifth of 20% to 20%.

An extra appropriation plus vendor cooperation. Five said the TV funds came from other media and eight that TV was a half interest in those funds. Two reported TV financed by extra appropriations plus funds from other media; three extra, other media and vendor co-op, and one said vendor co-op money completely supported its TV advertising.

Top store executives participate in decisions about the store's use of TV, the replies show, with 20 stores reporting the president or board chairman taking part in those decisions, 26 the publicity director, 18 the general merchandise manager, and 14 the advertising manager.

TV Important in Future

Asked about the present and future importance of TV as a store sales medium, only one store urged others to "get on the bandwagon" now, but most stores reported the opinion that TV will be important in the future. Three said that from other media they see TV will be a "must" for retail stores.

High cost is retailers' main objection to TV today, cited by 18 stores, seven who reported lack of personnel to supervise, five who said lack of good local time, three lack of good local talent, three lack of knowledge and three poor programming.

Of the stores who had tried TV but discontinued its use, 11 stated "too costly" as their reason, 13 blamed the failure of their TV campaigns to produce satisfactory sales results and six had seasonal shows.

Commenting on the survey results, Howard P. Abrahams, manager of the NRDGA Sales Promotion Div., pointed out that while retail stores were the first to use TV as they do other media—to produce immediate sales—results to date have not met the standards which retailing expects. The key to retailing's success in case of TV, he said, might be found in a study of the successful retail shows now on the air, with emphasis on the items being advertised.

U. OF PA.-WPTZ (TV) Educational Series Set

WPTZ (TV) Philadelphia, in cooperation with the U. of Pennsylvania, yesterday presented the first of a series of 10 Sunday telecasts.

The series combines the know-how of professional telecasters and the university's background of scholastic eminence.

Aim of the series, station officials said, is to dramatize the role higher education plays in community and national life and the effect it has on the welfare of every citizen.

Using TV's dramatic-documentary techniques, the series, entitled "In the American Tradition," employs studio facilities, camera crews from the campus and laboratories and films.

Professional actors and writers are used except in those cases where university department heads, professors and students appear.

The mutual effort is an outgrowth of five months of study and discussions between Ernest B. Loveman, WPTZ vice president-general manager, and Dr. Kurt Peiser, vice president in charge of development at the university. A committee of 25 university officials and department heads, under the direction of Dr. Peiser, assisted in working out details.

Dr. Peiser commented, "It is to the credit of Station WPTZ and the industry that they have recognized television's use as a force for enlightenment and have rushed forward its achievement..."

Coordinating for WPTZ are Mr. Loveman and Roland V. Tooke, assistant general manager. Eumer Jaspan of the station staff is producer-director.
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
NBC In Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & COMPANY
UTP SERIES SALES

Douglas Show Set March 30

SALES in such leading video markets as Boston, Pittsburgh, Washington, Cincinnati and San Francisco—many for sponsorship buy—on a network-wide basis that—has had chalked up by last week when United Television Programs, New York video producers, announced a March 30 opening date for its newest series, Hollywood Off Beat.

TV film series, said to be the first acted, written and produced by a nationally known Hollywood talent, has already started a test run in some cities, according to Aaron Beckwith, UTP sales director.

Hollywood Off Beat features actor Melvin Douglas as an attorney who seeks reinstatement of his license, revoked under questionable circumstances. The story of his private-eye exploits was written by Rip Van Ronkle, author of the recent motion picture, "The Magnificent Moon." Producer of the series is Marion Parsonnet, who is responsible for the Rita Hayworth picture, "Gilda," and who wrote and directed the musical television film, "The World of Henry Orient," which was released by Universal in 1964.

Join CBS-TV Spot Sales

APPOINTMENTS of John A. Schneider and Arthur C. Elliott as account executives on the New York staff of CBS-TV Spot Sales were scheduled to be announced today (Monday) by Sam Cook Digges, eastern sales manager. Mr. Schneider has been transferred from CBS Spot Sales' Chicago office where he served as account executive for two years, having worked previously in sales capacities for WGN and WON Chicago. Mr. Elliott assumes his position after having represented the Mont Network and its stations in New York, Washington and Pittsburgh for three years.

SNADER BUDGET

Sets $3 Million on Film

HAVING set up its budget for the fiscal year starting in June, Snader Telescopic Productions Corp. will spend more than $3 million on new TV film product for 1952-53 season release.

Firm also expects to gross in excess of $5 million, next year on "product we have produced and directed" and from "outside product we will take over for distribution through Snader Sales," according to Louis Snader, president.

Currently in New York to line up Broadway name artists and musical groups to the 1½-minute filmed telecasts, Mr. Snader is also negotiating with James C. Petrillo for 1952-53 season renewal of his A.F.M. contract which includes the 5½% royalty agreement clause.

Mr. Snader declared that product contracts now in force in 55 TV markets will gross his firm "in excess of $3 million this year."

"There are $2 million in contracts outstanding at the moment for 1952 and this is only mid-March," he said.

The building of new TV film shows, both dramatic and musical, with Snader Telescopic establishing its own "original music" department supervised by Harry Zimmerman, musical director, is planned for this year.

KNBH New Break Rates

KNBH (TV) Hollywood starts new Class B station break plan.

Time between 1 a.m.-5 p.m., Monday through Friday, is offered at $50 net for 20-seconds and $75 net for 10-seconds. Purchasers of an introductory offer will be protected from further increases for 13 weeks from effective date.
SAG CONTRACT
Ballots Are Due Today
APPROXIMATELY 8,000 ballots sent Screen Actors Guild members last week for voting their approval of new basic agreement covering film actors employed by major motion picture companies are to be returned to SAG today (Monday).

With the ballots, members also received a seven-page detailed summary of changes in the new contract. It includes additional gains in improved working conditions, other than those announced at the time agreement was reached with the major producers.

As previously disclosed (B*T, March 10), day player minimum is increased from $50 to $70 and weekly freelance minimum from $175 to $250. Basic wage rates are retroactive to January 1, with March 3 effective date for all other provisions.

With contract ratification by SAG members, it must have Wage Stabilization Board approval before being put into effect.

New contract retains major TV clause of former agreement. It gives SAG the right to cancel its contract with a producer if the latter released any theatrical films to television which were made after Aug. 1, 1948, without first negotiating an agreement with the guild for additional payment to the actors who appear in such movies.

New clause covers producers who

Allocations
(Continued from page 77)

might enter TV film production. It provides that the production company will first agree to negotiate minimum wages and working conditions for actors employed in such product. However, if agreement is not reached and SAG refuses to furnish actors for the TV films, such a stalemate would not affect the basic contract covering theatrical films.

SAG started preliminary discussions last week on a new contract with Independent Motion Picture Producers Assn. and Society of Independent Motion Picture Producers. It is expected the same contract as negotiated with major producers and containing same TV clauses, will be signed.

Alliance of Television Film Producers and SAG negotiators are to get together Wednesday night to open discussions on wage and working conditions for actors in TV films (B*T, March 10).

RTDG INITIATION FEE
Up to $50 for TV
HOLLYWOOD Council of Radio and Television Directors Guild has rescinded its special $1 TV initiation fee. The standard initiation fee of $50 now applies to all new members, it was announced.

The dollar initiation was instituted in early days of Hollywood TV because low earnings of directors made the standard $50 a financial hardship, particularly for floor managers and associate directors, it was explained.

Growth of TV coupled with successful negotiations by RTDG for men at KNBH (TV)-NBC and KNXT (TV)-CBS dictates elimination of the special consideration, according to the guild. TV members now receive same consideration as those in radio and servicing of video membership requires greater expenditure of guild funds, RTDG Council noted.

Tower Sites
(Continued from page 77)

Part 17, and were worked out with the CAA a year ago.

If applicants come within the limits prescribed by the formulas, no CAA approval is necessary. However, this applies only to antennas below 500 ft. All radiators above this figure have to be cleared with CAA.

Since it is most desirable to have CAA clearance before going into a hearing for a TV station—and since most such high towers are for areas where available channels will be hotly contested—most prospective TV applicants have been checking CAA regarding their tower heights and sites.

Where a conflict existed, regional airspace sub-committees have held informal hearings. Applicants have argued their cases so far with fairly good success.

There are 14 regional airspace sub-committees. It takes from 30 to 40 days to clear up antenna height-site problems with the CAA.

Forced-air cooled tube
... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

March 17, 1952 • Page 87
The motive is money

SHOULD YOU DO IT? You can do no better than buy "Files of Jeffrey Jones," new series of 26 half-hour mysteries filmed especially for TV. If you move fast. With the success of its companion series, "Cases of Eddie Drake," advertisers will be out in force to get Jeff Jones.
A ONE-MAN JOB? With Don Haggerty (who stars as rough-and-ready Eddie in “Cases of Eddie Drake”) as Jeff Jones, the cast includes such outstanding Hollywood players as Gloria Henry as a girl reporter; Vince Barnett, Jeff’s pal Joe; and Tristram Coffin, Lt. Doyle.

YOU’LL BE FOLLOWED. You can count on a huge viewing audience keeping you in sight from first case to last. Because “Files of Jeffrey Jones” is action mystery... with ex-MP Jeff as a sports-minded private eye who never loses when the game is murder.

WHAT A PAYOFF! It’s a crime, the money you’ll make with “Files of Jeffrey Jones.” You can still buy first-run rights in your TV markets (subject of course to prior sale). Your CBS Television Film Sales representative will be pleased to give you a private première showing.*

*Also available: 
Cases of Eddie Drake
The Gene Autry Show
World’s Immortal Operas
The Range Rider
Holiday in Paris (under option)
Strange Adventure
Vienna Philharmonic Orchestra
Hollywood on the Line

CBS TELEVISION FILM SALES
New York, Chicago, Los Angeles, Memphis and San Francisco


**Weekly Television Summary—March 17, 1952—TELECASTING Survey**

<table>
<thead>
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<th>City</th>
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<th>Sets in Area</th>
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<th>Outlets on Air</th>
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<td>San Diego</td>
<td>KMBJ-TV, KMBJ, KMBJ</td>
<td>62,490</td>
</tr>
<tr>
<td>Jersey City</td>
<td>WJZ, WWJ</td>
<td>78,850</td>
<td>San Francisco</td>
<td>KGO-TV, KFJM, KSTM, KSTM, KSTM</td>
<td>229,250</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KNXT, KFLA, KTVT, KTVT</td>
<td>2,069,000</td>
<td>Los Angeles</td>
<td>WSAY, WMAL, WMB-C, WMB-T</td>
<td>3,904,000</td>
</tr>
<tr>
<td>Total Markets on Air 64*</td>
<td>Stations on Air 109*</td>
<td>16,209,363</td>
<td>Total Sets in use 16,209,363</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Includes KXII-TV Manteos, Mexico

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**Educational Channel Wins San Diego Vote**

(Report 207)

**Godfrey Tops Arb; Skelton Is Second**

ACCORDING to rating figures released for Friday by American Research Bureau, Washington, Arthur Godfrey's Talent Scouts took top honors in the nation for TV programs, replacing Red Skelton who was the January favorite. Skelton slipped to second place last month and You Bet Your Life and Texaco Star Theater tied for third place. Following is a list of first 10 TV shows with figures based on viewing for the week of Feb. 1-7:

**Weekly Television Summary—March 17, 1952—TELECASTING Survey**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent Scouts (CBS)</td>
<td>65.9</td>
<td>1</td>
</tr>
<tr>
<td>Red Skelton (NBC)</td>
<td>50.6</td>
<td>2</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>45.0</td>
<td>3</td>
</tr>
<tr>
<td>Star Theatre (NBC)</td>
<td>41.0</td>
<td>4</td>
</tr>
<tr>
<td>Love of Life (CBS)</td>
<td>47.5</td>
<td>5</td>
</tr>
<tr>
<td>Godfrey &amp; Friends (CBS)</td>
<td>40.5</td>
<td>6</td>
</tr>
<tr>
<td>Show of Shows (NBC)</td>
<td>39.0</td>
<td>7</td>
</tr>
<tr>
<td>Manna (CBS)</td>
<td>41.0</td>
<td>8</td>
</tr>
<tr>
<td>Philos TV Playhouse (NBC)</td>
<td>40.0</td>
<td>9</td>
</tr>
<tr>
<td>Texaco Star Theater (NBC)</td>
<td>40.0</td>
<td>10</td>
</tr>
</tbody>
</table>

**Notes**

1. You Bet Your Life (NBC)
2. Love of Life (CBS)
3. Star Theatre (NBC)
4. Love of Life (CBS)
5. Godfrey & Friends (CBS)
6. Show of Shows (NBC)
7. Manna (CBS)
8. Philos TV Playhouse (NBC)
9. Texaco Star Theater (NBC)
10. Manna (CBS)

---

**TV Builds Gate For Milwaukee Bouts**

PROFESSIONAL wrestling has proven to be one of the most popular telecasts over WTMJ-TV Milwaukee. In turn, TV has boosted ringside attendance. When TV went on the air in December 1947, it began telecasting wrestling from Milwaukee's South Side armor. Attendance immediately began climbing from 200 to the hall's 650 capacity. March 1, a wrestling card filled a larger hall to its capacity of 12,821 and drew a record gate of $26,212. Latest coincidental survey by WTMJ-TV indicates that 54.1% of the more than 33,000 area sets are tuned on during the 9:00-10:00 p.m. wrestling telecast.

