what happens when WOR-tv comes into New York homes?

It's amazing the way WOR-tv puts products into the hands of consumers... for example—

**Beverages** WOR-tv made Hoffman beverages the Number 1 soft drink among families viewing its high-rated "Merry Mailman."

**Automobile Seat Covers** In just one week, WOR-tv sold more Rayco covers than a New York network channel did in eleven weeks!

**Toys** WOR-tv completely "cleaned" New York's 200 Woolworth stores out of Zoomeray toys.

or drugs... toiletries... cigarettes... candy. WOR-tv sells more for less money than any other television station in New York.

**WOR-tv channel 9**
The Key to His Sales and Yours

For more than 20 years, Midwest farmers have followed the leading markets over WLS each noontime.

Entitled "Today's Farm Markets," this fast, comprehensive 11:40-11:55 a.m. report provides the most complete and up-to-the-minute information on the air... or otherwise available... regarding the live stock, the grain, poultry, butter and egg, fruit and vegetable and other markets upon which Midwest farmers depend for the ready sale of their products.

There is no more certain or effective way to bring your products and their advantages to the attention of this vast listening audience... at a time when they have things to sell and money to spend.

Better write us today... or see your John Blair man... for possible availabilities on this and other result-getting WLS programs.

Watch for News About "OPERATION GROCER 1952"

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & CO
1st place, 2nd place, 3rd place

IN DETROIT'S TREMENDOUS OUT-OF-HOME LISTENING MARKET FOR

80% of the ¼ hours
6:00 A.M. TO 12 MIDNIGHT

MONDAY THRU FRIDAY

(Out-of-Home PULSE for January, 1952)

IT'S

WKMH
5000 WATTS DAYS
1000 WATTS NIGHTS

Call your HEADLEY-REED Representative
To serve well its many thousands of viewers, WGAN-TV's cameras reflect every facet of their daily lives. Throughout the year, on its weekly "Television Farmer," these important activities — animal raising, judging and trading — among others are shown. Programs are developed in cooperation with 19 County 4H Clubs, Pennsylvania State Farm Show, Lancaster Livestock Exchange and Union Stockyards.

Beef is big Business!

One of the most picturesque and important business and agricultural activities in the entire East is located in Lancaster — the Union Stockyards, "The Largest Stockyards in the East." A grand total of 471,848 head of all classes of livestock were handled there during the past year. This is an increase of 4.8% over the preceding year — highly significant because business at most of the public stockyards elsewhere in the country showed a decrease during 1951. Beef is big business in Lancaster, Pennsylvania — highly significant because the growth and increasing prosperity of this activity characterize the many other big industries located in this area. The broad mid-Pennsylvania section covered by WGAN-TV is outstanding in the nation for its stability, growth and prosperity.

WGAN-TV LANCASTER PENNSYLVANIA

A Steinman Station

Clair R. McCollough, President

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

Page 4 • March 24, 1952
FLANAGAN TO RETURN TO NARTSR POST

THOMAS P. FLANAGAN on April 1 will return to National Assn. of Radio & Television Station Representatives, again taking up post of managing director which he resigned two years ago because of ill health. In announcing Mr. Flanagan’s resumption of NARTSR duties, Joseph J. Weed, president of association, said that he has now completely recovered.

First managing director of NARTSR, Mr. Flanagan came to that post from chairmanship of Associated Tobacco Mfrs., which he assumed in 1943 when he was president of Penn Tobacco Co., large user of spot radio for its Kentucky Club tobacco. Mr. Flanagan left Penn in 1945 when it was sold to Bloch Bros. Tobacco Co.

During his term with NARTSR, Mr. Flanagan directed compilation and distribution of Spot Radio Estimator. New edition of this rapid reference book is now in preparation, Mr. Weed said. Also under Mr. Flanagan’s management, NARTSR began its clinics on spot radio and spot television.

Upcoming on NARTSR agenda is launching of new presentation on spot broadcasting which Mr. Flanagan will shortly present to advertising press, preceding showings to advertiser and agency groups. This presentation was prepared under direction of Murray Grabhorn, who became managing director of NARTSR last summer after leaving ABC and remained with association until March 15 when he resigned to join Edward Petry & Co. [BT, March 3].

JOHNSON ASKS SENATE GROUP TO GIVE FCC FUNDS FOR TV

THERE is TV emergency in nation that must be resolved when once freeze is lifted, Sen. Ed C. Johnson, chairman, Senate Interstate & Foreign Commerce Committee, said in effect Friday when making his plea before Senate Ap.

(Continued on page 94)

BUSINESS BRIEFLY

PAINT CAMPAIGN • Sapolin Paints Inc., N. Y. (Fashion Color Odorless paints), launching radio and TV spot campaign beginning on New York metropolitan stations latter part of April, for 13-week spring advertising program. Twenty-second film spots will be used on two major network outlets, with radio spots on two independent AM stations. Expansion is indicated, probably on national scale, depending on success of local campaign. Since Sapolin advertising is largely seasonal, another 13-week campaign is contemplated for fall. Agency: Hicks & Greist, N. Y.

PARKER NAMES CHARTOC • Parker Pharmaceutical Corp., Chicago, has named Shepard Chartoc Agency same city, to handle advertising for its Nitocin smoking deterrent, Foot AIDS and line of ethical products. Nitocin is expected in test campaign and regular schedules in numerous markets, starting with 16 stations. Five other stations expected to be added every two weeks.

WALGREEN BUYS BASEBALL • Walgreen Co. of Chicago has signed for periods preceding and following all Chicago White Sox and Cubs home games on WGN-TV during 1952 season. Agency: Schwimmer & Scott, Chicago.

SPOT CAMPAIGN • New York State Dept. of Commerce considering annual TV spot announcement campaign in New York, New England and adjacent areas starting about April 1 for 13 weeks to promote vacation guide to N. Y. Station list will total 20 to 25. Agency: BBDO, N. Y.

SUMMER CAMPAIGN • Eskimo Pie, through Buchanan & Co., N. Y., considering radio availabilities for annual spring and (Continued on page 91)

James McConnell Resigning from NBC

FURTHER EXECUTIVE realignment at NBC indicated Friday with disclosure that James V. McConnell, director of National Spot Sales, is resigning effective March 31 after 21 years with network.

He did not announce future plans, but it was understood he will join sales representation firm in high-level capacity. Nor was there any indication as to who would be designated to succeed him.

Meanwhile reports—untraceable, and many of them conflicting—circulated almost maddly, speculating on possible brewing changes in upper echelons as high, in some cases, as presidencies of RCA and NBC. In more definite category was report that Administrative Vice President Victor T. Norton would shortly, perhaps this week, announce long-suspected resignation.

Executive-level changes already in progress at NBC included generally acknowledged but not officially announced plans for Harry Banister, WWJ Detroit, who joins network April 14, to move into top spot in station relations department and for Carleton D. Smith, now station relations vice president, to move into responsible executive post in Owned and Operated Stations Dept. under Vice President James M. Gaines [BT, March 17].

Mr. McConnell joined NBC in early 1931 as network salesman after several years with General Outdoor Adv., Campbell-Ewald Co., BBDO, Hays MacFarland Agency and Hearst “quality group” magazines. He was named eastern zone manager of NBC’s local service bureau in 1932, and when bureau was discontinued in 1934 he was appointed assistant sales manager, eastern district. Three months later he was named executive assistant to vice president in charge of sales, and in July 1939 became manager of then new National Spot and Local Sales Division. Under various titles he has been in charge of National Spot Sales since that time.

for more AT DEADLINE turn page

March 24, 1952 • Page 5
on 1300 kc, 1 kw. Purchasers are J. (Douglas) Gay Jr. and H. Guthrie Bell, businees managers, successors of WLE prichard Jr., former New Deal official, became involved in Kentucky election situation several years ago. Blackburn-Hamilton handling transaction.

QUESTION is raised over legality of Voice of America ship Courier, commissioned with fanfare by President Truman and State Dept. March 4. Would operation of vessel violate Atlantic City Telecommunications Treaty which specifies international wavelengths? Department authorities say it wouldn’t, that project was legally cleared. It’s learned that neither FCC nor congressional committees were consulted on policy question.

VIC RATNER, who has assigned as public relations vice president of Macy’s, may become identified once again with CBS, but as free lancer. On two occasions with CBS in charge of advertising and sales promotion, Mr. Ratner has hung out his consultancy shingle and has discussed with President Frank Stanton possibility of special assignments on client basis. He has several other accounts lined up, it’s understood. (See story page 26).

VOLUNTARY worker and consultant to Republican National Committee on radio-TV matters is Frank E. Mullen, former executive vice president of NBC, now residing in Los Angeles where he has business interests and is engaged in radio-TV consultancy.

ELLIOTT ROOSEVELT, second son of F. D. R., may find his radio-TV haven in Cuba, according to press reports. Close friend of Col. Fulgencio Batista, who took over government in coup that a fortnight ago, he’s there now presumably negotiating for acquisition of Union Radio, operating second largest network on island. His backing may be Batista himself, reputedly very wealthy, and Broz Dahlberg, Celotex tycoon. Elliott also has announced plans to seek TV in Miami and other places.

AFFILIATES Committee session on Monday, March 31, at NARTB convention in Chicago to determine future course will, among other things, consider a new rating project, to stem tide of network adjustments. At meeting of committee in New York on March 10-11, it’s learned, Albert E. Sindingler, Radox developer, made presentation for overall project.

ENGLISH influence due to hit NBC programming in near future. Charles (Bud) Barry network program vice president, is negotiating with manager of Paladin in London and Harry Alan Towers for radio show featuring comics from Paladin, famous English vaudeville house on mystery series starring James Mason and his wife, in addition to already announced Scarlet Pimpernel.

IT’S OPEN SECRET that Sen. Ed Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, wrote letter last week to FCC Chairman Paul A. Walker asking for Commission’s thinking on marriage of AM applicants for TV grants (Closed Circuit, March 10). Chairman Walker’s reply was understood to be sympathetic but somewhat less than a complete affirmative to such amalgamations.

In this issue—

National advertisers are clamoring for better media research. Plans for new examinations of radio, television and other media by the revised Advertising Research Foundation dominate the annual ANA convention. Page 55.

The materials scarcity is eating, if indeed, it is eating. It looks now as though broadcasters who get TV stations after the freeze is thawed won’t have any serious trouble finding the materials to build them. Page 57.

CBS net income in 1951 was $6.3 million, a 50% gain over income in 1950. Acquisition of Hytron manufacturing facilities accounts for much of the increase. Page 58.

If ABC is to give CBS and NBC a competitive run for their money, it must have bigger capital. And the only way it can get it is through the merger with United Paramount Theatres which the FCC must approve. That’s the essence of ABC President Kintner’s testimony. Page 61.

House votes $2 million cut in FCC’S budget request, but Sen. Ed Johnson hopes to secure Senate support to restore the appropriation. For TV station applicants, the drastic budget cut could mean delays in doing out new stations. Page 59.

“Side” meetings could steal some of the show from the NARTB convention. Here’s a report of the non-NARTB assemblies to be held in connection with the main event. Page 55.

VHF antenna height will be limited to 1,000 feet in the northeastern states. Commission adoption of that provision was the break in what was becoming a log jam. But all is peaceful in the FCC. Commissioner Jones has already begun to write his dissent to the TV allocations, it’s said. Page 58.

One of the purposes of the government anti-trust suit against the International Boxing Clubs (or “Octopus Inc.” as the celebrated sports writer, Red Smith, calls it) is to restore free competition in broadcasting of top bouts. Page 61.

Don Nathanson, ad manager of Toni Co., urges television to quit following radio discount structures that favor big budget advertisers to the detriment of those with less to spend. Page 54.

A Republican Senator tees off on Wayne Coy (a Democrat) for quitting the FCC to take a $50,000 a year job with Time Inc. Page 54.

Upcoming


Mar. 24: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to bar liquor advertising over NBC, CBS and ABC.

Mar. 16: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago. (Other Upcomings page 38)
WINS FRIENDS AND INFLUENCES PEOPLE
BY THE THOUSANDS

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. W HP gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W HP has 5000 busy watts on 580. Hooper says so... more listeners who listen more.

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 “Superior Points” in Sales Management’s recent city rankings study. They’re second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.
Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th...35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's first and only 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programming and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M.
(Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

JOHN BLAIR & CO.
National Representatives

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

Here's PROOF of pulling power:

WIBC—promoted corn picking contest pulls 35,000!
In your Doctor's hands— thanks to the partnership between The Meat Packing Industry and the Medical Profession

Meat animals are the source of many important medical products—including all those on the list at the right. Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be sometime in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (and it is only a partial one) shows that many great discoveries have come, already, from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

Insulin—only substance known to medical science which can control diabetes.
ACTH—treatment of arthritis, severe asthma, and many other conditions.
Cortisone—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.
Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.
Liver Extract—treatment of pernicious anemia.
Fibrin Foam—controls bleeding during surgical operations.
Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.
Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Cholesterol—starting material for the preparation of many hormones.
Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.
Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.
Rennet—aids in milk digestion.
Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Estrogenic Hormones—treatment of conditions arising out of the menopause.
Progestrone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.
Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.
Benzoinated Lard—widely used as a medicinal ointment base.
Diacidase—aids in promoting starch digestion.
Lipase—aids in promoting fat digestion.
Trypsin—aids in promoting protein digestion.
Bone Marrow Concentrates—treatment of various blood disorders.
Suprarenal Cortex Extract—used in the treatment of Addison's Disease.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
HERE'S TOLEDO ON A SILVER PLATTER!

A BILLION DOLLAR BUYING POTENTIAL—sold on radio. And radio in this rich Toledo and Northwestern Ohio market means WSPD, the Pioneer. For 31 years WSPD has SELL every conceivable product for national and local accounts while providing entertainment of highest quality to its listeners. The Three Million people in the WSPD coverage area make dialing to 1370 a habit—and they trust WSPD implicitly. Buy now where the people listen—sell this rich market with the station that pioneered—phone KATZ or Tom Harker for information and availability. Your answer to logging sales is “SPEEDY”—on WSPD, Toledo.

JOHN D. UPTON, vice president in charge of New York service, N. W. Ayer & Son, and JAMES M. WALLACE, vice president in charge of creative production board, headquartered in Phila., elected to agency's board of directors.

AUGUST A. NELSON appointed senior executive in charge of American Assn. of Adv. Agencies membership, ethics and council and chapter activities with headquarters in N. Y.

ALAN L. GRAHAM, L. W. Ramsey Co., Chicago, to Fuller & Smith & Ross, same city, as associate account executive.

ROBERT SMITH, Prentice-Hall, N. Y., to writing staff, Morey, Hunn & Johnstone, that city.

JOHN WIELAND, manager of advertising and sales promotion for Standard Oil Co. of Ohio, to Leo Burnett Co., Chicago, as vice president supervising Pure Oil account.

LEICESTER H. SHERRILL, vice president, BBDO, N. Y., to Ted Bates & Co., that city, as executive on Standard Brands account.

HAVING chalked up some 30-odd years in and out of the broadcasting business, John Andrew Potter, West Coast radio-television director of Calkins & Holden, Carlock, McClintock & Smith, Los Angeles, believes that "radio, undergoing a great change, is more alive than ever."

Although he does not clarify what that “great change" might be, Mr. Potter feels both radio and TV provide the greatest direct selling opportunity there is because they get into the home to demonstrate and "plug" merchandise sold.

Mr. Potter also believes the day of high budgeted radio shows is over.

"Sponsors who a couple years ago spent $15,000 to $25,000 per week for talent on their network shows now demand low-cost packages that can deliver a good mass audience," he notes.

Those sponsors are either adding the saved money to their expensive TV programming or are spreading it between the two mediums, he declares.

Mr. Potter points to the daily ABC radio Jack Berry Show, sponsored by agency client Prudential Insurance Co., as a medium-priced package with a large mass audience and very low cost-per-1,000 listeners. The multi-weekly ABC John Conte Show for Stokely-Van Camp is another example, he says.

Mr. Potter considers himself a pioneer in radio. He was a ham operator in 1920. The following year however, when only 15 years old, he had his own commercial station, WBAB Syracuse, under Dept. of Commerce sanction.

He sold time to local merchants and instead of cash, he got paid in tools, groceries, merchandise or anything else he thought the Potter family might use.

For programming he put local ministers on the air, rounded up dance bands, played records, built his own dramatic and variety shows with amateur talent, read daily newspapers and broadcast the first symphony in that city.

Young Mr. Potter operated WBAB for two years, then gave it "for free" to a high school pal when the Potters moved to California in 1923.

A native of North Adams, Mass., he received early education in Syracuse and later attended the U. of California at Berkeley, majoring in electrical engineering and business administration.

Working his way through college (Continued on page 89)
GARRIT A. LYDECKER, vice president, Biow Co., N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.

ROBERT L. LAHUE joins W. S. Roberts Inc. Phila., as director of production and media.

KENNETH L. BROWN appointed copy chief in advertising department of Wyeth Inc., Phila.


STANLEY RESOR, president of J. Walter Thompson Co., N. Y., elected director of Scott Paper Co., Chester, Pa.

ROY A. MEREDITH, MacManus, John & Adams Inc., N. Y., named director of radio and television department. H. G. FOWNES Jr. promoted to post of director of radio and television production, with headquarters in N. Y.

WILLIAM ESTY & Co., N. Y., has reopened Hollywood office to service its television shows, with ARNOLD WESTER, formerly with Metro-Goldwyn-Mayer Studios, in charge.


RAYMOND C. KARSTED, director of media and market research with Glenn, Jordan, Stoetzl Inc., Chicago, to Henri, Hurst & McDonald that city. ERIC AJELLO joins latter agency's radio-TV department as writer-producer.

E. M. HALVORSEN, advertising and marketing instructor U. of Nebraska, and ROBERT DENIS, assistant advertising manager, Montgomery, Ward & Co., Denver, form Halvorsen-Denis Adv., 1135 Pearl St., Boulder, Col.

RICARD VON KLEIST, United Press correspondent, Lynchburg, Va., to Hixson & Jorgensen, L. A., as editor of Richfield Eagle, Richfield Oil Co. employee magazine.

HAL DAVIS, vice president in charge of promotion and publicity, Kenyon & Eckhardt, N. Y., and DONALD C. MILLER, vice president in charge of agency's Detroit office, elected members of board of directors.

ROBERT B. OWENS Jr., Young & Rubicam, N. Y., to Lennen & Mitchell, that city, as vice president-account executive.


JERRY SMITH, account executive, West-Marquis Inc., Long Beach, Calif., transferred to Los Angeles office.

MORT SIMON appointed general counsel for League of Advertising Agencies, group of 40 agencies in New York.

ED TRAHAN returns to Clark & Richerd, Detroit, as director of TV and public relations after one year absence.

EDWARD E. GARON Jr., sales promotion manager with Montgomery, Ward & Co., to Aubrey, Finley, Marley & Hodgson, Chicago. Other additions to agency staff include WILLIAM WALLACE, JEAN MOORE and GEORGE RESEK.

RAYMOND A. SHOLL & Co., Phila., moves to larger quarters in Land Title Bldg. Phone is Rittenhouse 6-2898.


That's RADIO'S Record on this Booklet Offer!

The facts of this case history are so astounding that they'll speak for themselves in the simplest telling:

The Lincoln Rochester Trust Company, each weekday at 7:30 in the morning, presents a chatty, homespun commentary by Al Sisson. On February 4, 5 and 6 Al devoted approximately 2½ minutes of his program to offering a free booklet entitled, "1003 Household Hints." Listeners could get it only by calling in person at any one of the bank's offices.

The bank had a supply of 25,000 booklets. After the third broadcast, 24,000 people had called for their copies and all further mention of the offer had to be cancelled!

Simple proof, isn't it, that RADIO's ability to reach people and sell people remains unchallenged? Of course, it must be added that the station was WHAM—which has more listeners—99.3% of the time—in 16 Western New York counties, than any other radio station!

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

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KLZ—30 YEARS OF SERVICE

DR. FLORENCE SABIN
Denver, Colorado
Woman of the Year for Science

“KLZ has done wonders in health education.”

Dr. Florence Sabin, vice-chairman, Board of Health and Hospitals, Denver, says “KLZ has done wonders in health education.”

Nationally-known Dr. Sabin—named “Woman of the Year for Science” in 1951 by the Associated Press and winner of the 1951 Lasker Award—is one of many noted Colorado leaders who have praised KLZ’s approach to community problems through painstaking public service programming.

KLZ
5000 WATTS—560 KC
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business

Spot

H ANSEN BAKING Co., Seattle, and JORDAN BAKING Co., Tacoma, using 504 announcements on KIRO, KOMO, KJR and KVI Seattle, KMO and KTAC Tacoma, KXRO Aberdeen, all Wash., plus 66 announcements on KING-TV Seattle to promote Sunbeam, new brand name. Agency: Elliot, Goetz & Boone, S. F.

SWIFT & Co., Chicago, for Vigoro using TV spots and participations in Seattle, Houston, New Orleans, Salt Lake City, Cleveland and Chicago for from two to 13 weeks. Spot radio being used in Houston and may be expanded. Agency: J. Walter Thompson Co., Chicago.

CALIFORNIA INTERNATIONAL FLOWER SHOW, Inglewood, Calif., starts concentrated spot announcement campaign in Los Angeles area on 24 radio and seven TV stations. Agency: Smalley, LeVitt & Smith, L. A.

DEPREE Co., Holland, Mich., buying three shows on WENR-TV Chicago for its Nullo Deodorant tablets. Market may be added after 26-week sponsorship of Dangerous Assignment, Tues. 10-10:30 p.m.; Austin Kiplinger and the News, Mon.-Wed.-Fri. 11-11:10 p.m., and a weather forecast, Mon. 6:10-6:20 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.


L. E. SHAW Ltd., Halifax (tile products), has started five minute humorous commentary thrice weekly on four Canadian Atlantic coast stations. Agency: Imperial Adv., Halifax.

Network

MILES LABS., Elkhart, Ind., renews News of the World, 6:30-6:45 p.m., and One Man’s Family, 5:45-7 p.m., both five days weekly on NBC, effective March 31 for 52 weeks. Agency: Geoffrey Wade Adv., Chicago.

ELECTRIC AUTO-LITE Co., Toledo, Ohio, to sponsor preview telecast of New York’s Auto Show on CBS-TV April 1 in place of regular Suspense. Show will originate from Waldorf-Astoria Hotel, 9:30-10 p.m. Agency: Cecil & Presbrey, N. Y.

GENERAL MILLS expanding sponsorship of Fri. installment of Bride and Groom, CBS-TV, Mon. through Fri., 10:30-10:45 a.m., from 15 minutes to half hour with HUDSON PULP and PAPER Co. sponsoring Thurs. Agencies for General Mills: Dancer-Fitzgerald-Sample, N. Y. and Knox Reeves Adv., Minneapolis.

SHINOLA DIVISION of Best Foods Inc. (Shinola and Rit), sponsoring News Summary, featuring Larry LeSueur on CBS Radio, Sun. 5:55-6 p.m. effective yesterday (March 29). Agency: Earle Ludgin & Co., Chicago.

Agency Appointments

DICK KNOX PRODUCTIONS, Capistrano Beach, Calif. (ceramic dinnerware and artware), appoints Walter McCreaery Inc., Beverly Hills. Radio and TV will be used.


CONSUMERS & DISTRIBUTORS INSURANCE EXCHANGE, L. A. (hospital plan and general insurance), and SILENT MAID PRODUCTS Co., L. A. (garbage disposals), appoint Alvin Wilder Adv., that city. Former is using radio, latter TV.

DE HERIOT Inc., Hollywood (perfumes and Breathakers, oral deodorant

(Continued on page 78)

Page 12 • March 24, 1952
THE NEW Collins 21E 5 kw broadcast transmitter is the completing unit to the great new line of advanced design Collins broadcast transmitters. Smart, modern styling is combined with up-to-the-minute engineering in the handsome, thoroughly dependable 21E.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier driver stages through use of the recently developed high gain, long lived tetrodes. Employment of these efficient tubes also permits the use of low drain, low cost, receiver type tubes in the amplifier stages. Frequency control is by means of the new plug-in, super stability, low temperature coefficient crystals, which eliminate the need for crystal ovens.

Peak limiting automatically clips audio peaks at approximately 1 db above 100% modulation.

For 10 kw operation, the 5 kw 21E may be transformed into a 10 kw 21M. Any specified carrier frequency from 540 to 1600 kc is available.

SEE THE NEW COLLINS 21E AT THE NARTB CONVENTION

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1927 Irving Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

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open mike

Just What He Needed
EDITOR:
This is the idea we have been looking for, not knowing just what to do.
Carl Kolata
Vice President
WTTN Watertown, Wis.

Back Copy
EDITOR:
We would like your permission to reproduce the article by Harold Fellows that appeared in the Nov. 12, 1961, issue of your publication that dwelled upon the subject of what would happen "if all advertising in the United States was stopped at 10 o'clock this morning."
Powell Adams
Sales Promotion
Skelly Oil Co.
Kansas City, Mo.

Delicate Balance
EDITOR:
. . . . I believe most normal humans are a bit sensitive about having their careers exposed to print. But your publication has handled this so well that it satisfies my sense of pride without doing more than embarrassing my sense of modesty.
Norman H. Strouse
Vice President
J. Walter Thompson Co.
Detroit

[EDITOR'S NOTE: Mr. Strouse refers to an "On All Accounts" article about him in the Feb. 28 issue.]

Echoes of Hadacol
EDITOR:
Since the famous Hadacol contests through which scores of stations gave Hadacol thousands of dollars worth of time for the chance of winning a prize, the practice has grown rapidly of baiting stations into giving a lot of publicity in prize contests. It's unfair to competitive advertising paying regular card rate, for it's really a terrific rate cut.
We think all stations should refrain from giving extra publicity for the chance of winning a prize.
B. J. Parrish
General Manager
KOTN Pine Bluff, Ark.

Distance Record?
EDITOR:
The 10 w student FM radio station at Kansas State College, Manhattan, Kan., has just set a record with probably the longest remote
(Continued on page 16)

Let's FACE the FACTS

Radio has always given the advertiser the greatest coverage —the lowest cost per thousand . . . yet some people want radio to slash their rates. Radio is a bargain buy—it always has been.

Printed media have been increasing their rates—even in the face of dips in circulation. Are the same advertisers who are asking radio to reduce rates also asking printing media to reduce theirs?

In the four years between 1946 and 1951, there was an increase of 1,281,000 radio homes in WGN's coverage area. In this time you didn’t get a letter saying, "We are increasing our rates 25% even though the number of radio homes has increased 34%!"

Let's face the facts. Radio is your best buy and in Chicago YOUR BASIC BUY IS WGN.

*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West

WGN Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollenberg Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 8th Street • New York—568 8th Avenue • Atlanta—22 Peach Street
Chicago—397 N. Michigan Avenue • San Francisco—468 Montgomery Street

Page 14 • March 24, 1952

EDITOR:
. . . I read with great interest the editorial [March 17] on irresponsible promotions.
Long ago a journalism professor of mine . . . stressed strongly to us the necessity of intestinal fortitude and integrity on the part of a [publication] in keeping advertising and editorial activities unrelated. You have them . . . Wherever the station mentioned is located, the public and the broadcasters there will undoubtedly treat the situation to the long-haul benefit of the listener and the sponsor who make all of our businesses possible . . .
Paul R. Fry
President
KBON Omaha,
KOLN Lincoln, Neb.