**Restoration Process For Film Reported**

**NEW PROCESS for reconditioning shrunk film, described by developers as key to making available large section of TV and motion picture industry, revivals of film subject that otherwise could not be reproduced, was anounced last week by Peerless Film Processing Corp., New York and Hollywood.**

The development, called "Peer-rem," was said to be by which motion picture negatives stored for use in vaults and considered unusable because of excess shrinkage may be reconditioned to permit making commercially acceptable prints on continuous contact-printing equipment.

---

**YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"**

**Yesterday . . . .**

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

**Today . . . .**

There are 216,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV. Represented nationally by The Katz Agency Inc.
How to get **6** spots for the price of **1**

Unique TV Announcement Plan Multiplies Merchandising Impact

**But** one spot on WPTZ's daily "Hollywood Playhouse" hour and you get five additional visual and aural mentions within the program:

This means, not just a single visit to the 100,000 of Philadelphia's million TV homes that watch this show daily, but six times that. What's more, this theatrical throbred, now celebrating its 2nd Anniversary, is one of America's highest rated, daily television shows. And you dominate the whole hour at single participation cost.

**A few “Spots” left for sale**

Speak to any Philadelphia dealer about the unusual selling effectiveness of this exclusive WPTZ "6 for 1" feature. Then speak to us—or NBC Spot Sales. Quickly though, because there are only a few left.

**WPTZ** – Philadelphia

*More people watch WPTZ than any other Philadelphia TV station*

1600 Architects Building, Philadelphia 3, Pa. LOCust 4-5500... or NBC Spot Sales
AROUND-THE-CLOCK TV Outlet Begins 24-Hour Day

WDTV (TV) Pittsburgh began commercial round-the-clock programming on a regular weekly schedule today. The DuMont station will program films from 1 a.m. to 7 a.m. five days a week.

Each of six sponsors has bought the new midnight-to-dawn Swing Shift Theatre for one day. Features are being supplied by Motion Pictures for Television Inc. Remainder of the early morning hours will be filled with shorts, serials and novelties.

Saturday sign-off was extended to accommodate feature film presentation after 1 a.m. Station will go dark at end of film on that day. Only other station which programmed 24 hours a day was WCPO-TV Cincinnati. Late in 1949 it operated on a sun-up to sun-up basis for several months. At the present time the Cincinnati Scripps-Howard station runs from 7 a.m. to 2 a.m.

Decision to operate on a 24-hour basis was reached after requests from Pittsburgh swing shift workers for more TV after midnight, according to Harold C. Lund, general manager of the only TV station in Pittsburgh.

"More than 200,000 defense plant workers and others finish work at midnight," Mr. Lund explained, "and many of them have requested shows during the time they relax after their labors. The idea found immediate favor with sponsors too."

Feature films are sold on a package basis for 13-week schedules. Shorts, serials and other programming material after the main feature are being sold on a spot basis—$25 per spot in packages of 10.

Because of its position in a one-channel city, WDTV has had to adapt its programming schedules almost from the start of its programming in 1949. One of its most publicized arrangements was the rotation of top-rated network shows.

In October, WDTV moved its sign-on from 11:30 a.m. to 9 a.m. In January the NBC-TV Today show with Dave Garrovady forced the station to open at 7 a.m. Late in 1961, the sign-off was extended from midnight to 1 a.m.

The six sponsors who have bought the new Swing Shift Theatre features are: Rand Drug Co. (through W. Craig Chambers), Monday; Carling's Beer & Ale (Cabot & Coffman), Tuesday; Charles Antell (TV Adv. Assoc.), Wednesday; Central Drug Co. (Sussman Assoc.), Thursday; Dyke Motors (Jay Reich Agency), Friday; Herbert's Jewelry (Rothman-Gibbons), Saturday.

About 50 spots were sold to local advertisers by the end of last week for the remainder of the early morning hours.

DU MONT ELEVATES MARX

To Direct International Div.

ERNEST A. MARX, general manager of receiver sales division, has been appointed director of the international division of Allen B. DuMont Labs., according to Stanley F. Patton, vice president, at the corporation's Clifton, N. J. headquarters.

In the newly created post, Mr. Marx's assignment is to effect the same coordination and expansion that he managed when DuMont first undertook production of TV receivers. He will supervise all DuMont export activities, including licensing of foreign manufacturers for DuMont products.

Mr. Marx organized the receiver sales division after he joined the corporation in 1946, expanding the distributor representation to every TV market and to more than 2,000 retail outlets.

MICROWAVE RELAYS TV Thaw Will Create Need

THAWING of the TV freeze will create a large demand for microwave relay equipment from TV stations with network facilities, William Balderston, Philco Corp. president, said last week in a letter to stockholders.

Mr. Balderston pointed out also that microwave radio relays are rapidly growing in importance and already represent one of the most promising industrial applications of electronics.

SMPTF Membership

INCREASED TV activity is stimulating new memberships in the Society of Motion Picture and Television Engineers, with record 69 being added to the roster in February, according to board of directors' report. SMPTF has also announced dates and places for its next four semi-annual conventions as: April 21-25, Drake Hotel, Chicago; Oct. 6-10, Hotel Statler, Washington, D. C.; April 26-30, 1953, Hotel Statler, Los Angeles; Oct. 4-9, 1953, Hotel Statler, New York.

CUBAN TV CHAIN Four Stations Are Linked

FORMATION of the Interior Network of Circuito CMQ, Radiocentro, Havana, Cuba, has been announced by Goar Mestre, director general. Network consists of four TV stations: Camagüey, Channel 6, and Matanzas, Channel 2, both using DuMont equipment and operating with 500 kw each; Santa Clara, Channel 5, and Santiago de Cuba, Channel 2, both using General Electric equipment and operating with 5 kw each.

Newspapermen, sponsors, advertising agents and Mr. and Miss Television of 1951 took a chartered plane March 8 from Havana and visited new installations. No large scale celebration was held. Inauguration consisted of a special program when announcement of the network's formation was made.

New stations will be fed kinescoped programs from CMQ-TV Havana and eventually will be linked by microwave relay.

WILLIAM GRETZ BREWING Co., Philadelphia, is co-sponsoring Home Highlights Show on WCAU-TV Philadelphia, Tuesday and Thursday mornings, 11-11:30 a.m., effective March 11. Program is in addition to two others sponsored by Gretz, Ringedea With the Rover on Monday and Cavalcade of Girls Thursday, both on WIL-TV Philadelphia. Scheider, Beck & Werner, N. Y., is agency.

WOW-TV... leads the way in MIDWEST TELEVISION

★ WOW-TV serves one of the fastest growing TV markets in the United States
★ Every day an average of 125 families is added to the WOW-TV audience
★ Present total over 120,000 sets
★ Low-cost, high-rated participations now available

Wire or telephone your nearest John Blair—TV office or Fred Ebner, Sales Manager.

WEster 3400

WOW-TV... Channel Six A MEREDITH STATION

OMAHA FRANK FOGRITY, General Manager

BROADCASTING • Telecasting
NO TV STATION BEATS KNBH IN BLANKETING SOUTHERN CALIFORNIA!

KNBH REACHES 100%
OF THE 1,232,000 TV HOMES
IN THIS GREAT BOOMING MARKET!

Growing by leaps and bounds...fantastically rich...and TV happy—that's the vast Los Angeles market. It's America's third largest retail sales area! And the powerful NBC television outlet—KNBH—is seen and heard by EVERY TV HOME within this 200-mile-wide market! For choice spot time, contact KNBH, Hollywood, or your nearest NBC Spot Sales office today.

TO SELL THE BUYING MILLIONS
IN AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD

channel 4

March 17, 1952 - Page 93
TV SCRIPT PRIZE

Edward Lamb Offers $1,000

A $1,000 cash prize for the best original TV script has been offered by Edward Lamb, owner of WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa.

Mr. Lamb said "there is great need in the United States for encouragement of creative people. We want to stimulate interest in the production of good playwriting for television."

In addition to the cash prize, the winning script will be produced for television over WTVN next fall.

Final judges for the contest were listed as Max Liebman, producer of NBC-TV Your Show of Shows; Margo Jones, managing director of the Dallas Theatre Inc., and Earl Wilson, newspaper columnist.

Contest rules follow:

Script must be original, running time not less than one half hour, not more than an hour.

All entries must be clipped or fastened into a cover with name of playwright and address of sender on front.

All scripts must be typed, in script form preferably, on 8½ x 11 paper, double spaced.

If script is to be returned, sufficient postage must be included with self-addressed envelope.

Winning script will automatically become property of Edward Lamb Enterprises (for television and audio rights only).

All entries must be in or postmarked no later than July 31, 1952.

All entries must register by not later than Match 10, 1952, (box No. 103, Lambda-

This is to keep entrants informed on contest status.

Winning script will be produced for the television public in the fall of 1952. Rights are reserved to Mr. Lamb for the award during the time specified above if no script of good calibre is received.

No employee or members of families of employees of the Edward Lamb Enterprises or its affiliates is eligible to enter the contest.

All scripts, mail, inquiries etc. must be addressed to the Television Contest Editor, WTVN, Columbus, Ohio.

ALEXANDER FILM SALES

10% Increase Is Reported

NEW year's sales record—a 10% increase in 1951—was reported by J. Don Alexander, president of Alexander Film Co., Colorado Springs, Colo., at the annual stockholders' meeting.

The film company, which began in 1919, now has a syndicated library of 5,000 current TV spot commercials covering 82 different lines of business and in addition is producing specific theatre and video advertising films for some 50 of the nation's largest manufacturers, Mr. Alexander said.

Political Policy

POLITICAL business which would tie up three Baltimore TV stations simultaneously will not be accepted at WAAM (TV) that city, according to Ken Carter, general manager. Policy has been established because station officials feel viewers should be given a choice of television programs. WAAM, however, will offer competitive time to parties affected by the ruling consistent with good over-all programming.

TELLS SYRACUSE

Dick Grossman, WHEN News and Sportscaster, can be counted on to be first with the important Syracuse local news.