Giving and Receiving
EDITOR:
I was quite interested to read the "Feature of the Week" story in your issue of March 10 relative to the "noncommercial contracts" and invoices made out by WCTC New Brunswick, N. J., and sent with a "paid-up" statement to their many public service clients. This implies the idea of a great obligation due to the station on the part of each public service broadcaster. While I appreciate the many dollars worth of time "given" by radio and television stations for such public service programs, I want to point out some pertinent facts which many station managers apparently overlook . . .
Unfortunately, some stations feel they have done their "PCC" duty if they "give" a certain amount of public service time; but I believe they have a further obligation to the public and themselves to see that such time is fully utilized in the best interests of the public. Another unfortunate angle is the "what the hell" attitude of some station personnel with reference to a public service "free" program . . .
This letter is definitely not written in any belligerent or argumentative mood, but rather in a spirit of enlightenment . . . and merely to point out to stations that they are also receiving something of inestimable value in return . . .
W. Howard Lenhart
Council of Churches
of Allegheny County
Pittsburgh

Face the facts, radio has always given the advertiser the greatest coverage — the lowest cost per thousand — yet some people want radio to slash their rates. Radio is a bargain buy — it always has been.

Printed media have been increasing their rates — even in the face of dips in circulation. Are the same advertisers who are asking radio to reduce rates also asking printing media to reduce theirs?

In the four years between 1946 and 1951, there was an increase of 1,281,000 radio homes in WGN's coverage area. During this time you didn't get a letter saying, "We are increasing our rates 25% even though the number of radio homes has increased 34%!"

Let's face the facts. Radio is your best buy and in Chicago YOUR BASIC BUY IS WGN.
Selling time in today's highly competitive market is a man-size job. It takes men who know. Men with contacts. Men with experience . . . with background . . . with ability to present a sales story, not only persistently but effectively!

This is an excellent definition of the men who make up H-R Representatives! The owner-partners are widely experienced in every phase of advertising, station ownership, management and sales. The men associated with this organization are mature sales-seasoned veterans in this field. Thus H-R is in the enviable position of being able to "send out a man to do a man's work" . . . to give each station on their list the finest representation available.
N O W !
More Than
One Million
Radio Families*
in the
WMC
market area

*Estimate based on 1949 BMB Survey projected through 1951.

Today in the Memphis and Mid-South market area there are one million radio families. This does not include the tremendous bonus of automobile radios, all adding up to make WMC and WMCF the greatest medium of advertising ever made available to sell the Mid-South market.

LOOK AT THESE FACTS:

- 406,034 persons now live in urban Memphis
- Memphis 2nd largest city in area of over 31 million people
- Memphis market a two billion dollar buying potential

Since 1923 Memphis' leading radio station has been

WMC
5000 WATTS • 790 KC

MEMPHIS
National Representatives, The Braham Company

WMCF
260 KW Simultaneously Duplicating AM Schedule

WMCT
First TV Station in Memphis and the Mid-South

CELEBRATING this year its 25th Anniversary of Affiliation with... NBC

Owned and Operated by The Commercial Appeal

FORMAL portrait of FCC as now constituted under the chairmanship of Paul A. Walker, and including new Comr. Robert T. Bartley. Seated (1 to r): Comr. Rosel H. Hyde (R-Ia.); Chairman Walker (D-Okl.); Comr. Edward M. Webster (Ind.-D. C.) Standing (1 to r): Comrs. George E. Sterling (R-Me.); Robert F. Jones (R-Ohio); Frieda B. Hennock (D-N. Y.); Bartley (D-Tex.).

Open Mike
(Continued from page 14)

hookup ever arranged for such a small station.

Enthusiastic fans contributed funds to underwrite costs for a 1,300 mile remote broadcast of the basketball game between Kansas State College and the U. of California at Berkeley. This may be the long distance record for a broadcast originated by an FM station.

KSDB (FM) is student operated throughout and is a noncommercial radio station for practical training in all phases of broadcasting. Unlike most licensed educational stations, the programming, which is created entirely by students who are aiming toward commercial radio program and production careers, is designed to entertain its listeners according to their tastes rather than to educate the public...

Kenneth E. Thomas
Station Manager
KSDB (FM) Kansas State College
Manhattan, Kan.

Don't Sting the Public

EDITOR:

Have...read your [editorial] "Cardboard Christmas," in the Jan. 28 issue of Broadcasting & Telecasting and feel prompted to reply.

As continuity chief of KGLC Miami, Okla., this past summer, I had opportunity of coming in contact with much the same "deal" as mentioned. Previous to the receipt of goods offered, the commercials were delivered and "sold" by our announcers, in the firm belief that the articles mentioned were worth the "reasonable price" asked.

But when said articles arrived, anyone could see they were worth but a few pennies, not dollars. You should have heard the announcers when they viewed the articles they had been so faithfully and glowingly praising...and selling...

Our public has become so thoroughly disillusioned with such commercials they are adverse to further "taking a chance." True, there will always be what is commonly termed the sucker, who will throw good money after bad for anything that comes along; but, for the most part, the radio (and TV) audience wants—and will buy—only that which has been proven to be even half as good as the commercial states... Anne Young Beverly Hills, Calif.

Broadcasting & Telecasting
PRESTO

. ANOTHER POPULATION SHIFT!

New problems in community relations can arise overnight.

Radio has the flexibility to meet them.

Today you see acres of farmland. Tomorrow, on the same site, an organized community of hundreds of families!

In these days of fantastic speed in housing developments, the company that wants good community relations must think fast. Plan fast. Act fast. These new residents are potential customers, employees, suppliers. The sooner you can make a favorable impression, the better.

Radio gets your story into their homes more quickly, and more economically, than any other medium. In many new communities, radio is the only medium that reaches anything like a real majority of the homes.

In six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon... Westinghouse stations offer unique skill in handling community relations problems. They will be glad to show you how the personal touch of radio has helped other companies make friends with their neighbors. Perhaps your problems will respond to similar treatment.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 18 • March 24, 1952

PHIL SPITALNY has his all-girl orchestra and there are women softball teams but Mexico City now has an all-woman radio station. XEMX Pancho de la Reforma, known as "Radio Pase para la Repunica," debuted March 14 during official ceremonies presided over by Agustín García Lopez, minister of communications.

The new station is managed by Senora Cuca Escobar de Perrin, one of Mexico's notables in the world of radio, theatre and film. XEMX is owned by Luis Martines Vertiz, owner of XEPH, also Mexico, and former manager of a large department store. It was Mr. Vertiz who, with Dr. Fernando Gonzales Oviedo, conceived the novel idea. They immediately approached Senora de Perrin. Here was a plan not only to sell products over the radio but also to educate and interest Mexican women, Senora de Perrin agreed. Rates for programs and spots were set at a low level—15 minutes of air time at 7 p.m. is only 45 pesos, exclusive of talent and production. Commercials are informal and written to appeal to women.

Station's staff comprises 36 girls, including 10 announcers, 10 operators and three sales women who sell time to French, English and Mexican clients.

Among its executives are Muriel Reger, formerly with NBC New York and U. S. stations, who is music director, and women prominent in Mexican cultural circles. Senora de Perrin herself presents programs relating to household and social service activities, plus a new type of "soap opera."

Strictly Business

LOYD CHARLES NELSON found an easy conversion from radio and agency work to television and films because "AM and TV follow the same pattern except in production."

Mr. Nelson is television director, with a staff of 20, at Vogue-Wright Studios, Chicago, which produces and films television commercials and shows. He also supervises TV work in the New York and Hollywood branches.

Two years ago he started packaging video shows and currently is setting up a national sales organization. Two major weekly quarter-hours are Dr. Fixum and Visiting Nurse, the latter filmed so it can be telecast 5, 10 or 15 minutes. Spot clients include Studebaker, Kaiser.

(Continued on page 78)
To sell Tooth paste to inland Californians (AND WESTERN NEVADANS)

...Be on the Beeline

Tooth paste or tires, the way to sell in inland California and western Nevada is ... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK Sacramento (ABC)  50,000 watts 1530 kc.
KOH Reno (NBC)  5000 watts, day; 1000 watts, night 630 kc.
KERN Bakersfield (CBS)  1000 watts 1410 kc.
KWG Stockton (ABC)  250 watts 1230 kc.
KMJ Fresno (NBC)  5000 watts 580 kc.

A million people listen to the Beeline every day.
The one and only...

Type TT-10AL/AH...and an
will deliver 100 kw (ERP)

IT'S ALL Aircooled!
This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw... call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. 22CD, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!

The Key to High Power and Low Cost
Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.
Any misers in the house?

We mean time buyers who guard every dollar of their clients' advertising money. Time buyers who make every dollar do double duty when they buy radio. In Baltimore, the station for them is WITH!

The reason why is simple: WITH's rates are LOW . . . and WITH's audience is BIG. You get more buying listeners-per-dollar than from any other TV or radio station in Baltimore.

And here's proof: WITH regularly carries the advertising of twice as many local merchants as any other station in town. For just one good reason: WITH produces low-cost results! Get the whole WITH story from your Forjoe man today!

WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
ANA'S GOAL: BETTER FACTS ON ALL MEDIA

Television Is Big But Radio's Bigger

LARGE sections of the weekly radio-TV audience—from 45% to 65% in many instances—can be reached only by radio, C. G. Shaw, vice president of A. C. Nielsen Co., told the Assn. of National Advertisers at its spring meeting in Hot Springs, Va., held last week.

From a cost per 1,000 homes reached, Mr. Shaw said, TV costs average roughly 50% higher than radio generally because of TV's higher production costs and the medium's present stage of development. These figures are based on about two dozen half-hour evening programs for radio and TV.

"Perhaps of greater significance is the fact that the range from lowest to highest cost," Mr. Shaw declared, "was about 4 to 1 for radio and TV. This variation among individual programs far exceeds differences between media, showing that opportunities for the alert advertiser exist in either field." He explained these comparisons are not designed to be used as a measure of the relative effectiveness of the media as sales vehicles for particular products.

Reminding that only 4% of U. S. homes are without a radio, he said 38% of radio homes are also TV homes. The picture shows a range from 64% in metropolitan areas down to 11% in small towns and rural sections.

Using 1946-48 as a base period, he said that radio listening in metropolitan areas is down 7% in the morning, 30% in the afternoon and 54% in the evening. In medium cities, he said, morning radio listening is up 8%, afternoon down 19% and evening down 25%. In small-town and rural sections, on the other hand, morning listening is up 6%, afternoon down 10%, and evening listening is down 4%.

241 Million a Month

Total "home hours" of radio plus television per day were estimated at 241 million in December, 1951, Mr. Shaw said, with radio accounting for almost two-thirds of the total. The combined total represented an increase of about 31% over the 1948-48 "pre-TV" average, he added, ascribing the growth to more usage per home as well as to the greater number of homes. He noted that while radio represented two-thirds of the combined total for the entire day, its importance ranged from 96% in early morning hours to a little less than half during late evening hours, in terms of number of homes using each medium (radio and TV) per minute.

Listening in radio-only homes during the day continued at or near previous levels, according to Mr. Shaw, with usage higher in non-TV areas. Traditionally, daytime listening has been higher in smaller cities and towns, he reminded. In TV homes, he continued, daytime radio usage approximates that for radio-only homes during the morning but presents a sharp contrast during the afternoon hours as TV set usage increases.

He emphasized that the marked step-up for TV at 4 p.m. is accompanied by only a minor drop in radio listening.

"In contrast with the daytime showings," Mr. Shaw said, listening.

(Continued on page 36)

Radio Is No Longer Only Sitting Duck

MAJOR national advertisers, demanding an answer of how they can get the most for their media, last week reviewed an all-advertising research project in which radio and television would be pitted on their merits against each other.

Meeting at Hot Springs, Va., several hundred members of the Assn. of National Advertisers focused attention on plans to evaluate media, especially in the light of television's obvious impact. These advertisers, representing three-fourths of the total national ad budget, showed a reawakened interest in the medium, in contrast to the 1950-51 ANA spring meeting when radio was tagged as a declining medium, especially in television markets.

No Rate Cut Talk

There was no talk of radio-rate cutting at the Hot Springs meeting. The lamented ANA studies of 1950-51, in which data were whipped up as a means of whittling down rates, weren't even topics of corridor conversation among delegates at last week's sessions.

On the other hand the national advertisers are now concerned over the high cost of television, including talent. This is reminiscent of a trend in the '30s and '40s, when they continually complained about radio's rising costs.

A look into the future of radio and television was a feature of the convention's closing session Friday afternoon, with Harold E. Fellows, president of NARTB, offering a series of predictions.

First step to find out what media can do for those who spend their dollars will be revival of the Advertising Research Foundation. This industrywide operation, which has never managed to live up to all the hopes of its advertiser-media-agency backers, has been reorganized and is ready to go into action when the formal go-ahead signal is given, according to ANA and agency officials.

Two key advertising officials laid

(Continued on page 89)

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BOOST AM RATES

KOAA, WORL, WKBV Revise

A BOOST of approximately 12%/4% in the local and national spot rates of NBC's KOA Denver was announced last week-first revision of its program rates since January 1944-when even larger percentage increases was announced by at least two other stations.

KOA's boost, effective April 1, applies to both program time periods and announcements, but not station breaks. The new rate card, No. 14, shows gross hourly time costs in Class A segments increasing from $320 to $360, with comparable boosts for other rate classifications, while the cost of one-minute announcements goes from $48 to $54 gross in Class A time and rises proportionately in other periods. Orders accepted prior to April 1 will be protected at current rates for 12 months, while orders received on and after April 1 will be protected for six months.

Station-break rates are unchanged, based on $48 net in Class A time. Nor are the station's network rates-$288 per hour for Class A time-affected by the changes. Officials also said no changes are contemplated in the rates of other NBC-owned stations.

Cites Listener Increase

James V. McConnell, director of NBC Spot Sales, who announced the KOA boost, since the effective date of KOA's current program rates (Jan. 1, 1944), radio families in KOA's primary Colorado-Wyoming area have increased 39%. Since the effective date of KOA's current announcement rates (Jan. 1, 1948), radio families in the same area have increased 59%.

Elsewhere, WORL Boston released its rate card No. 2, also effective April 1, which provides for a "general increase of rates of approximately 15%." spokesman for the Boston independent noted that this is its first rate rise since the station resumed broadcasting in October 1930 under the ownership of Pilgrim Broadcasting Co. The one-hour one-time rate remains $120.00.

Day Named V. P.

ROBERT W. DAY, radio and TV director for Albert Frank-Guenther Law, New York, has been elected a vice president. He has been with the agency for the past year. Prior to that, he was radio director of John Hancock Mutual Life Insurance Co., Boston, and radio-TV director of Lynn Baker Inc. and H. B. Humphrey, both New York.

TALENT

Bergen Sees CBS, NBC Officials; Other Stars Consider Offers

SESSION between Edgar Bergen and executives of NBC and CBS got underway last week to determine the performer's future radio and television activities. Mr. Bergen, reportedly open to the best offer, also negotiated with Sonny Werblin, Music Corp. of America vice president. All meetings took place in New York.

Conferences are being held to determine whether Mr. Bergen, currently sponsored by Coca-Cola, will continue his present Sunday night show on CBS Radio, switch to NBC or give radio up entirely. Holding that a weekly TV show uses up a comedian's material too rapidly, Mr. Bergen has been hesitant about involving himself in a weekly TV commitment. He is open to a monthly TV show offer but only if it originates in Hollywood film produced by his own company with the performer retaining residual rights.

Talent Hassle

The talent battle in other circles continues to rage with CBS and NBC offering deals to both new and established talent. NBC has suggested that Tallulah Bankhead take on a regular TV show next season, produced on the same format as The Big Show, Miss Bankhead's weekly radio program.

Loretta Young is considering a show on CBS Television if preliminary talks are successful. Contract would call for a series of half hour filmed programs.

Although CBS claims Jack Benny exclusively, he frequently declines himself a free agent entitled to make his own commitments. Mr. Benny, who would be a welcome addition to the NBC family, is reported determined to leave radio and stick to a monthly television show.

Results of the NBC and CBS discussions with Red Skeleton have not been announced [B*T, Feb. 25]. Both networks offered the star long term contracts in both radio and TV but the agreement was to keep the outcome silent for the time.

GULFPORT MEETING

MBA Elects Sepaugh

ELECTION of L. M. (Mac) Sepaugh, general manager of WSU Jackson, Miss., to the presidency of the Mississippi Broadcasters Assn. took place at the group's annual meeting at the Edgewater Hotel, Gulfport, last week.

Other officers elected include Charles J. Wright Jr., WFOR Hattiesburg, vice president, and Granville Walters, WAML Laurel, secretary-treasurer. Elected for a one year term to the board of directors were Bob Evans, WLO Tupelo; Joe Phillips, WSSO Starkville; Bob McNary, WCBI Columbus; Charles Newman, WGU Columbus; Charles Holt, WHSY Hattiesburg, and Buck Hinman, WROX Clarksdale.

At the two day meeting, the group approved a statewide public service broadcast of General MacArthur's appearance in Jackson which was to take place March 22.

Mr. Sepaugh upon his election announced a special committee to handle all arrangements for the BMI clinic in Jackson May 3-4. Committee will be headed by Wiley Harris, of WDJX Jackson.

TELEPHONE "BEEP"

Recordings Can Be Edited

WOULD elimination of the "beep" signal from tape-recorded telephone interactions used by broadcasters violate any FCC rules or conflict with tariffs filed by the telephone companies?

In an effort to deal with this anomaly, three reporters of NBC's Three-Star Extra took the matter up with former FCC Chairman Wayne Coy and then Acting Chairman Peter Walker last fall.

The decision: There is nothing in either rules or tariffs to forbid such a procedure if, after recording of the conversation has been completed, the tape is edited to eliminate the signals.

This opinion was contained in FCC Chairman Walker's answer to the question put by newsmen Ray Henle. As a result, March 19 for the first time, Three-Star Extra carried an "unbeeped" tape telephone interview between newsmen Ned Brooks and Bradshaw Mintz, a leader of the Eisenhower Minnesota write-in campaign.

Hearings Planned

Last December, Mr. Coy advised Mr. Henle that two extensive hearings were held on this question and FCC regulations then specified that the "beep" be required in phone conversation of the tape. Proceedings revealed that only purpose of the signal is to acknowledge that the conversation is being recorded.

Mr. Henle also noted that "beeps" on continuity of telephone recordings it would, of course, be quite impossible to present them on the radio as anything but telephone recordings and they would be identified as such verbally.

Only occasional use of such recordings is planned on the news program, Mr. Henle added.

JAMES KOVACH TO WXQR

Is Named Station Manager

JAMES E. KOVACH, NBC executive for five years, has been appointed to the new position of station manager for WXQR and WXQR-FM, Manhattan outlets of The New York Times, Elliott M. Shapiro, vice president and general manager, announced Wednesday.

Mr. Kovach has been manager of television production operations for NBC and formerly was in charge of NBC radio network program operations. After a vacation, he will report to WXQR April 15, where he will be in general charge of operations, working directly with Mr. Sanger.

Wisconsin Meet

WISCONSIN BROADCASTERS Assn. will meet in Milwaukee at the Plankinton Hotel May 5-6 for a BMI clinic the first day and a closed business session the next.
Unfinished Business: Rates

THOUGH a full agenda of speeches and workshop sessions on subjects of almost every conceivable interest to broadcasters has been arranged for the 354th session of the NARTB convention, it is not unreasonable to predict that one subject will dominate the assembly this year. It will be the same subject that overshadowed all others last year at the same location: radio rates.

On the eve of the 1951 convention CBS announced a 10% reduction in network rates. It was that announcement that evoked the formation of the Committee, spontaneously created during that convention to try to fend off a general collapse of network rates.

A year has passed, and, although all network rates have settled to the equivalent ratios that prevailed before the CBS cut, a general collapse has certainly been prevented. In no small way the avoidance of disastrous declines has been due to the Affiliates Committee.

The Committee has influenced the course of radio simply by lending the prestige of its membership, which includes some of the real business statesmen of broadcasting, to the advocacy of measures supporting radio and opposing those that would degrade it.

It has undertaken no elaborate or expensive projects of its own. Its influence has been exerted through the subtler means of expressing opinions that are representative of this extraordinary coalition of broadcasters who in many cases are in competition with one another but who on the larger issues are able to present a unified front of principle.

At Chicago on March 31 the 354 paid-up members of the Affiliates Committee will decide whether the organization should continue to exist and, if so, to elect officers. They will meet at a time that is no less critical than April 1951. Advertiser pressure for further rate reductions has, if anything, increased. In some network quarters it is felt that it is only a matter of time until the networks must yield again.

It is to be hoped that the members will vote to perpetuate the Committee and, having disposed of that necessary preliminary, re-elect as chairman the broadcaster whom they chose by acclamation a year ago.

The chairman, Paul W. McAndrew, was drafted at the Committee's remarkable first meeting in 1951. Though it is reported that he would like to step down in order to spend more time running his station, he could hardly turn aside another draft in 1952.

He is a leader who has always headed a call to duty. Another call should be made March 31.
CBS NET INCOME

CBS in 1951 earned a consolidated net income of $15,131,526, or $1.64 a share on the average of 2,651,491 shares outstanding during the year, Samuel R. Dean, treasurer, reported last week in the annual report to the company's stockholders, distributed, as follows, of the company's annual report.

The increase of some 50% over the 1950 net of $32,699,737, compared with a 1950 gross of $28,453,408. Cash dividends of $1.60 per share were paid each year. Earned surplus at the end of 1951, $206,594,385, compared with $285,722,222 at the end of 1950.

During 1951, Mr. Dean reported, CBS' net income for the year was $20,151,587, compared with $45,705,774 in 1950. This year, the company's net income was $34,507,498, compared with $28,453,408 in 1950. This year, the company's net income was $24,507,498, compared with $28,453,408 in 1950.

RCA SALARIES

BRIG. GEN. DAVID SARNOFF, salary of $200,000 in 1951; Niles Trammell, NBC board chairman, $100,000 plus incentive compensation of $25,000, and Frank M. Folsom, RCA executive vice president, a salary of $165,000.

The statement does not reflect the earnings of the individual divisions, but the overall report which covers the year's financial results of each branch of the company's operations, states that 103 advertisers used CBS Television during 1951, of which 58 placed new business and 41 were new sponsors. Gross billings of CBS-TV were $42,470,844, the company

Sarnoff Gets $200,000, Folsom $165,000

RCA board chairman, received a $200,000 salary for 1951; Niles Trammell, NBC board chairman, $100,000 plus incentive compensation of $25,000, and Frank M. Folsom, RCA executive vice president, a salary of $165,000. According to a tabulation of payments made to the company's employees, Mr. Ingles, $2,520 for Mr. Folsom, $2,200 and for Mr. Ingles, $4,182 for Dr. Jolliffe, $1,513 for Mr. McGrady, $12,423 for Gen. Sarnoff and $6,418 for Mr. Trammell to a retirement fund under a plan supported by contributions from the company and its employees.

This fund is now paying in Mr. McGrady annual retirement benefits of $1,230. If they survive and continue in the employ of RCA until they are 65, Mr. Buck will receive $7,130 a year; Mr. Folsom, $10,930; Mr. Ingles, $960; Dr. Jolliffe, $1,670; Gen. Sarnoff, $677,720, and Mr. Trammell, $35,650. "At that time," the proxy statement says, "David Sarnoff will have completed nearly 50 years of service with RCA and its predecessor and will have contributed more than $116,800 of his own funds towards his retirement income and Niles Trammell will have completed more than 36 years of service and contributed nearly $62,000 of his own funds."

In addition to the election of four directors, the business agenda for the stockholders' meeting calls for the appointment of independent public accountants (with the recommendation of the audit committee of the directors recommended) and for action on a proposal that the incorporation papers of RCA be amended to permit cumulative voting for directors (which the management opposes).

Collins Net Up

Collins Radio Co., Cedar Rapids, Iowa, last week reported earnings of $474,526 or $2.46 a common share for the six months ended January 31, compared with $132,161 or 85 cents a share for the same period a year ago. Sales rose to $218,381,625, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652, an increase of 123.4% from sales of $94,811,652.
CONSTRUCTION BAN

IRON CURTAIN around new radio-TV station construction was partly lifted by the government last week and industry glimpsed for the first time in months a return to normalcy because of easing of materials.

There were developments which pointed the way to perhaps unlimited building and other projects beginning July 1. More importantly, they reduced to materially reduce fears that lifting of FCC's TV freeze would find a raw materials problem in 1953.

Highlights in the materials picture stemmed from actions taken by the Defense Production Administration and National Production Authority which:

- Indicated that all industrial (and TV) construction will be authorized sometime after July 1, with assurance of materials by fail to complete any projects sought by broadcasters.

- Announced a new list of grants to broadcasters for materials during the second quarter (April-June) and revealed that all applications currently on file will be approved for allotment in the third and subsequent quarters.

- Hinted that certain vital materials (steel and aluminum) may be decelerated by year's end and that broadcasters desiring minor installations or alterations may be permitted to self-authorize larger quotas of metals.

Definite Action

Talk of easing restrictions has been rampant for the past month, but not until last week did DPA-NPA take concrete action to formalize it [B*T, March 3]. First tipoff on TV station picture came last Monday at a news conference held by DPA Administrator Manly Fleischmann and NPA Administrator Henry Fowler.

In response to a question, Mr. Fleischmann said the new construction policy "is an indication that more materials will be available in the third and fourth quarters" for television stations.

At the same time, Mr. Fowler indicated that a decision would be forthcoming shortly on NPA's color TV equipment manufacture ban (see story page 63).

Mr. Fleischmann diluted this optimism by saying: 'A possible nationwide steel strike could paralyze American industry and play havoc with NPA materials plans."

"There will be more materials, particularly structural steel, available in the third and fourth quarters," Mr. Fleischmann said. He urged that "individuals and companies interested in the construction of projects will now begin active planning work on such projects and file AMP (Controlled Materials Plan) applications for materials for the third and fourth quarters." Mr. Fleischmann added that a "substantial number of new starts will be announced for the third quarter" along with materials. In cases where materials aren't readily available, he explained, "permission to commence construction will be granted anyway."

In the latter instance, he said, "preference will be given to projects in particular areas which have been especially hard hit by the lag of defense construction and the curtailment of ordinary peacetime construction." These are so-called "hardship" areas [B*T, March 17].

Filing Procedure

Broadcasters may file on the conventional Form CMP 4 C, obtaining applications from the regional or local Dept. of Commerce office or NPA Washington headquarters. They will be routed to NPA's Industrial Expansion Division in the Construction Controls Bureau.

The picture will be carried by NPA to the nation's radio-TV broadcasters at the 30th annual NARTB convention (see story page 25). J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, NPA Electronics Division, will explain different regulations. He will stress the need to get a head start on the blind bogey handicap formula, and, for low gross. Nine-month-hole party will wind up the year.

WGBS Raises Riordan

APPOINTMENT of Francis J. Riordan as sales manager of WGBS Miami was announced last week by Managing Director M. L. Babcock, a member of the Fort Industry Co. sales staff for the past six years, he succeed Mr. Babcock. Mr. Riordan entered radio as an employee-trainee at the NBC central division in Chicago, while he was attending school. After war-time service in the army, he moved to WGBS in 1945 as sales promotion manager, transferring to the sales department a year later.