Consistent news beats have established WHEN as the aggressive and reliable news station in Syracuse.

Complete facilities plus an alert newsgathering staff have made Dick Grossman's daily 6:20 and 11:00 P.M. news and sports programs a Central New York viewing habit.

'BIG TOWN' ON FILM

Re-Use Rights Granted

A NEW plan permitting concurrent sales of a Lever Bros. TV program to other advertisers in other markets has been announced.

Effectively through a four-way agreement among Lever Bros.; its agency, Ruthrauff & Ryan; Gross-Kraene Productions, and United Television Programs, the plan calls for filming and then for primary and secondary distribution of Lever's Big Town video series which has been sponsored live for the past two seasons.

Big Town telecasts will switch from live performances to film on April 3, with production to be in the hands of the Jack Gross-Phil Kraene production team. Lever Bros. will continue its sponsorship on the CBS-TV network and six other stations.

United Television Programs will simultaneously distribute the films for first runs in the 29 TV markets not used by Lever Bros. and will make the films available to local sponsors, if they request it, on the same dates and days as the Lever Bros. films are shown in the original cities.

UPT also has secured distribution rights for second runs in all markets, starting next October.

Announcement of the plan was made Wednesday by Willson Tuttle, vice president in charge of radio and TV for Ruthrauff & Ryan.

'DRAGNET' SNAGS Hits Budget Troubles

WITH 13 films completed and having run into budget troubles because of production costs, shooting of additional half-hour stories for NBC-TV Dragnet has been suspended until Liggett & Myers Tobacco Co. (Fatima cigarettes) decides on picking up the option for continuation of the series. Films were made by Jack Webb, star of series which he does also on NBC radio. He set up his own production company. Eight of the 13 programs are still to be telecast on alternate weeks.

Under the contract worked out, NBC and Mr. Webb were to budget each film at a maximum of $35,000, with the network and sponsor to split costs over $20,000. It is understood, however, that none were produced under $30,000, one reportedly costing $45,000.

Brodo Studios Fire

DAMAGES IN excess of $40,000 resulted from a March 2 fire of undetermined origin at Brodo Studios, Hollywood, headquarters of William F. Brodco Productions. Although the major sound stage was completely gutted, TV film production will not be halted, it was said. Film files were untouched.
Camera-men know that cameras as well as cars take a beating at the Ford proving grounds. That's why the MAURER 16mm. was chosen to film the rough-terrain tests of the new Ford-Mercury. When the results must be perfect no matter what the operating conditions, MAURER is always the answer. In actual field operations both from the tropics to the Arctic and abroad, the MAURER has proved to be the first choice among professionals for accuracy, top-flight performance and simplicity of operation. Because it meets so many varied needs, more and more producers of fine films are specifying the MAURER 16mm.—the ideal camera for every phase of professional motion picture production.

*maurer* means finer motion pictures!
FTL EQUIPMENT
Graybar to Distribute

AN AGREEMENT making Graybar Electric Co. national distributor of the television broadcasting equipment of Federal Telecommunication Labs., effective immediately, is being announced today (Monday) by J. W. La Marque, Graybar's general communication sales manager.

Made in anticipation of early lifting of FCC's TV freeze, the agreement covers the complete line of Federal TV transmitting and studio equipment including transmitters, auxiliary equipment, antennas, cameras, TV film projectors, all studio equipment, mobile units, and microwave links.

Graybar, long a major distributor of AM and FM and non-broadcast electronic equipment as well as electrical supplies and appliances, thus is able to offer the full range of equipment needed for a TV station, it was pointed out. Mr. La Marque estimated the cost of completely equipping a 5-kw VHF station at approximately $300,000 (including studios but not counting building costs).

FTL's latest TV microwave links are a feature of the line, which also includes Fed-Tel's sound-duplexing equipment; single and dual flying spot scanners; VHF and UHF transmitters and antennas, and complete auxiliary equipment including control apparatus, monitors, synchronizing equipment and camera equipment. Additionally, Graybar will distribute TV equipment of others among its suppliers: towers, for instance; transmission lines, audio equipment and studio lighting.

Graybar maintains some 108 principal distribution centers throughout the U. S. Its sales of Federal products will be handled by the electronics division of its general communication department. Federal Telecommunication Labs., an associate of International Telephone & Telegraph Corp., has been active in the TV field abroad as well as in the U. S. Its South American installations include TV stations in Buenos Aires and Sao Paulo.

Page 96 • March 17, 1952

film report

WITH distribution directed primarily toward local levels, Prokter Syndications Inc., New York, Film distributor, announced last week the TV release of 68 features.

Thirty-three of the films were made in England, starring British actors as Ann Todd, Deborah Kerr, Ian Hunter and Patricia Roc. American rights have been purchased outright, according to Paul White, FBI president, who added that most of the 33 films are very recent productions.

Another 36 features, produced between 1949 and 1950, have been obtained from Mutual TV. Like the British pictures, they include adventure stories, mystery and suspense films.


William LeBaron, motion picture producer, and Boris Petroff, director of Broadway musicals, plan distribution of 13 half-hour TV films titled Mustomedy Theatre. Mr. LeBaron will serve as executive producer and Mr. Petroff as coproducer-director on films based on original stories and music, each film separate in itself.

Illustrate Inc., Hollywood, is previewing animated TV film, Peril Pinkerton, in major TV markets to provide necessary background information for a series of future TV cartoon series. Peril Pinkerton satirizes old-fashioned melodramas, for adult audience, and is animated to attract children. Package is offered on five times weekly quarter-hour basis at $10,000 per week, according to Don Dewer, Illustrate president. During previews, prizes will be offered to children writing in best review of picture.

Production...

Educator Films, Hollywood, producing 18 half-hour educational TV films, Primitive Adventure, one in group of three completed, filmed in Guatemala, deals with Lacandon, nearly extinct descendants of the Mayas. More subjects include New Jersey Army and Spanish government as it is today.

A 40-minute color film of 26th Los Angeles Open Golf Tournament is available from Educator at no charge.

New series of five-minute films titled The Handyman, starring Norman Brokenbrough, to be produced by Princeton (N. J.) Film Center and David Lown Productions, New York. Series will be offered for local syndication beginning April 16.

Marathon TV Newsreel, New York, announces completion of new film titled The Power to Fly, which will be released to TV and newspaper theatres, Konstantin Kaler, Marathon executive editor, also reports company is working on continuing newsreel titled Helicopters in the News.


Hour Glass Productions, Hollywood, headquartered at 6525 Sunset Blvd., newly formed with Wanda Tuchock, film writer, as writer-producer-and George de Normand, film actor, as director. First 13 quarter-hour color TV film series, Man of Tomorrow, already completed, deals with today's American youth and his activities.


Film People...

Denis E. Tomkins, director of radio and TV program procurement, Campbell-Ewald Co., New York, since 1949, has resigned to open his own consultant service for.


PHENOMENAL distribution of its Survival television series far in excess of coverage afforded other government public service programs is claimed by the Federal Civil Defense Administration, with commendation of NBC-4 TV and the rest of the industry.

The series originally was telecast live by NBC-TV last summer over a seven-week period. A telecast is scheduled to follow through with kinescope distribution to most of the 64 critical target areas, which also are TV centers. The programs are being shown for the second and, even, third times.

"There is no doubt that no other government public service series has had such widespread distribution," Harold Azine, chief of FCDA's TV Section, informed BROADCASTING.

"There is no doubt that no other government public service series has had such widespread distribution," Harold Azine, chief of FCDA's TV Section, informed BROADCASTING TELECASTING. He praised the video industry and unions, as well as NBC, for making this possible by waiving usual contract provisions.

Mr. Azine also noted that the federal CD agency was able to save on TV distribution at other on national production costs and that the monetary value of time used would run close to $250,000 when the campaign is completed.

This sum includes an estimated $136,000 of time for the telecast series telecast by NBC-4 last summer and fall, and another $125,000 of subsequent distribution at local TV station card rates. Actual production cost for the original network series was $1,607 while printing of kinescopes for later distribution amounted to $3,710.

Tracing the Survival series, Mr. Azine said that 31 cities originally showed the complete series last summer and at least 39 others carried most of the programs. As of last Feb. 16, he said, kinescopes have been sent out to 31 cities. Commitments are set for blanket other areas. Only three areas have registered refusals. Many NBC stations are carrying the series again by kinescope.

FCDA has divided its program into 19 circuits or areas, comprising from three to five cities each. When stations in one city have telecast the programs, the local civic defense director then passes them on to others in the circuit for use.

FCDA has received cooperation from NBC, BMI, the AFM and the Authority. Requirements include telecastings limiting re-telecasts to NBC TV affiliates, use of kinescopes after 60 days and distribution to TV stations only were waived.

After TV showings, films will be given to school and civic groups.
**TV FILMS AND FEATURES**

**Specialty Television Films, Inc.**
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

**Screen Gems, Inc.**
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-3044
Write *Wire* *Telephone* For Audition Prints

**Post Pictures Corp.**
115 W. 45TH STREET
NEW YORK 19, N. Y.
LUXEMBURG 2-4870

**Telecast Films, Inc.**
112 W. 48TH STREET
NEW YORK 36, NEW YORK
JULIUS 6-3480

NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNOADO, WRECKING CREW, WILDCAT; FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BAROONA, I MARRIED ADVENTURE.

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station’s film budget.

FOR YOUR TV VIEWERS
- THRILLS
- EXCITEMENT
- ADVENTURE

In 26-new jungle films „The Big Game Hunt” top rated and sponsored in all markets now playing.

**Explorers Pictures Corp.**
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in “Revolt of the Zombies,” Gleizer Rogers in “Shrek in the Night,” Melvyn Douglas in “Vampire Bat” plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

SO THIS IS WASHINGTON is one of the funniest pictures to date in our success-tested series of 6 Big LUM ‘N’ ABNER features. With audience appeal established by 17 years on radio, these “hot-em-down” comedy partners offer side-splitting entertainment for the entire family. Lum ‘n’ Abner find themselves the park-bench advisors of the nation’s big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.

March 17, 1952 • Page 97
VOA CRITICIZED
This Time by Jenner

CHARGE that the State Dept. spends "nearly every dollar" to foster "thought control over Americans" through the Voice of America and other information activities was Autos by a Republican Senator March 8.

Sen. William E. Jenner (R-Ind.), in a statement issued in Washington, said that the Voice pays out large sums of money to radio networks, movie producers and freelance writers to expound the State Dept. view.

State Dept. information officers categorically denied the accusations, which were reminiscent of similar charges made last year on Capitol Hill. At that time the department was flayed for hiring network radio commentators for information programs overseas.

Sen. Jenner questioned whether "American publishers, editors, radio broadcasters, telegraph and cable companies who get large checks from the Voice are going to criticize it or tell the American people the critical remarks members of Congress say about the Voice."

Lincoln White, State Dept. press officer, countered that this has never been "any secret" and that in trying to apprise other countries of American opinion "we pay them for those services."

The GOP Senator is a member of the Senate Judiciary and Rules & Administration Committees. Budget requests for the VOA and other U.S. overseas information activities are currently pending before the Senate and House Appropriations Committees.

PETerson Nomination
Is Delayed in Senate
CONFIRMATION of the nomination of Ivar H. Peterson, former NAB attorney, as a member of the National Labor Relations Board was withheld by the Senate last week for lack of Senate consideration by the Labor and Public Welfare Committee.

The nomination hit a snag in the upper chamber and was passed over on objection from Sen. Herman Welker (R-Ida.) and in spite of floor support from Sen. Wayne Morse (D-Ore.), for whom Mr. Peterson has been executive assistant.