Golf Tournament

ADVANCE entry for the annual NARTB convention golf tournament for the Broadcasting * Telecasting trophies may be made at any of the magazine's bureaus. The tournament will be held Sunday, March 30, at Butler Hill course in outlying Chicago. Buses will leave the south entrance of the Conrad Hilton Hotel at 9 a.m. Trophies will be given for prizes, based on the USGA handicap formula, and for long gross. Nineteenth-hole party will wind up the tournament.

JAN. GROSS

SLACKENING in the decline of radio network time sales volume is shown by the Publishers Information Bureau's figures for January 1952, with gross time sales of four radio networks—ABC, CBS, MBS and NBC—aggregating $14,477,898, less than 1% below the December 1951 total of $14,819,048.

Compared to January 1951, when the combined radio network gross came to $16,666,712, this January's total represents a decrease of 11.4%. But the picture reflects the 10% cuts in gross rates effected by NBC and CBS last summer rather than a decrease in the use of network radio by national advertisers.

Aside from the generally depressed dollar figures, the radio network picture this January differed little from that of the same month a year ago. The five network accounts (Table I) for the two Januaries include the same nine advertisers, with Philip Morris Co., replacing Gillette Safety Razor Co., for the first time last year.

Nineteen of the 24 advertisers listed in Table II as top buyers of network radio time in January in their respective categories are the same advertisers who topped their classes in January 1951. The rank order of the categories, according to the schedule of each for net time, is unchanged from the opening month of 1951 to that of 1952 for the first five classes. Of the second five groups, four are the same for both years, although the rank order varies.

Tabulated are sales of network radio time in January by advertisers in five major groups, with some breakout of the advertising by units and dollars.

Less Than 1% Below Dec.
HEARING RIGHTS

Rep. Celler Wants Rules

HOUSE Judiciary Committee Chairman Emanuel Celler (D-N.Y.) last week called the telecasting of congressional hearings "an invasion of individual rights." He spoke before the Federal Bar Assn. in Washington, D.C.

Rep. Celler also urged that definite rules be set up in governing congressional hearing procedure. He thus aligned himself with Sens. Harry Cain (R-Wash.), Estes Kefauver (D-Tenn.) and Margaret Chase Smith (R-Me.) who have been leaders in the Senate for the establishment of committee procedure.

He pointed out that fear, not caution, often dictates legislation. The bar group "must recognize the crucial nature of this problem," he said. "...Unless we address ourselves to the examination of this corrosion of our civil liberties, we shall witness the tragic demoralization of the process of law," Rep. Celler declared.

But, he continued, "unfortunately, some congressional hearings have succumbed to the level of hippodrome performances in a circus atmosphere. Congressional hearings are not for the entertainment of the television public." Rep. Celler is sponsor of a House resolution that would set up a committee to study ways in re-aligning committee hearing procedures.

The Senate Agriculture Committee, after a wrangle over permitting United Press Movietone News cameras to take newswreel pictures for TV use last Wednesday, put off a decision on policy. After Senators failed to make up their minds whether it should be allowed by the committee, the Senate voted that it would leave it up to each witness.

Hearing concerned a request by witness Latham White, former regional director of Dallas Production and Marketing Administration office, who requested the newswreel shots not be made because he was a "little nervous" and was "not used to this kind of procedure." He was fired from his job when shortages were discovered in some 20 privately-owned warehouses in the Southwest.

But another Senate hearing, that of the District Crime Subcommittee, studying narcotics traffic in Washington, D.C., was permitted both radio and TV. It is scheduled to be continued this week, with radio and TV present.

William Hancock Payne

WILLIAM HANCOCK PAYNE, 69, president of Hancock Payne (D-C.) died March 18 at his home in Plymouth, Pa. Mr. Payne was with the old Philadelphia Press and Evening Telegraph group for his business for himself 55 years ago. He is survived by his wife, Martha; three sons and three daughters.

TOP OFFICERS, past and present, of West Virginia Broadcasters Assn., pause for cameraman at March 15 annual meeting at Bluefield (see story page 42). L to r: incoming president, Jack Gelder, who is vice president-general manager of WCHS Charleston; re-elected secretary-treasurer, Alice Shein, co-owner and general manager of WBTH Williamson; past president, Joe L. Smith Jr., president of WJS Beckley.

HOUSE FCC BILL

IT MAY be another two weeks before the House-version of the Senate-passed McFarland bill (S 683) goes to the floor of the lower chamber ready for a vote.

This was revealed to BROADCASTING • TELECASTING last week. The bill would overhaul the Communications Act of 1934 and write into law guidelines for FCC to streamline its procedures.

At least one amendment may be offered on the floor, it was indicated last week. Rep. Alvin E. O'Konski (R-Wis.) announced he will offer an amendment to the bill that would provide for the charging of fees for AM-TV station licenses (see story page 29).

Although the bill has been reported technically (which means cleared for House action), the new House bill has not yet made its debut.

The House Interstate & Foreign Commerce Committee which reported the bill a fortnight ago has not written it into legislative form.

Revisions in Bill

Chief changes in the bill can be narrowed down to three—there may be possibly more, although until the new legislation is actually printed there is no assurance.

These are: (1) Retention of the so-called "double jeopardy" anti-trust section of the existing Act; (2) a new provision that would give FCC cease-and-desist, suspension and fine levying powers, and (3) a provision on barring any FCC rule or regulation discriminating against newspaper applicants (see editorial, page 50).

Delay in committee on the final writing of the bill and report has come about by interposing of other legislative problems, particularly the "fair trade" bill.

It was understood that another amendment possibly could come up that would apply the "fair trade" bill on the filing of additional applications which would conflict with or.

COVERAGE BAN

WHIL Denied Recordings

GRASS-ROOTS protest against House Speaker Sam Rayburn's (D-Texas) ban on radio-TV in committee hearings (see page 42, March 3 et seq.) continues while a station in New England, where the "town hall" developed as a community institution, found the door closed at local government meetings.

Tie-in of the ban on coverage by radio recording of city council and aldermen meetings in Medford, Mass., and Somerset, all in Mass., was the coincidence with Speaker Rayburn's ban, according to WHIL Medford, the protesting station. Both fell within a week of each other, the Rayburn ban on Feb. 25, the local ban on March 3.

After voting to permit radio recordings, the Everett Board of Aldermen reversed itself and voted 4-3 against taping and re-broadcast of its meetings. Since then, according to WHIL protests have been registered by the public, the press and by some of the city officials themselves.

Madison, Wisc., WKBY and WLCX, all in La Crosse, Wis., sent a blistering attack on the House ban to their representative in Congress, Rep. Gardner Withrow (R-Wis.).

In a letter signed jointly by WKBI Manager Howard Dahl, WKTY Manager Verl Bratton, and WLCX Manager Milo Knutson, the station said it can be revealed.

"If it should be determined that House rules can be interpreted to uphold the Rayburn ban on broadcast committees of hearings, we urge you to do everything within your power to see that the rules are amended to give broadcasters the right to make such broadcasts and record or re-transmit.

"As broadcasters," the stations declared, "we feel that the microphone is as essential a tool for our newsmen as the pencil is for the reporter. We will use the camera for the photographer."

'MAN OF THE WEEK'

CBS-TV Includes Local Level

CBS-TV's Man of the Week, which presents a nationally prominent man giving his views on a current topic, starting next month, also will honor a man whose contribution to public service has been on a local level.

Each CBS-TV station presenting the Sunday program will pick its own local "man of the week" in programs with their selection to be made for April 6 broadcast by WHAS-TV Louisville. Committee to choose the Louisville man will include Ray Collier, director of WHAS and WHAS-TV; John Day, managing editor of the Louisville Courier Journal; Norman Isaac, managing editor of the Louisville Times; and Victor A. Sholis, vice president and director of WHAS Inc.

Harry Ingram

HARRY INGRAM, 40, radio and television writer and director, died of a heart attack Monday while helping to fight a grass fire near his home in Norwalk, Conn. Programs on which he had worked were Mama and Tales of Tomorrow on television, The Shadow and Kate Smith Sings on radio, and The Big Story on both AM and TV. With his wife, the former Gail Austrian, he also produced radio's Tales of Fatima, a program starring Basil Rathbone. Besides his wife he is survived by a son, Harry M. Ingram, his mother, and a sister.
BROADCASTING Telecasting

Battle for more funds to operate FCC, also announced he would offer an amendment to the McFarland bill (S 658) when it gets to the House floor. The amendment would require station operators to pay a “license fee,” in order to make FCC somewhat self-supporting.

The House refused to accede to Rep. O'Konski's move to amend the funds bill and restore the $1,966,540 cut by the House Appropriations Committee, after running-fire directed against the FCC, led by Rep. Eugene Cox (D-Ga.). Rep. Cox, a consistent critic of the Commission, again played the FCC. He demanded its abolishment and the creation of a new agency.

Charges FCC 'Not Worthly'
The Commission, according to Rep. Cox, is "not worthy of public confidence." There are many changes that should be made both in its personnel and in its functions, he said. As he put it to BROADCASTING • TELECASTING later, "there is an aggregation of pinkos down there.

Rep. Cox said the "only two men there for whom I have a high regard are [Comr. Robert F.] Jones and [Comr. Robert T.] Bartley." These were substantially the same charges the Georgian made last year when FCC ran afoul of an axe-wielding House [BT, May 14, 1951]. He was supported by fellow Georgian Sidney Campbell (D), who alleged FCC for slow handling of a complaint—"I was indignant," he said.

Total funds voted by the House to operate FCC in fiscal 1953 were $8,106,460, $1,966,540 less than the requested $8,075,906 sought in President Truman's budget.

Rep. O'Konski's speech on the floor of the House was edged to the lifting of the TV freeze, and Johnson's stand that more funds are needed in order to hire additional hearing examiners and other personnel to process expected flood of applications. Sen. Johnson had disclosed his plan to battle for additional funds as early as last January [BT, Jan. 28].

The Wisconsin legislator, speaking for the delay in the freeze, noted: "I know that if the amount cut by the Appropriations Committee from budget estimates remains as is, television is not going to move for at least five years more to come."

That committee, while it designated certain funds to be spent for TV processing, liberally chopped the entire budget request.

Rep. O'Konski noted "the Commission cannot possibly do the job that it has to do with the appropriation that this committee has allowed them." FCC is a year behind in its work because of the TV load, he said.

Rep. O'Konski, who is owner of WLIN Merrill, Wis., also revived the question of payment by the broadcaster for his station license.

"In all the years I have lived I have gotten only one thing in my life for free, and that is a license to operate a radio station... as profitable a business as the radio and television business, it is incredible that they get their licenses free," the Congressman said.

"Let us give the FCC the money they need to let this industry expand and grow. But at the same time let us take the radio and television industry foot the bill. That they do foot the bill I will propose an amendment when legislation reaches the floor to amend the Federal Communications Act of 1934 [McFarland Bill] very shortly," he said.

Rep. O'Konski later told BROADCASTING • TELECASTING he felt "positive" that the Senate would give FCC more funds, and although the House defeated his drive to get the original cut restored, he still planned to ask for a license fee law.

During testimony before the House Appropriations Subcommittee Feb. 13, Wayne Coye, then FCC Chairman, said he believed the charging of fees for services is not "feasible."

Reasons, he gave, were (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 may be asked to become licensees they would feel they would be relieved from the necessity of performing in the public interest [BT, March 10].

 Asked $8 Million

Rep. O'Konski's request actually was for a flat $8 million, which he said conformed to the Budget Bureau's view. He said he wanted the "backwoods areas" to get TV, and he added, they would not for another 10 years greater funds were granted. "Can you imagine what turmoil there is going to be in the FCC with the filing of some 2,000 applications?" he asked. He said this appropriation "is the most important in the history of the Commission."

In answering Rep. Cox's charges, the Wisconsin lawmaker said most of congressional "dissent" of the past "has been without foundation" and that he did not know of a more sincere or harder working force anywhere in our government.

He was supported by Rep. Frazier Reams (Ind.-Ohio), who is president of Community Broadcasting Co., licensee of WTLT Toledo. He said Congress by "controlling and drastically cutting" the FCC appropriation than stifle the broadcast business.

Also supporting the O'Konski amendment was Rep. Cleveland M. Bailey (D-Mo.). House Appropriations Chairman, Rep. Albert Thomas (D-Tex.) was against the O'Konski amendment.

FELLOWS CITED

State Groups Honors

HONORARY awards have been conferred the last 30 days came NARTB President Harold E. Fellows by broadcast associations of two states—Arkansas and Oklahoma.

Last Monday, at the Arkansas Assn. meeting, Mr. Fellows was made a genuine "Arkansas Traveler," with the award extended by C. G. Hall, state secretary. Session was held in Little Rock.

A similar honor was bestowed at the Oklahoma Broadcasters Assn. meeting in Oklahoma City March 14. Joe Bernard, general manager of KOMA that city, commissioned Mr. Fellows a full commodore in the Oklahoma navy. Mr. Bernard made the presentation for Gov. Johnston Murray.

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Construction Ban
(Continued from page 87)

1,000 pounds of aluminum—wherever possible.

Mr. Joseph sees no problem in 1952-53 as FCC grants new TV stations. Even with perhaps 60, 78 or 84 new TV stations being granted next year, there will be sufficient material to accommodate needs for steel towers, transmitters and other equipment. UHF poses no greater a problem, Mr. Joseph feels, though the question of transmitter design may pose some obstacles. Manufacturers should reach their set output goals in 1952 without difficulty.

Among broadcasters receiving second-quarter approvals for projects were ABC San Francisco; Allen B. DuMont Labs, New York; CBS Los Angeles; WTMJ-TV Milwaukee and WDAF-AM-TV Kansas City.