The Senate Labor Committee had unanimously approved Mr. Peterson without hearing, despite opposition in a letter filed with the committee by Robert Denham, former NLRB general counsel, and with Sen. Morse's office. The Senate will consider the nomination on the next call of the executive calendar.

Mr. Peterson was assistant general counsel of NLRB until January 1946 when he joined NAB's Employee-Employer Relations Dept. as assistant director. He later transferred to the association's Legal Dept. as an attorney. He resigned in the fall of 1948.

FLETCHER FIRM
Uncle joins Nephew
LT. COL. ARTHUR L. FLETCHER, active in labor relations and wage-hour activities, last week became associated in law practice with his nephew, Frank U. Fletcher, Washington radio attorney and former NAB counsel. Offices are in the Munsey Bldg., Washington, and in Raleigh, N. C.

Lt. Col. Fletcher is chairman of the State Adjudication Council of North Carolina Employment Security Commission, and is a member of the Small Business Committee. Before the war he was assistant administrative officer, U. S. Dept. of Labor. During the war he was a member of the Presidential Appeal Board, Selective Service System. In World War I he was a captain in the Field Artillery.

In his new law office, Lt. Col. Fletcher will specialize in labor law and labor relations problems. His army status is lieutenant colonel, retired.

Lt. Col. Fletcher Frank Fletcher

World Affairs Meet
SIXTH annual World Affairs Institute, sponsored by Crosley Broadcasting Corp. in cooperation with the Cincinnati Rotary Club and the Cincinnati World Affairs Council, was held March 7-8 in Cincinnati. It was attended by 600 high school students from the Ohio-Indiana-Kentucky-West Virginia area as well as by 400 adults. Internationally known newsmen correspondents and Congressmen were featured speakers. John Duncan Miller, chief American correspondent for the London Times, was principal speaker. His address was broadcast over WLB Cincinnati. A student panel recorded their discussion for Voice of America and for broadcast on WLB. North Atlantic Treaty Organization was main topic.

WHBI 30th Anniversary
WHBI Newark, N. J., on March 11 celebrated its 30th year of continuous broadcasting. Station began as WBS, later known as WAP, has used call letters WHBI for the past 20 years. Now owned and operated by the May Radio Broadcast Corp., WHBI is known as "The Gospel Station of the Radio and TV personality of devoted 17 of its 18 hours of broadcasting to religious programming.

BROADCASTING • Telecasting
EMERGENCY LAWS
Hill Study Is Underway

CLOSE scrutiny of President Truman's request for extension of some 60 emergency powers which expire with ratification of the Japanese Peace Treaty is now underway in Congress.

A House Judiciary subcommittee, headed by Rep. Michael A. Feighan (D-Ohio), started hearings Feb. 27. Legislative basis is a joint resolution (H J Res 366) introduced Feb. 20 by Chairman Emanuel Celler (D-N.Y.) of the full Judiciary Committee.

Mostly the powers are those spelled out in statutes enacted in September 1939 and May 1941 and do not involve radio communications. Among powers Mr. Truman seeks to extend are those dealing with penalties for disclosing defense information and committing sabotage. Seizure of the nation's transportation systems is another.

The Chief Executive, in asking Congress to take "urgency" action, said the purpose is "to insure the continuation of certain specific powers which the government is exercising for the preservation of the national security." These powers "exist now only because we are still technically in a state of war," he said.

Mr. only state of war still existing between this country and others is the state of war with Japan," Mr. Truman asserted. The Japanese Peace Treaty is expected to become effective in April.

Rep. Feighan promised that his group would approve only those powers actually needed for security and would not "rubber-stamp"

HURRY & WAIT

HOTEL accommodations for the 1953 convention of the Canadian Assn. of Broadcasters are now being urged on Canadian broadcasters by the CAB. The 1953 convention will be held at the Mount Royal Hotel, Montreal, March 9-12. The CAB meeting this year is set March 24-27 at Toronto.

them indiscriminately. Members of the Senate Judiciary Committee also said the statutes would be weighed on their "individual merits."

Delivering defense information with intent to harm the U.S. in time of war is punishable by death or 30 years imprisonment. Penalty for sabotaging war materials in time of war is 30 years or $10,000 fine, or both.

The Presidential draft of powers was prepared and approved by Secretary of Defense Robert Lovett, Attorney General J. Howard McGrath and Chairman Jack Gorr of the National Security Resources Board. The powers would be retained generally until six months after the termination of the present emergency (proclaimed Dec. 16, 1950) or earlier dates fixed by concurrent resolution of Congress.
WEISS COMMENDED

Following NPA Resignation

RESIGNATION of Lewis Allen Weiss, former network executive, as assistant administrator for the Office of Civilian Requirements was announced "with sincere regret" March 7 by Henry H. Fowler, administrator of National Production Authority [B&T, March 8].

Mr. Fowler praised the former board chairman of Don Lee "for the fine job you have performed in directing NPA's efforts to assure the flow of goods and services essential to the civilian economy during this national emergency." Mr. Weiss had been serving with NPA without compensation since Jan. 15, 1951.

The appointment of Walter J. Curry, deputy assistant in OCR, to succeed Mr. Weiss effective April 1 was expected momentarily. Mr. Curry formerly was representative of Arco Mfg. Corp. and Standard Brands Ltd. in Europe.

Mr. Weiss will take an extended vacation in Europe before returning to the Hughes Aircraft Co., Culver City, Calif., where he is management advisor. He is expected to sail for Naples around April 22 and return late in July.

A veteran of the radio industry for over 25 years, Mr. Weiss was MBS board chairman from 1947 to 1949 and board member when he retired in November 1950. He also was president and director of

St. Louis' salesman
for a nation
celebrates an anniversary today

KWK 25th Year
1927-1952

Globe-Democrat Tower Bldg.
Saint Louis

Page 100 • March 17, 1952

WINTER festival was promoted by WGAN, Cleveland with station's top personalities taking active part. Feature of festival, which drew 1,500 people, was skating contest among WGAN talent with Carl E. George, (r), station's general manager, acting as starter. L to r: Bill Meyer, morning disc jockey; Glenn Bammann, sports announcer; Jim Orgill, Ladies Day personality; Hal Reynolds, nighttime disc jockey, and Mr. George. Mr. Morgan won over Mr. Meyer in close finish. Festival included over 25 Silver Skates races and eight figure skating acts. Station awarded 20 first-place trophies to winners. Funds were contributed to Cleveland Area Heart Fund.

MORE TAX WRITE-OFFS

Granted Electronic Firms
INVESTMENTS totaling over $1 million for electronic manufacturers are included in a list of companies granted rapid tax write-offs by the Defense Production Administration for the period Feb. 4-16. Over 20 electronic applications were approved for expanded or new plant facilities estimated at $1,262,511.


PROCUREMENT POLICY

Centralized in Munitions Board

GREATER civilian authority for determining basic procurement policies of the armed services—for the procurement of electronics and other vital equipment—will be centralized hereafter in the Munitions Board, it was revealed last week.

Board Chairman John Small revealed the move on the basis of notification from Secretary of Defense Robert Lovett. While it has not been generally known, procurement policy heretofore has rested unobtrusively in the hands of one committee—the Armed Services Procurement Regulations Conference, comprising members of all military branches. Representatives report to members of the Munitions Board.

Chairman Small told a House Executive Expenditures subcommittee that over 75% of procurement dollars are assigned to single or joint service programs and the remaining items, "with the exception of electronics, are relatively small in dollar value."

Communications Essay

DR. ARNO HUTH of the New School for Social Research, New York, has written a booklet entitled "Communications and Economic Development" for the Carnegie Endowment for International Peace, 405 W. 117th St., New York 27. In his essay, Dr. Huth pays high tribute to radio, which he describes as the "most powerful and most important medium of mass communication."

You're MISSING something

if you don't see the
COLLINS RADIO COMPANY
announcement ad in
Broadcasting-Telecasting March 24

EQUIPMENT STATUS

NPA Is Given Report

APPROXIMATELY 70 types of radio receiving tubes are in short supply and certain test equipment using nickel, cobalt and tungsten are acutely scarce, according to a survey prepared by the National Electronic Contractors Distributors Assn.

The results were revealed last Monday by the Electronic Parts and Components Distributors Industry Advisory Committee at a meeting with the National Production Authority. The group reported that some components manufacturers are giving more prompt deliveries on unrated defense orders. Rated orders delay delivery as much as 30 days, the committee said.

A majority of the committee, according to NPA, recommended that electronic tubes, component parts and accessories be excluded from rating lists to save paper work on the part of manufacturers. Easing of the general supply situation generally was attributed to decreased demands for television receivers.

In shortest supply, the unit reported, are test equipment, relays, connectors, panel instruments and other products using scarce materials. Flow of parts for repairmen and others using MRO (maintenance, repair and operating) supplies has proved satisfactory, the group reported.

Radio Industries Ruling

RADIO INDUSTRIES Inc., Chicago, Ill., manufacturer of radio TV parts, was ordered by the National Labor Relations Board last week to cease supporting its employees committee and discouraging membership in Local 1031 of the International Brotherhood of Electrical Workers (APL). In an intermediate report and recommended order handed down by Trial Examiner Lloyd Buchanan, it was also proposed that the firm reinstate one employee and make pay restitutions to others. Radio Industries was absolved of engaging in "unfair labor practices" by discharging 14 other employees.
SHOW whipped together with less than an hour's notice is enjoying wide success according to WICU (TV) Erie, Pa. Breakfast With the Staffers, aired 16 minutes daily since its inception a month ago, features Jim Caselle, Earl Welde, two coffee cups and an occasional guest. The show, featuring 200 letters commented favorably on the show the first 24 hours, considered good enough reason to continue it as a regular program.

MARKET FACTS
REFERENCE folder containing facts about rich growing market in coverage area of KCNC-AM-FM Texasana, Tex., and Ark., KWFC Hot Springs and KAMD Camden, both Ark., has been sent to station representatives and advertisers. In map fashion, tear sheets illustrate what areas holds in ready sales and as a potential market. Rate card and program presentation form also are enclosed in the folder.

ECONOMY STRESSED
GOOD food buys are being aired weekly as a public service feature by Bernice Hulin on What's on the Menu, KSTP-TV Minneapolis, reports over Paul women's program. Miss Hulin, in cooperation with the Office of Price Stabilization, prepares a "menu of the week" aimed at economy and nutritional value in meal planning. Menu lists costs of each food item and cost of the entire meal plan. Copies are mailed on request.

SUCCESS STORY
NINE-PAGE booklet, "The Story of the Fabulous KTLA," is being distributed to advertisers by that Los Angeles TV station. Copy calls attention to the business reasons for the station's success and emphasizes local live talent programs.

GUESTS APPEAR
LOCAL and visiting personalities in the Miami area will provide format for a new Monday program from midnight to 2 a.m. on WTVJ (TV) Miami. Interviews will be held on Clover Club Date originating from a downtown lounge of the same name. Art Green, radio-TV personality, is host.

NEW WHODUNIT
PROGRAM built around complete mystery story each evening with full clues and conviction of the criminal was premiered last week on WIP Philadelphia. Calls are made to armchair detectives at show's end. If listener can give exact clues, sponsor, Sealy Mattress Co., Phila., awards him $25. Failure to answer correctly adds $5 to the prize pot which is carried over to next evening's Calling All Detectives.

DRUG CAMPAIGN
THREE thousand drug stores in Ohio, Kentucky, and West Virginia are participating in a merchandising drive sponsored by WLW and WLWT (TV) Cincinnati, WLW (TV) Dayton and WLWC (TV) Columbus, all Ohio stations of Crosley Broadcasting Corp. Featured in the drive are 42 WLW-advertised products. Stores have been supplied with kits containing banners, price markers and window posters pertaining to the campaign.

MONEY TALKS
STAFF members of WORC Worcester, Mass., make the rounds of city restaurants and night spots each evening passing out nickels as change to customers. Card suggests recipient use the coin to select his favorite on the juke box and during the day to tune in the station to hear favorite music. Card is signed by Dick Smith, WORC's early morning personality.

BEHIND MOVIE SCENES
NEWS analyst Edward R. Murrow of CBS-TV's See It Now has taken a camera crew to Hollywood to record the history of a motion picture scene from its conception till the time it is actually filmed. Example scene will be one from Sam-Goldwyn's "Hans Christian Andersen" and will be seen on Mr. Murrow's TV show at an unannounced date.

CONTRIBUTION GIMMICK
LACK of Sunday elevator service in the building where TV's WGBH Boston is located resulted in unexpected donations for the Heart Fund and a free lunch for Alan Dary, disc jockey, and his engineer, Mr. Daniel. Mr. Dary, who couldn't get out to lunch, announced he would lower a bucket from seventh floor window in mid-afternoon and any donations in the way of food or contributions would be greatly appreciated. Response caused a minor traffic jam when a crowd arrived at the designated time to comply with Mr. Dary's request.

QUESTIONS ANSWERED
COMMUNITY and school ties are being strengthened in Cincinnati with TC in the Home on KFTC-TV, an informal weekly presentation featuring instructors from the University of Cincinnati. Questions from students are answered by Richard H. Durrell, department of geology and geography, who plays host to program guests from the faculty.

HISTORIC SERIES
PRIDE in its community's heritage is indicated by WBRY Waterbury, Conn., in a series of programs dramatizing the history of the city. Research and writing of the series, planned for presentation a half hour weekly for six weeks, was done by Bob Noah, Bob Holzer and Walter Howard, all staff members. Series is titled Place Without Trees, which is the translation for Mattatuck, the city's original name.

WELCOME MAT
AVERAGE of 60 Tulsa newcomers are greeted each week by personal letters from KTUL Tulsa's vice president-general manager, John E. Buell, and Program Director Karl Jansen, welcoming them to Tulsa and inviting them to enjoy the best in radio over KTUL. Letters are accompanied by printed promotional program schedule. Follow-up comes a week later with another letter from the KTUL promotion department containing a small packet of emory boards suggesting newsman's file this thought: "Wherever You Go There's Radio — and in Tulsa, It's KTUL."

REAL THING
SECOND semester internship in radio news know-how has begun at KQIO Spokane for college journalism students in three colleges in the Spokane area. Actual news editing experience under staff supervision is given with a student being assigned one editorial for an entire semester. Hours when the student is to be in the studio are fitted to his college schedule.

BOTTLE DOLLARS
CHILDREN under 12 are invited to participate in Kiddies Jubilee Auction, new promotional program heard on KVOO Tulsa, Okla., for Hawk's Home Town ice cream and dairy products. Children bid for gifts auctioned in a local theatre with "Hawk Dollars" which may be obtained by turning in Hawk's ice cream cartons or milk bottle tops to the dairy plant.

THREE WAY PROMOTION
FOOD FAIR Supermarkets, Washington, D. C., and Mark Evans, WTOP -AM -FM -TV personality, team up for a grocery promotion program scheduled for 12 days commencing March 24. Twelve chain stores will feature "Mark Evans Week" in cross promotion in store displays, newspaper ads and radio-TV spots. Twenty Evans-sponsored local and national products are participating in three-way promotion.

TURNS TABLES
HOME Economist Sybil Johnson, seen daily on WKY-TV Oklahoma City's Book's Book, turned tables on members of Farmer Women's Club Council, Oklahoma City, and appeared at their cooking school as hostess instead of guest. Miss Johnson, invited to conduct the school, asked the 100 women to join her on the morning show instead. Presentation enabled women all over the state to attend the school via their TV receivers.

What a Buy!

ABC Programs
For "Minutes" & Chain Breaks
In Youngstown, Oh.

WFMJ
Watts
Serving America's 34th Market

March 17, 1952 • Page 101
March 7 Applications... 

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license:


APPLICATIONS DISMISSED

WAXY Jackson, Miss.—Dismissed application to change frequency from 1560 kc to 1300 kc, increase power from 250 to 4.5 kw, D, 1 kw change, station location, etc.

Trans-Pecos Best Co., Fort Stockton, Tex.—Dismissed application for FM station at Crane, Texas 800 kc, 250 W, D. New Frontier Best Co., Portland, Me.—Dismissed application for AM station at 1050 kc, 250 W, D.

APPLICATION RETURNED

Key Best, System Inc., Bayside, N.Y.—Dismissed application for new AM station at 1300 kc, 250 W, D.

March 10 Applications... 

ACCEPTED FOR FILING

AM—1580 kc

WKKY Sarasota, Fla.—CP to change frequency from 1560 kc to 1580 kc, change power from D to A, and with station moving from D to A, with station moving from D to A, with station moving from D to A.

KFJK-FM Kennewick, Wash.—CP to re-locate CP which authorized changes in FM station.

FCC actions

MARCH 7 THROUGH MARCH 13

CP-construction permit

DA-conditional

ant-antenna

cond-conditional

ERP-effective radiated power

D-day

N-night

aur-solar

LS-local sunset

sync-amplifier

mod-modification

STA-special temporary

vis-visual

unlim-unlimited hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. (See page 107.)


Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. (See page 107.)

APPLICATIONS DISMISSED

WKMZ (experimental TV) area of Mount Wilson, Calif.—CP to replace expired CP, as mod., which authorized change in trans. location, etc.

License for CP

KMXXZ (experimental TV) area of Mount Wilson, Calif.—License for CP, which authorized replacement of CP, as mod, contingent on grant of request of CP for CP.

Modification of CP

WELM-FM New Haven, Conn.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KWPC-FM Muscatine, Iowa—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WWOL-FM Buffalo, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KMPC Los Angeles—Mod. CP, as mod., which authorized power increase, changes in DA, etc., for extension of completion date.

License Renewal

Following station request renewal of license:

KAFV Bakersfield, Calif., WQAM Miami, Fla., WQAC-Augusta, Ga., WWDH New York, N. Y.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. (See page 107.)

APPLICATIONS RETURNED

KJVE Anchorage, Alaska—Returned application for staggered assignment of license from Forrest Hysom, re- request to continue until order to grant license is set for October 20, 1959. Ordered that hearing in proceeding commence 13 in Washington, D. C.

KIMW Wilmington, N. C.—Returned application for transfer of control from Interstate Broadcasting Corp., to Herbert E. Nelson and 33 others.

WIRJ Humboldt, Tenn.—Returned application for transfer of control from Long Island Broadcasting Co., through sale of 56% interest.

Cocoa Valley Radio Co., Rome, Ga.—Returned application for new TV station, as mod., which authorized sale of 33 kw and 250 W for period ending June 30, 1959.

March 11 Decisions... 

BY FCC BROADCAST BUREAU

Granted STA

WICU-TV Erie, Pa.—Granted STA to operate on commercial basis in accordance with current CP, except vis. trans. output power authorized as 1,000 and surf. of 100 kw for period ending not later than April 30.

WISX-AM Milwaukee, Wis.—Granted license to cover change of facilities—1310 kc, 5 kw, 1 kw, 1 kw, 1 kw, -1 kw, 1 kw, DA-2, UN—installation of new transmitter and DA-2N, change in trans. and studio locations.

To Reduce Hours

WFPL, Freeport, Ill.—Granted request for authorization to reduce hours of operation during the months of May and September and October beginning in 1952, in order to sign off at 5:00 p.m. CST.

RGENTED Mod. CP

WHIZ Canton, Ohio.—Granted mod. CP to make changes in the ant. installation.

KOMC Sacramento, Calif.—Granted mod. CP to make changes in the ant. installation.

NEW YORK to 9-15-52; cond.

 ACTION ON MOTIONS

By Commissioner Robert J. Krey 

KROY Sacramento, Calif.—Granted petition for dismissal without prejudice.

By Commissioner Bielythvile, Ark.—Petition to amend its application to delete all reference to its request for nighttime operation; application removed from hearing.

By Hearing Examiner Proctor, G. Cunningham

KBV Edinburg, Tex.—On Commission’s own motion, hearing in proceeding was continued until further order. Granted petition of KHVB to amend its application so as to “eliminate the limitation to clear day operation” present in the proposed operation to Station XEQ in accordance with paragraph 3 (c) of the Commission’s Decision of October 25, 1959. Ordered that hearing in proceeding in reapparatus now scheduled for March 13 in Washington, D. C.

By Hearing Examiner Jennings, L. F.

KGEN Las Vegas, Nev.— Granted request of KJVE to amend engineering data and number of transmitters supplied in support of its application.

By Hearing Examiner Basili, P. Cooper

KQFX Lakewood Inc., Lakewood, Ohio—Ordered that hearing on application of KQFX to Lakewood Inc. be held on April 28 at 10 a.m. in Washington. Further ordered that proceeding be continued until 1:00 p.m. and simplification thereof to be held on May 19 at 10 a.m. in Washington.

By Hearing Examiner Fannin, N. L.


By Hearing Examiner Fannin, N. L.

WOL Washington, D. C.—Granted petition for continuation of hearing in proceeding re-application for renewal of license of synch amp. in Silver Spring, Md., from March 10 to June 9 in Washington, D. C.

By Hearing Examiner J. D. Bond

KFBI Best Co., Bureau, Grant petition for extension of time to April

SERVICE DIRECTORY

Commercial Radio Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kansas City, Mo.

VACANCY

YOUR FIRM’S NAME in this “vacancy” space can be seen by radio station owners and managers, chief engineers and technicians—ap- }
Consulting Radio & Television Engineers

JANSKY & BAILEY
Executive Office—National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
20 Years Experience in Radio Engineering
Munsey Bldg., D.C. 2547
Washington, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 Wyatt Bldg.
Washington, D. C.
Member AFCCE

Craven, Lohnes & Culver
Munsey Building District 8215
Washington, D. C.
Member AFCCE

E. C. PAGE
Consulting Radio Engineers
Bond Bldg., Executive 5670
Washington, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Cofton & Foss, Inc.
927 15th St., N. W.
Washington, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
Washington, D. C.
Member AFCCE

ROBERT L. HAMMERT
Consulting Radio Engineer
230 Bankers Investment Bldg.
San Francisco, Calif.
Sutter 1-7345

GEORGE C. DAVIS
S. 514 Munsey Bldg.—Sterling 1111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
Consulting Radio Engineers
1052 Warner Bldg., Washington 4, D. C.
Member AFCCE

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
Arlington, Texas

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Washington 6, D. C.
Member AFCCE

GRANT R. WRAITHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 AFSOS—1352
Member AFCCE

Each to file proposed findings of fact and conclusions of law re application of WJVA South Bend, Ind., for renewal of license and for transfer of control.

By Hearing Examiner Panney N. Litvin
Chief, FCC Beat. Bureau—Granted petition for extension of time from March 10 to March 18 within which to file proposed findings of fact and conclusions in proceedings re applications of WZOD Toledo, Ohio.

March 11 Applications

Accepted for Filing

TV—Ch. 4
Lufkin Amusement Co., Beaumont, Tex.—Amended application for new TV station to change from Ch. 10 (192-189 ng), with ERP 244 kw vis., 14.2 kw to Ch. 4 (86-72 mc), with ERP 100 kw vis., 50 kw aur.; change studio and trans. locations, type of ant., etc.

Modification of CP
WPMT (FM) Oak Park, Ill.—Mod. CP, as reinstated, with authorized new FM station, for extension of completion date.