Materials were allotted to ABC for radio-TV studios and offices estimated at $600,000. The network received 28 tons of steel and 5,000 pounds of copper—78% of its request project was begun last December.

DuMont got 10,000 pounds of copper for a TV studio at WABD (TV New York). This $1,160,000 project is 23% complete.

CBS application was for television—presumably its $5,250,000 Giants Stadium TV studios project, which was launched in December 1950. CBS received 95,000 pounds of copper for second, third and fourth quarters. Project is 6% finished.

Project Values and Grants

The Kaiser Steel and Wire Co.,taken for WDAF and WDPA-TV facilities valued at $700,000 was 6,315 pounds of copper wire. Project, started in April 1949, is 72% complete. WTP-TV Milwaukee project was not identified, but is believed to be for its outdoor studios [B&T, Feb. 25]. Project value was given as $2,000,000, with starting date of January 1951. Station drew 179 tons of steel.

In addition to these, numerous electronic manufacturers were granted authorizations for varying projects, among them General Electric Co., Hoffman Radio Corp., RCA Victor, Raytheon Mfg. Co., Westinghouse, Philco Corp. and Sylvia Electric Products.

A substantial number of industrial projects were denied, NPA said in its report of materials. Allowances will be made in third quarter, however, to allow any broadcaster to complete construction. They need not refill, it was understood.

As for materials, some forms of steel may be decontrolled by fall or winter. Copper will replace steel as the limiting factor in construction. This will become more plentiful, but nickel and cobalt will remain scarce.

THREE Cleveland stations, WTAM, WJW and WWRS, are ID system of recorded music last week as standard equipment. Operations began simultaneously March 17.

FREQUENCY TABLE
For Below 25 mc Issued

The table of allocations below 25 mc was issued by the FCC last week to complete revision of 1938 Cairo allocations begun in 1944. It also implements the 1947 Atlantic City recommendations, in accordance with the 1951 Extraordinary Administrative Radio Conference in Geneva.

The new table of allocations will be added to Part II of FCC's Rules (allocations below 25 mc are already listed). Included in the services authorized in various bands of the spectrum below 25 mc are AM broadcasting and remote pickup.

Assignments in the bands from 14 kc to 1605 kc will go into force during 1952. Assignments from 1605 to 2000 kc went into force Jan. 1 of this year. No official dates have been set for assignments between 2000 kc and 25,000 kc. In the 2000-4000 kc area, Region II (North America, Latin America and Caribbean Islands) assignments are specific but official effective dates have not been decided.

AM band encompasses 535 kc to 1605 kc. Remote audio pickup bands are: 1605-1750 kc, 2107-2170 kc, 2314-2405 kc, 2505-2800 kc, 3155-3400 kc.

DEFAMATION SUIT
Dickerson Names NBC, Others

NBC, its radio commentator, Robert Montgomery, and New Jersey affiliate, WTMJ Trenton, last week were faced with a $1 million defamation suit filed by John J. Dickerson, chairman of the New Jersey Republican State Committee.

Mr. Dickerson charged that Mr. Montgomery used "false, malicious and defamatory" statements in referring to him in five broadcasts, for each of which he asks $200,000 damages.

The broadcasts involved in Mr. Dickerson's suit include two current news stories and an investigation of graft and official corruption in Bergen County, N. J. Mr. Dickerson is mayor of Palisades Park and a member of the Bergen County board of freeholders.

Ford of TV

EMERSON Radio and Phonograph effort to capture the medium price market was indicated last week when Fred Jamin A b r a m s , president, said that production will be increased "tremendously" and that prices would be reduced. Other manufacturers had announced reductions in price earlier in the week (see story page 77). Company plans to feature a 17-inch mahogany veneer table model for $179.50. Mr. Abrams described the new policy as an attempt to become the "Ford" of radio sets. The automaker, he said, has been a leader in the sale of low-priced radio receivers.

WLS FOOD PLAN
All-Year Promotion Set

FOOD STORE promotion, which has been carried on at WLS Chicago on Feature Foods for 17 years, becomes a year-round merchandising activity April 3 following a successful all-summer season last year.

For a minimum of $3,600, an advertiser of a food product distributed in group stores such as the nation-wide A & P, Kroger, National Tea and National, will get six one-minute announcements weekly for 13 weeks, as well as station and store promotion.

The grocery group, which also in regions affiliated with Grocerland Stores, Central Stores and IGA, will highlight in local promotions the station-advertised products itstocks normally with banners, shelf cards, floor and window displays and newspaper advertising, all calling attention to the radio sales event.

WLS will stage a saturation campaign using 31 mentions weekly for the sales event and the featured product, using Feature Foods (six-a-week, 1:30-2 p.m.), the National Tea (seven-a-week, 6:00 p.m.-12 midnight) and a new show, Your Grocer and You (Thursday, 7:30 p.m.).

Using a different group of stores weekly, the station expects to tie in its activities in more than 4,000 stores in the 13-week campaign period. Thirteen groups of stores were lined-up for the promotion plan a month before the kick-off.

Components Meet
Set for D. C. May 5-7

ELECTRONIC components and transistors will top reports to be delivered during a forthcoming conference under the joint sponsorship of Radio-Television Mfrs. Assn., Radio Engineer's Assn. for Engineers and the American Institute of Electrical Engineers. Session will be held in Washington, May 5-7 with the Dept. of Defense and National Bureau of Standards participating.

Under the general theme, "Symposium on Progress in Quality Electronic Components," reports will be given on reliability of Soviet components and their development in Great Britain. W. R. Sittner, Bell Telephone Labs., will discuss status of the transistor at Bell Labs. Other topics include transistorized power amplifier and military availability of transistors. Over two-score technical papers will be presented.

Chairman of symposium committee is J. G. Reid, National Bureau of Standards. Program was arranged under direction of A. F. Murray, electronic consultant to the Research and Development Board. Three-day meeting will be held in Dept. of Interior Auditorium.

N.Y. PLACES BAN
On Certain Hearings

SUPRISE action by New York State Legislature Thursday was the passage of an amendment to civil rights laws, prohibiting the telecasting, broadcasting or taking of motion pictures at state hearings where witnesses testify under subpoena or other compulsory processes.

Specifically, the bill covered sessions conducted "by a court, commission, committee, administrative agency or other tribunal in the state," which left question open as to whether it would cover federal proceedings conducted in New York. Intended to protect witnesses' rights, the bill—introduced by Sen. Frank X. Hannon of Bronx—was reportedly backed by the Bar Assn. which passed a similar resolution on federal hearings a few weeks ago.

WDLG SALE
$425,000 Is Price

PURCHASE of the 50 kw WDGY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. by four Minneapolis-St. Paul businessmen was announced last week with filing of application for transfer with the FCC.

Four stockholders of the 30-year-old Class II station (on 1130 kw with 25 kw night) are Clarence T. Hamman, former general manager of WLOL Minneapolis-St. Paul; H. J. Lang, owner of an electronic welding firm in the area and also of an auto supply business in San Diego, Calif.; George E. Lau, owner of area coffee shop chain; Clarence W. Levy, furniture retailer. Each will own 25% of Twin Cities Broadcasting Co., licensee of WDGY.

New owners already own a $300,000 note of the station, which they bought from Stuart Investment Co. for $250,000 (of which $190,000 was cash, $60,000 by note). They are paying $175,000 for 100% of the stock of Twin Cities.

WDGY, which operates with a nine-element array at night, lost $90,000 in 1951. Stuart Investment Co. will continue to own KFOR Lincoln and KOIL Omaha, Neb.

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How Much Is Your Station Worth?

The Answer—A Blackburn-Hamilton Company appraisal will analyze and interpret the nine key factors listed in the adjoining column. These findings, made as a result of an in-the-field investigation and hundreds of actual sales will be judged and translated into an appraised price—the price at which your station could be sold at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

The Nine Key Appraisal Factors
1—Earnings
2—Investment
3—Technical
4—Market
5—Competition
6—Programming
7—Management
8—TV Factor
9—Potential

The information furnished us is held in strict confidence. It is compared with many other similar properties that we have appraised in connection with sales, financing or other personal matters.

Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB Convention - Chicago
March 30—April 2—Conrad Hilton Hotel
Suite 1200-01-01A

Our Washington, Chicago and San Francisco offices will each be represented at the 1952 Convention. Whether your interest is TV financing, an appraisal, buying or selling, be sure and contact us for a confidential discussion. Indications are that this convention will be the largest and busiest to date so why not set up a definite advance appointment.

• Negotiations
• Appraisals
• Financing

BLACKBURN-HAMILTON COMPANY
Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672
figures on stations’ earnings and costs will be offered. Panel was announced earlier. This is slated for 4-5:30 p.m.

Another session will be devoted to audience promotion with Glenn C. Shaw, KIX Oakland, Calif., as keynoter. On the panel besides Mr. Shaw are John Etanu, KTUL Tulsa, Okla.; Jack Knapp, Jack Knapp Adv, Co.; Worth Kramer, WJR Detroit; and Richard Allerton, NARTB research director, as staff representative. Value of merchandising departments in enhancing radio’s worth to the advertiser will be recounted, with case histories of three cities—Tulsa, Rochester and Detroit.

Because of the shift of TV management to Wednesday morning, "the confession session" will be moved to 10:30. In addition to Harry Bannister, formerly WWJ-TV Detroit and now NBC-TV, who presides as chairman and seven panel members previously announced, three others have been added. They are Walter Compton, WTTG (TV) Washington; Ted Cott, WNBT (TV) New York, and Klaus Landsberg, WTAL (TV) Los Angeles.

FCC Chairman Paul A. Walker will speak at the Wednesday luncheon with Dwight Clark Jr., Voice of Democracy contest winner, as guest. He represents KCOL Ft. Collins, Col.

Workshop sessions will round out the Wednesday afternoon meetings and official convention business. TV code will be discussed at 2:30 by the NARTB TV Code Review Board, with Mr. Brown, NARTB TV chief, and Mr. Sweezy, chairman of the code-writing committee, taking part.

Session on "Public Hearings—Are They Open to the Public Through Radio and Television?" will be held at 4 p.m. Judge Miller will preside. James M. Landis, an attorney, will uphold the affirmative. No speaker for the negative has been set.

The no-speech banquet will be graced with a slate of noted celebrities, with arrangements handled by Carl Haverin, BMI president. Scheduled are comedian Lou Holtz, singer Patti Page, Kay Thompson, and the Williams Brothers, the White Guards male chorus, the Merriel Abbott Dancers and Llew Diamond and his orchestra. Banquet starts at 7 p.m. in the Grand Ballroom.

There were few if any changes in the engineering slate from those previously announced (March 17). Most notable involves a substitu-
The Gates Dynamote

Here is the latest model GATES DYNAMOTE — as new as next fall's election!

You're There With The

Some Outstanding Dynamote Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant-automatic—changeover to batteries if line fails
- High gain-low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamating your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.
COY CRITICIZED

SEN. HERMAN WELKER (R-N.M.) asserted on the Senate floor Monday that former FCC Chairman Wayne Coy "can be accused—justly so, I think—of being reclusive [but] has developed a great television ability, but because of his former connection with the FCC and its activities." 

Sen. Welker's attack was leveled at Coy over the resignations and subsequent employment by Time Inc. of a radio-TV consultant with a $25,000 annual retainer, plus other arrangements with more than $50,000 total [B+4, March 3, Feb. 25].

The Senator also cited the proposed acquisition by Mr. Coy of half ownership in KOB-AM-TV Albuquerque, N.M., with Time Inc. [B+4, March 10, 3].

When apprised of Sen. Welker's remarks, Mr. Coy said in part that he had developed "a reasonable" height, "in asserting more things not so in less time than any member of the Senate heretofore."

Mr. Coy denied that he had been active in getting the Commission to approve Time's application to operate a [TV] station in New Mexico—as intimated by the Sena- tor—"for the simple reason that such an application has not been filed yet. Any man who sought to know the truth could have found it out by a simple query."

Mr. Coy resigned from the Commission Feb. 21. In order, he had said, to permit him to become a "free agent" in negotiating his return to private industry. Later, it was announced that Mr. Coy is to become president and operating head of the Albuquerque properties upon FCC approval of sale to Time Inc. Since he is to become consultant and possibly to participate in any other station properties acquired by the corporation.

Sen. Welker, as acting Republican leader in the Senate the day of his speech, combined a revived complaint of "job-jumping," KOB's TV operation and reported plans by Time Inc. to buy into additional TV properties.

In effect, the Senator asked his colleagues to keep an eye on Mr. Coy's further activities in his association with KOB.

So-called "job-jumping" has been Capitol Hill debate-fodder in the past. As long as two years ago, Sen. Hugh Butler (R-Neb.) authored an article in American Magazine which hit at this practice—that of government officials who resign their positions in order to receive employment by groups doing business with the government agency or agencies the former employees served in official capacity.

Sen. Welker noted the article and also legislation which was introduced by Senate Judiciary Committee Chairman Pat. Carran (D-Nev.) that would bar such practice.

Job Jumping' Provision

The Senate-passed McFarland bill (S 658) which is pending House action (see page 28) also contains a provision (Sec. 4, subsec. (a)) on the subject of "job-jumping."

It reads that any Commissioner "serving ... after one year from the date of enactment ... (of the bill) ... shall not for a period of one year follow- ing the termination of his services as a Commissioner represent before the Commission a professional capacity any person, including all persons under common control, subject to the provisions of this Act, except that this restriction shall not apply to any Com- missioner who has served the full term for which he was appointed."

Obviously, this can not affect Mr. Coy now nor could it in the future.