Walt-1 Atlanta, Ga.—Mod. CP, as mod., which authorized new TV station, for extension of completion date to April 15.

License Renewal
Following stations request renewal of license:

Applications Returned
Returned following applications for renewal of license:
WLBE Los Angeles, Fla., WDEE Americus, Ga., and WMIR Middleboro, Ky.

March 12 Decisions

Commission en Banc

Granted CP for
WPMT San Francisco, Calif.—Granted application for CP to replace expired permit which authorized change in trans. location, with same conditions as those in original grant.

WKEI Kansas, Ill.— Granted application for CP to replace expired CP which authorized new AM station on 1450 kc. 100 w, with same conditions as those in original grant.

License Renewals

KOAL Price, Utah—Granted renewal of license for AM station for regular period.

WAVE-TV Louisville, Ky.—Granted renewal of license for TV station for regular period.

Request Denied

KGBH Bremerton, Wash.—FCC in letter to KGBH denied request for extension of time to remain silent, cancelled program test authority and warned that application for license will be held until April 30, at which time it will be dismissed for failure of prosecution unless station returns to air.

(Continued on page 107)

March 17, 1952  Page 103
Help Wanted (Cont’d)

Managerial


Salesman

Salesman. Excellent opportunity for good salesman around $25-$30 per week. Hotel and railroad expenses paid. WYD, Washington, 4, D. C.

Immediate opening for strong, energetic, self-starting salesman. Experience necessary, dependent on ability. Box 59M, BROADCASTING TELECASTING.

Immediate opening for three engineers. Experience desired. Not necessary. Box 484M, BROADCASTING TELECASTING.

Immediate opportunity for first phone engineer desiring first class license. Progressive station in Michigan, 40-hour, 5-day week, with opportunity for advancement. No salary will be less than $60.00 per week. Send complete information and references to Box 494M, BROADCASTING TELECASTING.

Continuity writer. Station in midwest wants to employ better than average continuity writer. Prefer woman over thirty from mid-west. Must have experience and write continuity for $75.00 per week. Box 511M, BROADCASTING TELECASTING.

Immediate opening for first phone engineer, central Penna. network station. Have openings for fulltime station. First phone engineer, central Penna. network station. Have openings for fulltime station.

First phone engineer—announcer immediately by WMOG, Brunswick, Michigan.

Help Wanted (Cont’d)

Regional southern NBC station desires good versatile announcer. Splendid opportunity. Box 394M, BROADCASTING TELECASTING.

Immediate opening for strong, energetic, self-starting salesman. Experience necessary, dependent on ability. Box 59M, BROADCASTING TELECASTING.

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Immediate opening for strong, energetic, self-starting salesman. Experience necessary, dependent on ability. Box 59M, BROADCASTING TELECASTING.
Help Wanted (Cont'd)

Program director, experienced preferable on independent station. Male, wire or local manager, KNXU, New Ulm, Minnesota.

Wanted—Program director for 1000 watt university educational station. Prefer man with creative abilities and experience in script writing. Male, 1 year experience in broadcasting, base and football. Available May 15, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

Combo man, 1 year experience, would like position in Michigan. 25, vet., defer., 1040 M., 4200. BROADCASTING TELECASTING.

Sports casters, baseball, football. Box 481M, BROADCASTING TELECASTING.

Experience, six years all phases of sports broadcasting, including play by play. Box 477M, BROADCASTING TELECASTING.

Versatile combination announcer-engineer available for west coast stations. 5 years experience, 3 years in broadcasting. Box 493M, BROADCASTING TELECASTING.

Gardening, personality college in foods, attended television radio broad- casting school. Have time on New York station. Can announce, write commercials. Box 482M, BROADCASTING TELECASTING.

On air salesman who understands people and radio. Salary high, but so is quality of life. Box 483M, BROADCASTING TELECASTING.

Technical

Time salesman for television station in southeast. Old established outfit. TV experience essential. If you’re a radio or newspaper salesman, who thinks you could sell TV, apply. Send resume, photo and recommendations. Send 30 day notice. Box 490M, BROADCASTING TELECASTING.

Situations Wanted

Managerial

Jeral — commercial manager must have good job because climatic de- pressions affect health of his family. Prefer candidate who is commer- cially astute. 15 years’ experience in ad- vertising business. Will consider grad- uate. Box 484M, BROADCASTING TELECASTING.

Jeral, manager, available, 18 years experience, seeks a post where he will be given free reign. Box 485M, BROADCASTING TELECASTING.

Jeral-manager, over 20 years experience in television, wishes to run independent station. Prefer modern equipment. Box 486M, BROADCASTING TELECASTING.

Salesmen

In need of sales opportunity to work—My story: Advertising gal, with 20 year experience in sales, and some experience in radio. Applied with strong earning potential in sales and/or public relations. Excellent time selling, publicity, comprehension. Will accept any position. Box 605M, BROADCASTING TELECASTING.

Announcer

Sports casters, base, football. Box 325M, BROADCASTING TELECASTING.

Navy vet, age 26, single, 5 years college on all phases of radio. Desires opportunity in broadcasting. Box 522M, BROADCASTING TELECASTING.

Newscaster, DJ, announcer, Chicago station, 28, 15 years experience in broadcasting. Box 525M, BROADCASTING TELECASTING.

Mature top commercial announcer, 5 years experience. Available to one radio station. Box 526M, BROADCASTING TELECASTING.

Announcer—newscaster, 25-50 kw experience. Box 527M, BROADCASTING TELECASTING.

Manager—top program—newscaster, 10 years experience. Box 528M, BROADCASTING TELECASTING.

Continuity writer—2 years experience. Box 529M, BROADCASTING TELECASTING.

Manager—eastern region, Seeks advancement. Box 530M, BROADCASTING TELECASTING.

Program director—3 years experience. Box 531M, BROADCASTING TELECASTING.

Technical

Chief engineer, 20 years experience, 7 as chief, construction of three stations. Familiar with 4 different systems in different locations. Prefer west half of U. S. Box 532M, BROADCASTING TELECASTING.

Chief engineer, twenty years experi- ence, provides finest TV signals. Calls at your convenience. Box 533M, BROADCASTING TELECASTING.

Combination engineer—production director for station. Have experience in script writing. Box 534M, BROADCASTING TELECASTING.

Nationally known hillbilly folk singer, available for any location. Many years experience. Con- tact. Box 535M, BROADCASTING TELECASTING.

For Sale

Ground—Suitable for TV or FM station, built adjacent to present location. Box 536M, BROADCASTING TELECASTING.

For Sale: One RCA 50 kw transmitter type SA—has been modified to keep pace with the requirement of the FCC in the present day broadcasting standards, is in operating condition, 20 hours per day. If in need of well maintained, high power radio trans- mitter, this is your chance to get a bargain. Your inspection solicited. Box 537M, BROADCASTING TELECASTING.

Equipment, etc.

For sale: 1948 American 260 ft. self- supporting heavy, Dismantled, ready for installation any location. Box 538M, BROADCASTING TELECASTING.

For Sale: Gates 250 watt transmitter, new 1948. Excellent condition. Three traffic schedule boards, 4 x 4, 100 line capacity plus special type writer. Good package, priced to sell. WCOL, Columbus, Ohio.

R. G. modulation monitor as is $75.00. Excellent condition. Well made, good shape; make offer. WCCM, Gilmanton, N. H.

Production—Programming, Others

Casting director, produces, produces writers for PD of educational FM station. 1 year. College instructor of radio. 1 year. Variety reviews. Draft exempt. Box 540M, BROADCASTING TELECASTING.
WANTED TO BUY
Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher, and remote control. Box 695L, BROADCASTING
* TELECASTING.

WANTED: RCA tunable model 70-C or 70-D. Phase type price and type pickup and operate earphones. Box 697M, BROADCASTING * TELECASTING.

WANTED: 250 watt AM transmitter in good condition. Box 824L, BROADCASTING * TELECASTING.

WANTED: used Minitape Recorder. Send inquiries to Janet Office Box 808, Albion, Michigan.

Piojar amplifier (Langevins), state price, condition and number months used. KFEL, Alberquerque, Denver.

Wanted—RCA 9-AX rack light umberbry. Good condition—Quote price. WCOL, Columbus.

Wanted—Collins 37MF FM ring antenna mounted on 3/4" line. Chief Engineer, WIND, Durham, N. C.

Wanted—FM frequency modulation monitor. Prefer Hewlett-Packard 355-B. State condition, type and price. WDSB, Dillon, S. C.

Wanted—about 800 ft. 1/4" transmission line, also FM frequency and modulation meters. Contact Chief Engineer, WPWF, Middletown, Ohio.

MICROSERVICES

HELP WANTED
Television
Salesmen
Sales Promotion Men
Wanted for major Eastern television station. Must have solid AM background. College preferred. Knowledge sales promotion, advertising, statistics, market analysis, etc. A must. Salary in excess of $6000. Send personal data and late photograph to Box SIM, BROADCASTING * TELECASTING.

TV APPLICANTS
Substantial financing can be arranged for new VHF and UHF stations in markets with a population of between 250,000. Write full details first letter. Box 464M.

BROADCASTING * TELECASTING

SITUATIONS WANTED
Managerial

WE HATE TO LOSE HIM

Jack May was recently named as the new color commentator for radio and TV. Jack is one of the last of the 'golden age' of voice talent that has passed on to radio after nearly a year as AE in our news department. Jack is an ideal personality—inevitable—personable and capable. He really didn't need my recommendation as he is thoroughly experienced. With the necessary know-how to reach a sizable number of people who have proven to be capable. He has exceeded my expectations in theFilter

Employment Service

EXECUTIVE PLACEMENT SERVICE

For competent managers, commercial managers, program directors, chief engineers, disc jockeys, public relations, general sales and marketing, etc., the ideal placement agency. Box 4787, BROADCASTING * TELECASTING.

POSITIONS FREQUENTLY AVAILABLE

Program Directors
WRITE FOR PLACEMENT FORMS
Edward C. Lembel, Associates
17 East 48 Street, New York 17, N. Y.

To Judge Contest

TED MALONE, network radio radio commentator and poet, will serve as a judge in the sixth annual writing contest sponsored by the Hospitalized Veterans Writing Project, a volunteer group cooperating with the Recreation Service of the Veterans Administration. Mr. Malone will give personal comments on the most promising poetry entries received. Veteran patients may enter any of 14 contest divisions by April 1, competing for cash awards totaling over $1,000 and other prizes. Entries of This is the Reader's Digest and authors will serve as judges in other categories.

SAWYER LUNCH

Honors Business Aides

BUSINESSMEN who have performed the role of "dollar-a-year men" with government agencies in the current emergency were feted in Washington, D.C., last Wednesday.

Nearly 200 industry executives were honored at a Mayflower Hotel luncheon by Commerce Secretary Charles S. Sawyer and presented with "certificates of service" for contributing their "time, talent and energy" to the mobilization program.

Technically, the designation is "WOC" referring to industry executives who serve "without compensation" as contrasted to the "volunteer" ideal operation.

Among these leaders serving on the council are Ralph Cordiner, president, and Philip D. Reed, former president, and William H. Harrison, International Telephone & Telegraph, and former DPA and DPA executive.

Occasion for the awards was a luncheon kicking off a two-day meeting of the Commerce Dept.'s Business Advisory Council, comprising top industry leaders who cooperate with Secretaries Charles S. Sawyer on mobilization problems.

Among those leaders serving on the council are Ralph Cordiner, president, and Philip D. Reed, former president, and William H. Harrison, International Telephone & Telegraph, and former DPA and DPA executive.

Mr. Sawyer lauded "WOC" men and the "ideal role" for cooperation in the defense program. "The government has been very fortunate in establishing a stockpile of experienced management talent for which he would have to draw as quickly as possible in time of great emergency," he declared. BAC recruits executive talent for government posts.

"The willingness of your gentlemen to come to Washington at personal sacrifice...to help your country increase its strength is a tribute to the patriotism of American business," Mr. Sawyer asserted.

DPA Administrator Manly Fieischmanna and NPA Administrator Henry H. Fowler joined with DPA Chairman Robert H. Stevens in praising the services of the businessmen. Other industry leaders honored with certificates included: James B. Gooding, Carl Ispoc, H. S. Blof, James Williams, General Electric; Luther White Hill, Carolina Telephone & Telegraph Co., Glens In-

From Your Department

"Canadian Script Prize

PRIZE OF $100 is being offered by the Canadian Women's Press Club for the best radio script dealing with a reported news event USA since July 1, 1951, to any script writers living in Canada for a year prior to the date of the broadcast of the news script. This is the club's annual memoriau award competition. Entries must be submitted to Mrs. Marjorie McNabney, Canadian Broadcasting Corp., 356 Jarvis St., Toronto by June 30. Judges are Jean Saint-Georges, CBC press and literature editor, and Alan McGill, former chairman of Montague Press. Marjorie McNabney, CBC, Toronto; and Fred Leight, CKR, Regina.
Docket Actions

NON-Docket Actions

FCC GRANTS

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MARCH 13

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,321</td>
<td>372</td>
<td>19</td>
</tr>
</tbody>
</table>

(Also see Actions of the FCC, page 108)

Docket Actions

WIKY Evansville, Ind.—FCC denied application to change from 520 kc, 250 w, daytime, 314 w, antenna height 180 ft. Estimated compensation for loss of operation in addition to that presently authorized and the estimated actual change of $1,100, to Fort Wayne.

ORDER

FCC stayed effectiveness of decision which looked toward grant of application to change from 1480 kc, 250 w, fulltime, at Freeport, Ill., to DeKalb, Ill., pending further review of WABE Licensed Broadcast Service (L.B.S.) which seeks to vacate initial decision, reconsiders record, recommends that case be proceeding, etc. Order March 12.

NON-Docket Actions

FM GRANT


TRANSFER GRANTS

WINX Rockford, Ill.—Granted voluntary assignment of license and CP from WING, Chesterfield, Mich., to Mr. Billows, owner.

APPLICATIONS

WPLH—FM Macon, Ga., and WINX Rockville, Md.—To apply for new FM station.

FCC Actions

(Continued from page 108)

March 13 Applications

ACCEP TED FOR FILING

TV—Ch. 4 (66-72 mc).

WTVJ (TV) Miami, Fla.—To change channel to Ch. 11; to expand license area to include all of Dade Co., and to change antenna height above ground, as the FCC finds that the proposed new antenna height is above average terrain.

Plaints Radio, Inc., To. Amarillo, Tex.—To change station to Ch. 8, adopt new antenna height above average terrain.

KYNV Winslow, Ariz.—To modify CP to allow station to operate for extension of completion date.

WBSW Warsaw, Ind.—To modify CP, as more is needed to complete construction.

KMEM Kenmare, Minn.—To extend date for completion of construction.

License Renewal

Followings request renewal of license.


APPLICATIONS RETURNED

Elkhorn Broadcasting Co., Elkhorn, Neb.—Returned Amendment application to change from Ch. 12 to Ch. 13 for non-commercial educational purposes. Location and change of Ch. 13 is based on request to change the only station frequency change from 10 kc to 12 kc.

WJAM Marion, Ohio—Returned application for renewal of license.

Looking for Radio & Television Technicians?

RCA Institute sponsors students of regular intervals, as technicians, operators and salesmen. We need men graduates with a first class Radio-Television License and specialized training in your technical personal needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

BROADCASTING • Telemarking

March 17, 1952 • Page 107

ELECTRONIC PARTS

Chicago Show Opening

ANNUAL Electronics Parts Show, which starts today (Monday) in Chicago for four days, is expected to attract a registration of 5,000 persons. In addition to elaborate exhibitions by 204 companies, the show will include a series of seminars and conferences on sales, distribution, labor relations, tax planning, etc. The annual banquet will take place this evening.

Jack A. Berman is chairman of the Chicago Parts Dealers Exhibitions Committee and will open the various seminars and discussions. Show is sponsored yearly by the Radio-Television Manufacturers Assn., the National Electronic Distributors Assn., the Assn. of Electronic Parts and Equipment Manufacturers, the West Coast Electronic Manufacturers Assn., and the Chicago Sales Managers Club Eastern Division.

Meeting concurrently will be the Radar-Radio Industries of Chicago, the Canadian Radio Parts Managers, the Representatives of Radio Parts Manufacturers and the Audio Engineering Society.

RADIO-Television-Recording-Advertising Charities, Hollywood campaign for 1952 raised 30% more money in industry form than previous year. According to Sidney N. Stots, president.

_allocations supplement

Allocations Supplement

Broadcasting • Telemarking

Will publish in March 13 issue: The text of the final TELEVISION ALLOCATIONS REPORT. Subscribers will receive the supplement with next issue. Extra copies will be available, as long as the supply lasts, at $3 each.

WHEN 'S BII “K Tie Yours

Another BII “Pin Up” Hit—Published by Parliament

When 's BII “K Tie Yours

STOLEN LOVE

On Records: Eddy Howard—Mercury; Guy Lombardo—Decca; Tiny Hill—Mercury; The Larks—Apollo; Three Suns—Victor.

When 's BII “K Tie Yours

STOLEN LOVE

On Records: Eddy Howard—Mercury; Guy Lombardo—Decca; Tiny Hill—Mercury; The Larks—Apollo; Three Suns—Victor.
FEARBOY BOX SCORE

STATUS of broadcast station authorizations at the FCC on Feb. 29 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2410</td>
<td>650</td>
<td>108</td>
</tr>
<tr>
<td>Total on file</td>
<td>2316</td>
<td>572</td>
<td>93</td>
</tr>
<tr>
<td>Total licensed (on or off)</td>
<td>1048</td>
<td>133</td>
<td>613</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>3318</td>
<td>852</td>
<td>506</td>
</tr>
<tr>
<td>Total new stations notified</td>
<td>467</td>
<td>467</td>
<td>0</td>
</tr>
<tr>
<td>Change or transfer of facilities</td>
<td>300</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of unused stations in februry</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

THEATRE INTEREST IN TV

Indicated in Sale of KRBM

GOOD example of serious interest motion picture exhibitors are taking in TV is contained in an amendment submitted last week to FCC by Joseph F. Findley, director of engineering for Channel 13 in Las Vegas, Nev.

Amendment revealed that Huntridge Theatres Inc., Nevada theatre chain, had agreed to buy control of KRBM Las Vegas for $57,750.

As part of the deal, Huntridge gets 90% interest in Desert Television Co. Remaining 10% will be held by Edward J. Jansen, president of KRBM and of Desert Television Co., and also in management contract for Mr. Jansen for five years at $12,000 per year.

Arrangements are contingent on approval of the FCC.

Movies & TV

(Continued from page 79)

The "Feast of Love" theme will be continued by ABC in its Primetime shows. After the hit TV show "The Feat of Love," ABC will present another romantic drama, "The Perfect Match," starring Elizabeth Taylor and Robert Wagner. The show, which is expected to be a ratings winner, will air on Monday evenings at 8:00 p.m. EST.

Other TV highlights include the return of "The Andy Griffith Show" to CBS, which will air on Mondays at 8:30 p.m. EST; "The Lucy Show" on NBC, which will move to Thursdays at 8:30 p.m. EST; and "The Dick Van Dyke Show" on CBS, which will remain on its current schedule.

Paramount Films

(Continued from page 78)

Paramount announced plans to release two new films this summer, "The Great Dictator" and "It's a Wonderful Life." The latter will be released on Thanksgiving Day, and the former will open the following week. These films are expected to be among the biggest hits of the year.

The studio has also acquired the rights to several popular stage plays and will be releasing them as TV series. Among these are "Cat on a Hot Tin Roof," "A Streetcar Named Desire," and "The Glass Menagerie." These adaptations are expected to be popular with both audiences and critics.

For more information on the fall TV lineup, see the next issue of TELECASTING.
an increase in personnel from 176 in 1951 to 191 in 1953 for the Broadcast Bureau. Mr. Coy noted that "we showed a 15.8 people in AM, FM, renewal and transfer hearings and in all other broadcast activities except application processing, a decrease of five, or a total decrease of 20.8."

On TV applications, transcript of the hearings revealed these comments:

Rep. Thomas: "In the 500 or 510 TV applications you expect as soon as you lift the freeze, what part is going to be contested—99%? would you say?"

Mr. Coy: "Ninety percent, probably, would be as good as a guess as anybody could make at the moment. It depends . . ."

In his testimony on need for monies for additional monitoring stations, Mr. Coy reminded the subcommittee that a clandestine station was broadcasting from an American ship just off the lower coast of California. He did not say whether it was operated by foreign agents nor whether any action had been taken.

When the subcommittee disclosed the testimony last Wednesday, newsmen checked further into the story. The Commission, however, refused to say whether the ship broadcasts were transmissions of espionage reports to foreign centers or whether propaganda was being sent to the U.S.

It was understood the ship was an American-flag vessel, meaning U.S. authorities could take action against it, even though the ship was operating outside of the three-mile limit of territorial waters.

According to news reports, there was a theory that Chinese Communists may have been using the vessel to broadcast messages or other propaganda to Chinese living in California and other western states. This was neither confirmed nor denied.

72 Illegal Stations

Mr. Coy told the subcommittee that FCC investigators uncovered 72 illegal radio stations from July 1, 1951, through last January, including those operated by the foreign agents.

Mr. Coy said about 15 of the clandestine stations were traced to "fellows who are trying to beat the bookies at the race tracks by operating radio stations which they carry around with them to get information out of the track to some fellow on the outside so that they can use them either for the bookies or in trying to beat the bookies. We have had to move both ways there. Some tracks have denied access to news reporting services at their tracks."

It was estimated by the FCC that some 12 or 15 stations were operating illegally "not by amateurs but by people who ought to know better and did know better" in the field of television. One Congressman interposed that possibly they did so because they "probably got tired of waiting" for the freeze lift. Mr. Coy answered: "They probably did."

Charging of fees for Commission broadcast services was not feasible, Mr. Coy said, because (1) there would be no net gain to the Treasury for the amount could be deducted from income taxes of stations as an operating expense, and (2) some broadcasters may feel that since they must pay to become licensees they would be relieved from the necessity of performing in the public interest [B&T, March 10].

ZIV GOAL REACHED

'Communist' Over 400 Mark

FREDERIC W. ZIV Co.'s organizational sales goal—400 stations by March 31—set for its transcribed radio series, I Was a Communist for the FBI, was reached more than two weeks ahead of schedule, John L. Sinn, executive vice president, announced Thursday.

The series was sold in 405 markets as of March 13.

Among new sales recorded by Ziv representatives last week was a 10-market deal with Golden State Dairy Co. of San Francisco, which purchased I Was a Communist for the FBI for broadcasts in Bakersfield, Chico, Fresno, Modesto, Marysville, Sacramento, San Luis Obispo, Stockton, Redding and Santa Barbara, all California.

Wilfred C. West

FUNERAL services, followed by interment in Forest Lawn Memorial Park, Glendale, were held last Tuesday for Wilfred C. West, 65, former newspaper publisher and husband of Mrs. Ethel Binkley West, president of KCSB-San Bernardino, Calif. He died at his Glendale home on March 7. Besides his wife, survivors include a son, Wilfred Jr.