As expressed by the Senator the "salient" points, he said, were:

"Time" magazine now intends to go into the television and radio field; and Mr. Coy, who resigned from the FCC on Feb. 21, within 24 hours of that time received his appointment from "Time" magazine, at a retainer . . . of $25,000 a year.

It seems that in this case we have a man who is very well acquainted with the present members of the Commis- sion. He worked with them for some four or five years, and he knows them well."

After he [Coy] stated that he was resigning to return to private life, where did he get the idea to help buy television station KOB? If he had no funds, what consideration did he offer so that he now is a co-owner of this television station? Cer- tainly if this activity does not deserve direct censure, what does. I think Mr. Coy and "Time" may be accused of a jump before they look back.

In citing the background of Mr. Coy's resignation and subsequent employment, Sen. Welker read portions of the news story printed in the Feb. 25 issue of BROADCASTING 

TELECASTING and a March 12 broadcast by Ray Henle of NBC's Three-Star Extra. Mr. Henle had speculated that Time planned to buy into "no less than 16 important radio and television outlets in various cities across the country," that Mr. Coy was in charge and that it "eventually may mean a brand-new television network."

[EDITOR'S NOTE: FCC regulations pro- hibit one-fourth ownership of a TV station by a single entity and FCC licenses do not grant service authorization for more than one TV station.] 

Sen. Welker, however, reported that KOB, "a television station," received a "new authorization" to operate because "it is my understand- ing that Station KOB was heretofore licensed, but of course the new purchasers had to get a new authorization."

The Senator's assertion was that the authorization was made im- mediately after it was announced that Mr. Coy had joined Time and also that KOB-AM-TV had been sold to Time Inc. and Mr. Coy.

[EDITOR'S NOTE: This was not the case, however. The "authorization" which Sen. Welker spoke of was for KWTV. At present, specifically, the authorization as reported in the Senator's statement in the MARCH 10 ISSUE of BROADCASTING TELECasting was a granting to KOB of an applica- tion for Class I AM Radio Station and for Class I TV Station and KOB's application for Class I TV Station and AM Radio Station was granted on March 6, 1952. The new authorization was for 150 kw 24 hours a day, 28 kw for six months beginning March 1, 1952."

WIBW Scholarships

TWO $250 scholarships to Kansas State College were made last week to two of the top 4-H members in Kansas by WIBW Toppeka, according to Ben Ludy, general manager.

Citing "outstanding achievements and for general 4-H work, the awards were made by Mr. Ludy, the station's service director, WIBW, and tape recordings of the presentations played on his Saturday evening show, The Debbie McPherson Show. The winners were Betty Lou Smith, McPherson County, and James McCool, of Roseville.

N.Y. CIVIL DEFENSE

Facilities Are Readied

USE OF LOCAL and statewide radio networks, including every li- censed station as well as other communications systems ranging from telephone to carrier pigeons if necessary, is included in New York state, county, and local emergency information plans, the New York State Civil Defense Commission announced last week.

Report was issued after a state- wide inspection and discussion tour by Deputy Director Milton V. O'Connell and Martin Caidin, technical specialist, who met with some 180 civil defense directors, staff members, and public information officers of 28 cities and 27 counties, assembled for day-long discussions in Buffalo, Rochester, Syracuse, Utica, Albany and Binghamton.

"The group of information officers and their staffs in the New York City area are demanded to be held later, probably within a month," Mr. O'Connell observed.

Civil defense workers reported that local testing of emergency re- lief already has been conducted, in cooperation with local radio sta- tions, and that local information crews are so organized that should any of them become casualties, relief workers could take over the communications systems without interruption.

Planning also has included steps to avoid spreading of false or unauthorized information during times of emergency, and all local announcements—by radio, television, the press or outdoor sound systems—will bear authority of state and local civilian defense officials to assure authenticity.

Complete problems and their ex- ecution are scheduled to be con- ducted on a regional level, beginning in April and contin- uing through December, to fur- ther test emergency information services, it was indicated.

"Local radio stations and their personnel," Mr. O'Connell observed after his inspection tour, "have already done a tremen- dous useful service to their respective communities by placing their equipment, time, and experience at the disposal of the local di- rectors of civil defense."

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WOPA VS. LBS
May Be Settled Soon

DAMAGE suit against Liberty Broadcasting System by WOPA Oak Park, Ill., is expected to be settled within a week after continuous hearings before Master in Chancery David Silbert.

Because of the expense of an injunctive bond, attorneys for WOPA dropped its pleading for a temporary injunction against fulfillment of Liberty's contract with WCLF Chicago and asked that the case be decided on its merits. Station, located in a Chicago suburb, charges breach of its affiliation contract with Liberty and signed an affiliation with WCFL.

Both stations cover some of the same area.

The decision will be made by a federal district court judge after the recommendation of the chancellor. Decision could call for dismissal of the action, a permanent injunction or damages, or a combination of both, all favorable to WOPA except dismissal. WOPA is understood to favor one possible solution which would provide that both stations carry Liberty programming as official affiliates.

Meanwhile, action on the damage suit brought by Liberty against 13 major league baseball teams for $12 million was at a standstill in Chicago last week as answers were ready to be received by defendants after a delay in delivery of summons and copies of the complaint. Liberty charges conspiracy in restraint of trade and claims loss on cancellation of its Game of the Day series.

Elliott's Resolution

ANOTHER demand for a select House committee to investigate "offensive and undesirable radio and TV programs" and books has been made in the House. This time, it was H Res 551, offered by Rep. Carl Elliott (D-Ark.). It was referred to the House Rules Committee. Others were by Reps. Edward H. Rees (R-Kans.), and C. C. Galghers (D-Ark.). [B*T; March 9, Feb. 11].

FCC EMPLOYES
To Get Service Pins

SERVICE seniority with the FCC and its predecessor agencies—Dept. of Commerce and Federal Radio Commission—for more than 500 FCC employees will be recognized April 8 at ceremonies in Washington with the presentation of service pins [B*T, March 17]. Among the 500 are 15 employees with 30 years of service, 110 with 20 years, 393 with 10 years. Senior FCC employees with 30 years service are Chief Accountant William J. Norfleet and Administrative Service Chief Paul H. Shey.


Among those in the 10-year class are Chairman Paul A. Walker, Comr. Edward M. Webster, General Counsel Benoist P. Cotton, Broadcast Bureau Chief Curtis B. Plummer, Secretary Thomas J. Slowie, Aural Broadcast Chef James E. Barr, TV Broadcast Chief Cyril M. Brunn, Broadcast Bureau Asst. Chief Joseph N. Kittner, Frequency Allocation & Treaty Chief Albert L. McIntosh, Asst. Chief Accountant Hugo Reger, Examiner James D. Cunningham, Hugh B. Hutchison, Leo Resnick, Elizabeth S. Smith, Basil P. Cooper.

PEOPLE CHOOSE' SERIES

World to Release April 27

WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced production last week of a 12-week pre-political convention series, The People Choose, recreating highlights of past political conventions and campaigns.

Series will be released as part of World's regular service to its 800 affiliated stations April 27, and will be previewed at the NARTB convention in Chicago. Material for each half-hour program will include researched scripts, music keyed to the documentary dramas, and records of a specially written song, "If You Believe in Democracy." Each program will follow a political event of the past, setting the time and scene, describing pre-convention maneuverings, jockeying for nominations, and ultimate presidential campaigns.

SALES BOOKLETS

Are Announced by BAB

FIRST in a new series of presentations designed to show how radio sponsorship will boost grosses for certain industries was mailed to Broadcast Advertising Bureau members Wednesday. The 16-page brochure is titled "Selling the New Paint Market With Radio."

Twelve of the industry presentations are planned to be released annually by BAB, it was indicated, with the second presentation, directed to tire manufacturers and dealers, to focus on tire-replacement market and its expansion by radio advertising. Further 16-page booklets for making sales to automobile manufacturers and dealers, airlines and brewers are scheduled to be in the hands of stations, network and national spot representatives by summer, spokesmen for the radio-promotion organization said.

from the nation's top radio and television buying markets
Television Big, Radio Is Bigger

Continued from page 23

ing in radio-only homes in the TV area nighttime was about the same during early evening hours and somewhat higher during the late hours—again reflecting differences in the urban-rural characteristics of these marketing areas. "In TV homes, there is a very high degree of interest in television throughout the entire evening and at peak points between 8 and 10 p.m. The extent to which TV usage holds up during the 'late' hours is noteworthy."

Mr. Shaw showed how coverage of radio commercials varies between TV and non-TV areas according to such factors as program preferences and network strength. TV competition gets stronger in mid and late-afternoon hours, giving radio considerably higher coverage in non-TV areas.

At night, he said, radio ratings are higher in radio-only homes, whether in a TV or non-TV area; extremely low in TV homes; some programs in radio-only homes are strongest in the TV area (Lux Radio Theatre, Walter Winchell) while others do best in non-TV areas (People Are Funny, Suspense). Total TV usage is generally higher in multi-station than single-station TV markets, he said, though the differences are minor.

Figures Compared

Mr. Shaw said that during January, 1952, the average daytime network radio program reached 2,033,000 homes per broadcast; the corresponding figure for TV was 1,198,000 homes. Nighttime, the average network radio program reached 3,210,000 homes per broadcast in comparison with 2,844,000 for TV.

Among the top 20 programs, he found a range from 7,019,000 homes per broadcast (Amos 'n' Andy) down to 4,182,000 (Bob Hope) for radio and from 7,745,000 (Red Skelton) to 4,790,000 (Big Town) for TV.

'Capitol Cloakroom'

REPEAT performance on Capitol Cloakroom by Sen. Ed C. Johnson (D-Col.) March 28 will mark the program's fifth year on CBS Radio. The show is aired Friday, 10:05-10:30 p.m. EST, originating from WTOP Washington. Sen. Johnson, who was the informal public affairs program's first guest five years ago, will be interviewed by CBS Radio correspondents Griffing Baneroft, Bill Shadel and Bill Downs. In its five years, the program has interviewed 111 Senators, 37 House members, 10 Cabinet members and 48 other government officials. Program is produced by Lewis Shollenberger, and supervised by Stuart Novins.

WHLI is Tops!

Latest Share of Audience*

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<th>Afternoon</th>
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ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET

*CONLAN STUDY OF LISTENING HABITS:
Daytime, February 1952
Hempstead, Long Island, N. Y.

WHLI AM 1100
HEMPTSTEAD, LONG ISLAND, N. Y.

MUSICIANS

WSB Issues New Ruling

ADJUSTMENTS in compensation paid out to so-called "casual" musicians—those not regularly employed by radio-TV stations and other groups—may be made without prior approval, the Wage Stabilization Board ruled last Wednesday.

Broadcast industry authorities felt the new ruling, Resolution 89, would have no appreciable effect on radio-TV networks and stations.

As one authority put it, "it would only formalize what has been done administratively . . . before."

Three-year radio-TV contracts covering musicians were signed with the American Federation of Musicians and President James C. Petrillo in March, 1951. Only possible effect—and one which the union unofficially claimed as a small victory—is that it advances the lot of other than staff players.

WSB adopted Resolution 89 in recognition of "the varied and unusual circumstances pertaining to the employment of casual professional musicians" which render wage regulations impractical for them. "Casual" is defined as "irregular engagement."

In adjusting wages and salaries of casuals, the employer and union "are expected to conform to the national wage stabilization policies and regulations," the board said. WSB reserves the right to review all adjustments.

Staff musicians are defined as:

Professional musicians who, on a permanent and continuing basis, are direct employees of establishments such as radio broadcasting stations, television studios, motion picture companies, theatres, movie houses, hotels, night clubs and other establishments including regularly established bands and orchestras employing professional musicians.

The wages and salaries of this staff group are subject, however, to wage board policies and regulations. No petitions for staff musicians will be considered "on the basis of any claim of inequity with the wage rates of employees as may be adjusted" under Resolution 89, the board said.

SSB ADVISORY GROUP

Further Studies Over-Scale Pay

INDUSTRY members representing networks, agencies and talent managers met in New York Tuesday with Salary Stabilization Board members to hold further discussion on control of over-scale salary increases.

Session—second to date by the enlarged committee—was identified as an "exploratory . . . discursive consultation of various problems involved. Although nothing concrete has been recommended, it is hoped that committee attitude might be formulated in writing after another meeting, to serve as advice to SSB for any ruling it might make. Date of the next session was left open.
ABUNDANT COAL HEADS FOR PEAK PRODUCTION IN NEXT CENTURY.
The authors of a new book, "Energy Sources—the Wealth of the World," point out that "Coal is by far the most abundant fossil fuel. The magnitude of coal reserves is, therefore, of the greatest importance. . . . Of the total world reserves, 52 percent is bituminous, 40 percent is subbituminous and lignite, and 7 percent is anthracite. . . . Assumptions that seem reasonable at this time indicate that the peak (of production) for all coal may be reached by the middle of the next century or almost certainly not later than the middle of the century after that."

BRITISH TEAM STUDIES AMERICAN METHODS OF COAL UTILIZATION.
A thirteen-man team from Great Britain recently arrived in this country to study American methods of using coal in steam plants. They hope to improve the efficiency of coal utilization in Britain to help conserve their inadequate coal supply. Here in America tremendous advances have been made in getting more work out of each ton of coal. At the time of World War I it took an average of 4 lbs. of coal to produce a kilowatt-hour of electricity. Today with modern combustion equipment, more efficient boilers, and better-prepared coal, the average is 1.14 lbs. of coal per K.W.H. and some electric-generating plants of newest design are able to do the job with as little as ½ of a lb. of coal.

COAL PROVES MAIN FUEL SOURCE FOR ELECTRIC UTILITIES.
A top public utility executive has pointed out that his industry’s coal requirements grew from 40 million tons in 1931 to nearly 105 million tons in 1951—about one-fifth of the national output. He then estimated that the nation’s electric power requirements by 1954 will increase this figure to 130 million tons. And so it goes: more and more reliance on coal, our most plentiful fuel.