NBC APPEAL

has emerged victorious in an appeal for materials to enlarge its Hollywood television facilities, it was disclosed last Thursday.

While details were not announced, it was learned that the National Planning and Broadcasting Commission construction on two new TV studios at Burbank, Calif. It was presumed that NBC would stand ready as soon as practical in anticipation of completing construction by Oct. 1, and thus be enabled to compete more favorably with ABC Television for talent in Hollywood TV origination with the advent of the fall season.

The application was approved by NPA's Appeals Board, under Judge T. Monford Boyd, to which NBC carried its talent fight with CBS Radio and Television and other networks 10 days ago [B&T, March 10].

Aside from giving approval for commencement of building, the decision also carries with it an assurance of delivery of vital materials for the second quarter (April 1) and any other steel, copper and aluminum needed to complete the project in the third quarter.

The estimate of completion by Oct. 1 was furnished during the hearing March 6 by R. E. Ward, vice president of Austin Co., Los Angeles. He said the foundation for the studios probably could be laid within days of NPA approval.

ABC Metals Request

Had requested 211 tons of steel and 19,978 pounds of copper—in excess of self-defense requirements now permitted to radio-TV broadcasters—and 800 pounds of aluminum—just under that limitation.

When completed, the new TV studios will give NBC a total of at least four, compared to five for ABC TV and a potential five (three existing plus one under construction) for CBS TV.

The two-studio project, valued at $2.7 million, represents a wholehearted largesse from NBC President in response to an initial blueprint calling for $25 million worth of facilities—a valuable NBC television center. NBC pointed out it had scaled down this project to conserve materials, while CBS sought greater quantities of materials and was given NPA approval.

It was generally presumed that NBC was accorded the grant on the basis of "hardship" conditions in the Los Angeles area—a two-fold"combination there and its stated inability to compete with CBS for radio and TV talent with present studios plus its record in conserving scarce materials.

The grant also was seen as a harbinger of new government policy to take manpower problems into consideration when allotting construction materials. Under this policy, radio-TV broadcasters stand to fare better on applications— even commencement construction not yet underway.

The board decision was sent out

Construction Bid

Approved by NPA

Cites CBS 'Advantage'

The network cited its "present inability to deliver adequate Hollywood origination" and claimed that CBS had an advantage whereby "it may be able to persuade talent and sponsors to switch top-rated NBC television programs to CBS."

In that event, NBC explained, this might "completely reverse the competitive situation in the industry and cause NBC to lose its current position of leadership."

NBC presumably referred here to negotiations involving Red Skelton (now on NBC television and CBS Radio) and perhaps such shows as Your Best Your Life, another top-rated NBC Hollywood program. NBC recently signed Phil Harris and Alice Faye to a long-term radio-TV pact, beating out CBS, and slated Mr. Harris to launch his own TV program, probably this fall.

It was presumed that NBC had Mr. Harris TV stint in mind in referring to negotiations involving the need for additional studio facilities.
JOINT PROMOTION PANEL
ADDED TO CHICAGO AGENDA

ADDITIONAL panel feature on audience promotion, titled "Tale of Three Cities," added to NARTB convention agenda for March 30-April 2 meeting (early convention stories page 27). Panel will be held at 4 p.m. as part of Tuesday afternoon workshop session. According to Robert K. Richards, NARTB public affairs director in charge of convention programming.

Glenn Shaw, KLV Oakland, NARTB director, has accepted chairmanship of panel and will be keynote speaker. Panel will be built around mutual audience promotion campaigns staged in Tulsa, Detroit and Rochester. Taking part will be John Esau, KTVU Tulsa, "The Tulsa Story;" Worth Kramer, WJR Detroit, "The Detroit Story"; Jack Knabb, of Jack Knabb Adv. Co., "The Rochester Story."

W. B. McGrath Named
MEMBER OF NARTB BOARD

WILLIAM B. McGrath, managing director of WBZ Boston, becomes radio member of NARTB Board of Directors representing District 1 (New England). He takes office during NARTB convention week proceedings in Chicago.

Mr. McGrath was only one of 23 broadcasters certified on nominating ballot who received five votes necessary to be included in final election balloting. He succeeds Craig Lawrence as District 1 director. Mr. Lawrence resigned directorship when he left WCOP Boston to become general manager of WCBS-TV New York. While nominations closed at midnight Thursday, NARTB is going through necessary procedure of holding election for only one nominee. Mr. McGrath has been active in NARTB affairs through committee assignments and participation in meetings.

COM. BARTLEY'S STAFF

ROBERT T. BARTLEY, newest member of FCC, announced personnel of his office Friday. Staff now consists of Farrell McGonigal, formerly confidential assistant to ex-Chairman Wayne Coy; Fausta Marie Puffengerer and Grace Miner.

DEALER TV SHIPMENTS DOWN

SHIPMENTS of TV receivers to dealers totaled 371,689 in January compared to 600,603 for same month year ago, according to Radio-Television Mfrs. Assn. December, 1951 shipments were 586,141 sets. Figures cover both members and nonmembers. Leading state was New York, with 45,460 sets shipped to dealers. Others at top of list were Pennsylvania, 36,256; Ohio, 34,072; California, 30,874; Illinois, 29,396.

DEALER CLINIC

SECOND TV sales clinic for some 1,600 New York and New Jersey dealers and sales personnel scheduled to have been held at New York's Center Theatre Friday night. Special feature was to be company talk by RCA president, at first screening of new film sales message about RCA television, following private viewing of RCA Victor's Esio Pinza TV show with Bruno-New York and Kirch-New Jersey as hosts.

OCCUPATIONAL HAZARD

BRAD KRESS, NBC-TV cameraman who filmed Havana street-fighting and exclusive interview with Gen. Fulgencio Batista during recent brief Cuban rebellion, was jailed three times and questioned repeatedly because he was able to get films out of country, NBC reported Friday. Mr. Kress arranged to have scenes filmed directly to Washington where they were shown Tuesday and Wednesday on NBC-TV's Today and Camel News Caravan.

GOLDENSON CRITICIZES SUBSCRIPTION TV

DIM VIEW of both theatre TV and subscription TV was taken by United Paramount Theatres President Leonard H. Goldenson in last day on stand Friday at FCC Paramount hearing (see earlier story on page 78). Hearing resumes today (Monday) on ABC-UPF merger issues, with Geraldine B. Zorabaugh, ABC secretary-treasurer, testifying.

Impact of TV on marginal theatres was acknowledged by Mr. Goldenson. He said he did not expect TV to have any impact on well-established, soundly run theatres. In fact, he said, such theatres have been doing as well as they ever have been.

In the course of day's testimony, he said that if ABC-UPF merger was not approved, UPT TV would ship TV in Boston, Detroit, Des Moines and Tampa.

Point made by FCC Counsel Frederick W. Ford might have alarming implications on merger. This was that as of latest record, about 50% of Paramount Pictures Corp. and UPT stock was owned by same people. When Paramount Pictures was ordered to separate into motion picture producing and theatre owning, it turned out that both companies were owned half-a-share each in two companies. Court ordered those holding more than 500 shares in each company to divest themselves of one or other. However, records show, Mr. Ford pointed out, that something like 50% of UPT stockholders own less than 500 shares of their stock, therefore may hold less than 500 Paramount Pictures stock.

This could mean, according to FCC counsel, that same ownership exists for Paramount Pictures' KTLA (TV) Los Angeles, UPT's WKBK (TV) Chicago, and DuMont's WADD (TV) New York, WFTG (TV) Washington (if Paramount is found again to "control" DuMont). FCC rules limit common ownership to five TV stations. UPT officials stated they would get more up-to-date stock ownership records.

GOLF TOURNAMENT

ANNUAL NARTB convention golf tournament for Broadcasting * Telecasting trophies will be held Sunday, March 30, at Bunker Hill course, in outlying Chicago area. Holes will leave south entrance of Conrad Hilton Hotel at 9 a.m. Trophies will be given for low net, based on blind bogey, and low gross. Nine- teenth annual party planned after play completed. Golfers may enter tournament by notifying nearest Broadcasting * Telecasting bureau.

PEOPLE...

JOHN BOESEL, client service executive for A. C. Nielsen Co., appointed to newly created position as assistant to executive vice president, radio-TV sales and service, President A. C. Nielsen announced last week. With radio-TV division since joining Nielsen company in 1946, Mr. Boesel will report to C. G. Shaw, executive vice president.

DAVID SAVAGE, film dept. manager for WCBS-TV New York, to assume additional duties in charge of film buying for all departments of CBS-TV, it was announced Friday. He will purchase feature films for CBS-TV owned stations, outlets represented by CBS-TV spot sales, and CBS-TV network.

DON NATHANSON, advertising manager of the Toni Co., Chicago, will discuss television from the advertiser's standpoint at the luncheon Wednesday of the Chicago Television Council.

CHESTER CHEEK named recording department sales manager, WOR New York, to be succeeded as salesman by Richard F. O'Neill.

GEORGE PAMENTAL, media director, Fletcher B. Richards, N. Y., to NBC-TV as spot salesman. James Kelly, BDBO, N. Y., succeeds Mr. Pamental at Fletcher B. Richards.

RICHARD LOUCHRIN resigns as manager of transcription sales department at NBC Chicago to join sales staff of CBS Spot Television, same city.

CARTOONS ON DU MONT

STREAMLINED FAIRY TALES, 15-minute animated cartoons presenting modern versions of children's classics, to be distributed by DuMont network film sales dept., Coordinator Donald A. Stewart said Friday. Produced by Harry S. Goodman productions, films include Three Little Pigs, Jack and the Beanstalk, Sleeping Beauty, etc. and result from DuMont purchase of distribution rights to series of Pilot films, originally made as supplements to series sales. Network also announced sale of rights of Pa, Mac, Big-Lights, human interest stories narrated by columnist Hy Gardner, to KING Seattle and WDSU New Orleans.

SPOKANE STRIKE ENDS

TECHNICIANS of five Spokane stations back at work after reaching wage agreement. Four-day strike staged at KHQ, KGA, KNEW, KREM and KSPO. At first three stations increased of 14½ cents per hour was granted, with 16 cents at last two. Settlement announced jointly by Richard Axtell, attorney for employers, and W. A. Smith, of Seattle, IBEW representative. Sixth broadcasting station, KXXL, signed three-year contract at union terms, calling for 17½-cent boost. It was not involved in strike. All struck stations had returned to air after brief silence, with supervisory personnel in charge, Federal concilia tor, Louis Ziman, of Spokane, acted as mediator during dispute.

FCC SERVICE PINS

MORE than 500 employees of FCC will get service pins in recognition of 10 to 30 years service at ceremony April 8. This represents 40% of present FCC working force. List includes 15 persons with 30 years service, 110 with 20 years, 202 with 10 years, comprises such as Comrs. Ross, H. Hyde and George E. Sterling, 20 years; Chairman Paul A. Walker and Comr. Edward M. Webster, 10 years.

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.
In the morning Iwa

3rd

one of America's Greatest

independent radio stations

IN CITIES OF 500,000 OR MORE*

1st

AT NIGHT

and in milwaukee . . .

For $100 or $200 per week — or more — WEMP delivers:

2 times the audience of network
station No. 1* — 2½ times the audience
of network station No. 2*

Join other shrewd national advertisers using WEMP
high-rated low-cost saturation schedules

WEMP WEMP-FM Milwaukee

HUGH K. BOICE, JR., General Manager HEADLEY REED, National Representative

* Hooper Radio Audience Indexes —
Unaffiliated Radio Stations Oct.-Nov
1951

Comprehensive, using
highest individual 15-minute strip rating 6:00 a.m. - 6:00 p.m.