COAL’S VALUE AS RAW MATERIAL INCREASING.
Indicative of coal’s increasing importance as a source of chemicals and the raw materials of chemistry is the development program of one of the nation’s largest coal producers. This company is spending over one million dollars on research and the construction of a pilot plant to experiment with coal conversion. These experiments are designed to yield the maximum salvage of special tars from which valuable chemicals are obtained, as well as a base for synthetic fuels. The plant, as presently designed, will also produce a coal char which will be a very useful solid fuel.
VENARD TELLS ALABAMA GROUP

LOCAL programs, featuring local personalities and catering to local tastes, comprise the key to successful station operation, Lloyd George Venard, president of O. L. Taylor Co., said Friday in a talk to the Alabama Broadcasters Assn., meeting in Biloxi, Miss.

Noting that Alabama has 77 AM stations to 18 daily newspapers whose total circulation is only slightly more than half the number of radio listeners, Venard declared: "The advantage is all on your side if you localize."

He suggested that an early morning show—a two or three hour show with the same personality and with interruptions only for news and farm programs—is something that will "give your local audience a local pride."

News shows, with the same sort of local coverage that the local newspaper gives to local events; local women's programs, run daily and conducted by a woman whose authority by virtue of her personality and her voice, will gain her invitations to everything from a christening to a Red Cross rally. Local radio's average localized musical programs and local kid shows were also suggested by Mr. Venard as good vehicles for building station audiences and profits.

Good local programming deserves good promotion, Mr. Venard pointed out, suggesting the use of station breaks taped by local citizens, so that "your station identification is given by people who live in your town," the use of names from the phone book, and having the station telephone operator answer calls with "this is station WXX... Right now we are broadcasting the noon farm program for Smith's tractor."

"See to it that your engineers, your announcers, your secretaries all talk radio," he urged. "Help them talk it. Give them facts on radio's importance—its success stories. Many a deal has resulted from the enthusiastic report that some announcer gave to a friend who told it to an advertiser."

Reminding his audience that local radio does almost twice the dollar volume of business as the four national networks combined, Mr. Venard urged them to "sell radio" to their listeners, to dramatize the 105 million radio homes in the U.S., half with two radios, a third with three, and to use a couple of courtesy spots a day to promote radio itself.

POLITICAL FUNDS

Probe Proposed in House

A PROPOSAL that a special House committee be appointed to probe campaign expenditures of House and radio and television homes...moving picture film...and other services made available to the House candidates in his campaign.

All methods of contributions, expenses, money raised or subscribed by candidates themselves, individuals, groups of individuals and corporations would be explored.

Committee, made up of five House members picked by the Speaker, would look for violations of the supply federal or state acts prohibiting certain election-campaign practices and suggest remedial legislation. Subpoena powers would be granted the committee, which would have a deadline set at Jan. 3, 1953, for its report to the House.

WALBERT WINCHELL again

Walter Winchell, radio commentator, taken ill in ABC studios just before his regular Sunday night program, March 16, was forced to cancel his appearance. Announcer Richard Stark read the prepared script. His office, attributing the ailment to "a serious attack of virus infection."

IN LOUISVILLE to inspect facilities of WHAS there is this group of representatives from Henry I. Christal Co., Inc., new station representative of WHAS (radio). Visitors are welcomed by Neil Cline (seated, r.), WHAS sales director. Standing (l. to r.): A. J. Young Jr., Irvin Gross, Alan H. Schroeder and Douglas Ballin. Christal's James L. Thompson is seated with Mr. Cline.

DISSENSION within ranks of National Assn. of Broadcasts and Guilds became separation last week with a Wednesday announcement that NABUG's New York council had voted unanimously to drop from membership one of its early members, National Assn. of Broadcast Engineers and Technicians.

Council Chairman Oliver Nicoll said the conflict the result of "raiding" by NABET, which was charged with infringements in the past two years on TV and radio writers, directors and scenic designers, among others. NABET action, he said, was contrary to policy adopted by other NABUG members, called the "little NABUG formula": To operate under trusteeship in new areas with temporary representation, until industry trends become stabilized and jurisdiction could be resolved.

Old strife was revived last fall when NABUG sought membership from various engineers throughout the country and NABUG meetings were held as early as last October to resolve the conflict amicably. NABUG council privately implied last December, however, that if NABUG-NABET discussions could not settle the difficulties, the latter union would be dropped.

Resolution was passed unanimously by unit vote as well as by the council, composed of representatives for American Federation of Radio Artists, Television Association, Radio and Television Directors Guild, Assn. of Theatrical Press Agents and Managers, and Local 28 of United Screen Artists of America (All AFL-CIO). Representatives of International Alliance of Theatrical Stage Employees and NABET were not present.

NABUG was organized nearly five years ago for solution of problems common to guilds and unions associated with the radio-TV industry.

GEORGE MAHR, national representative of NABET, Friday morning denied the raiding charges leveled against his group by NABUG.

"We regret the move they feel necessary," he said, "and we are not considering any raiding with which we've been charged."

"Groups are free to disaffiliate or affiliate as they see fit, and that's the way we operate."

NABUG BATTLES NABET

March 28-29: Chicago International Trade Fair, Navy Pier, Chicago.
March 28-29: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.
March 29: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 182, bill regulating advertising on radio-TV, Washington.
March 28-29: American Assn. of Industrial Editors, National convention, Netherland Plaza Hotel, Cincinnati.
March 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.
April 1-4: Twenty-second annual Safety Convention, Elevation, Statler Hotel, New York.
April 1-4: American Management Assn., 21st annual educational conference and exposition, Auditorium, Atlantic City, N.J.
April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.
April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.
April 16: BAB Sales Clinic, Los Angeles.
April 16-18: American College Public Relations Assn., 30th annual convention, Carter Hotel, Cleveland.
April 17-20: Ohio State U. Institute for Education by Radio-Television, 250 annual meeting, Denker Village Hotel, Columbus, Ohio.
April 19-20: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.
April 21: BAB Sales Clinic, San Francisco.
April 23: BAB Sales Clinic, Portland, Ore.
April 24: MB's stockholders annual meeting, Midland Bank, Cleveland, Ohio.
April 25: BMI Program Clinic, Piller Hotel, Albany, N.Y.
April 25-27: Advertising Federation of America (in Florida) directors' conference, Casablanca Hotel, Miami Beach, Fla.
April 28: BMI Program Clinic, Owensboro, Ky.
April 28: BMI Program Clinic, Phoenix, Ariz.
April 28: BMI Program Clinic, Muscatine, Iowa.
April 29: BMI Program Clinic, Nashville, Tenn.
Don Lee's Radio audiences are climbing

12-month average - 1949 vs. 1951*
Daytime audience 8.9% higher
Evening audience 11.2% higher

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

* Pacific Nielsen Ratings, Full network average audience, Monday thru Friday
DON LEE, THE BIGGEST NETWORK ON THE PACIFIC COAST, GIVES THE MOST COMPLETE, CONSISTENT LOCAL COVERAGE AT THE LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIUM

Don Lee and only Don Lee can sell your customers locally in 45 important Pacific Coast markets from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern in 45 markets. There's no waste. That's real flexibility and real value and it's a Don Lee exclusive.

Don Lee consistently carries more Pacific Coast regional business (with more regionally sponsored shows consistently in the top rated 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium - DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network
1313 North Vine Street
Hollywood 28, California
RELIGION on the local airwaves, long a somewhat shabby and hard-to-sell item, has acquired the accoutrements of maturity and the professionalism of a commercial venture at WGN Chicago. There Unshackled is molded subtly without the too-frequent admixture of fanatic evangelism and frantic fund appeal.

Its appeal is an understanding of fundamental human behavior, the simple dramatics of everyday living and a search for reason in what seems to many an unreasonable world.

Named by an imaginative (and anonymous) ad man, Unshackled is aired each Saturday at 7:30 p.m. by the 60-kw clear channel station, a prime time for any religious program. It is written, produced, researched and directed by an energetic woman whose secret of successful radio selling is a personal conviction that the "product" is the best.

That product is the philosophy that "Christ is the answer to all problems," a logical conclusion following the writer's assumption that "the inventor knows best how his machine functions.

The lady with such conviction is Eugenia Price, who entered the competitive field of commercial radio writing 12 years ago and sold her first script, In Care of Apple Horn on KLC. Three years ago, the successful daytime serial writer, of Joyce Jordan and others gave up $35,000 yearly.

At that time, her minimum price for a simple half-hour drama, minus such time and energy-consuming items as research, production and casting, was $250. Today, she shepherds Unshackled through every phase for $100 weekly—$25 more than she was paid the first year.

The sponsor is Chicago's oldest Skid Row project, the Pacific Garden Mission, second largest in the country.

"New York, and the Bowery Mission got there first," she noted. Unshackled went on the air Sept. 30, 1950, initially at 11 p.m. on Saturday. Last fall it moved to 4:30 o'clock, following the popular Mutual network show, Twenty Questions. They have almost identical ratings, with Unshackled getting an estimated 300,000 listeners weekly. It has reached heights of glory which even surprise the mission's optimistic administrators, among whom is Superintendent Harry Saurini. He handles all activities for the three-building organization, a purely local and non-profit operation located on State St. in the slum area just south of the Loop.

The program, designed to spread the Christian gospel to the widest possible audience, seeks to restore faith in recalcitrants and bring into the fold persons needing help. Unshackled continues as a self-supporting vehicle, with any surplus money contributions going to other radio broadcasts.

The success has transcended the local scene, extending into national and international realms. This spring, Pacific Garden Mission plans to buy time on six other 50 kw stations, starting with WWVA Wheeling, W. Va. One Chicago constituent has guaranteed one-third of the costs on that station, about $15,000 yearly. Time is always purchased at card rates.

Broadcast expenses this year are expected to total about $225,000, of which $50,000 is for the WGN show. Another $280 weekly will be spent on Voice of America re-plays of the program to Iron Curtain areas and to members of the armed forces overseas.

Miss Price, since her personal and professional change-over, believes religion is "either awfully simple or simply awful."

Methods of making it "awfully simple" on the program include purchase of weekday time, use of a drama-documentary technique, professional productions with competent performers (she does all the casting) and payment of union scale wages.

She uses music and sound effects whenever necessary, and omits an open or middle "commercial," using only a short pitch at the end of the program after the story conclusion.

Miss Price is convinced this last move is wise, although "I'm sure we lose half the audience." The closing message, in a subdued manner, seeks funds for continuation of the series. Occasionally, for a special mission project, a mention will be made.

Two weeks ago the mission medical and dental clinic, staffed by volunteers professionally ran out of drugs. A one-time mention brought in more than $1,000 in one mail. In a 30-second spot, the mission offered its book, Doorway to Heaven, for $2 shortly before Christmas. It sold out—1,000 copies in one week.

Plots and story themes are taken from mission files on degenerates, alcoholics, neurotics, prostitutes and criminals, although sensational elements are deleted. The script concentrates on the more normal individual suffering from frustration or loneliness, with whom members of the audience can readily identify themselves.

The Pacific Garden syndicated show will span the country from coast to coast with broadcasts of Unshackled. There will be no local cut-ins for a similar organization in those markets because the mission believes it can help many people in many places, despite its purely Chicago character.

MISSIONARIES all over the world have used tapes of the show and Protestant ministers in this country broadcast them in sermons and at church social meetings. A prison official in St. Joseph, Mich., reported numerous conversions each week as a result of the prisoners' request that Unshackled be substituted for regular Sunday church services.

Minus heavy moralizing, the show has "the most basically sound approach to psychology and its therapy that I have ever heard on the air," in the opinion of a Chicago university professor of psychology. Understanding, rather than preaching, is the objective.

The 75-year-old mission, established by an eastern socialite couple who attended its meetings nightly for 30 years, is subsidized by Protestant churches and by individuals. Progressive in its concepts as well as in its teaching and guidance methods, the mission governing board is delighted with results of its use of radio. It may cancel its black-and-white "trade" advertising nationally and also is considering entrance into television films. Its agency, the John M. Camp Co., has specialized for the past few years in religious TV presentations.

March 24, 1952  

UNDERSTANDING, rather than preaching, is the objective of local religious show of WGN Chicago. Miss Price gave up $35,000 a year as a successful radio writer three years ago to devote her talents to Unshackled for $75 per week. "Commercial" is kept subtle and in good taste. A psychology professor from a Chicago university termed the program, "The most basically sound approach to psychology and its therapy that I have ever heard on the air."
CONVENTION SEATS

APLICATIONS by radio and television commentators and working radio-TV newsmen for seats at the Republican and Democratic National Conventions to be held in Chicago in July must be made by April 15. Official announcement was made last week by Bill Henry, chairman of the executive committee of the Republican National Committees, designating Radio and Television Convention Committees to furnish such seating for radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating and operation of the radio and television news quarters in Chicago by the executive committee of the correspondents' association.

Other members of the convention committee are Willard F. Shadel, CBS, vice chairman; Hollis M. Seaver, MHS, and G. W. Kingsbury, WLW Cincinnati.

D. Harold McGrath, superintendent of the Senate Radio-Television Gallery, and Robert M. Menaugh, superintendent of the House Radio-Television Gallery, will be in active charge of facilities at the two conventions. This is the fourth time Messrs. McGrath and Menaugh have had charge of convention "gallery" facilities for radio and TV. They will be aided by the following assistant superintendents of the two galleries: Robert C. Hough, C. J. D'Andrea, Carmen Garcia, Clarence T. Day and Manuel (Mike) Michaelson. Mrs. Garcia has been appointed secretary to the committee.

A standard form has been prepared for applications. They will be furnished to anyone who writes to the Radio-TV Gallery, Room G-25, U. S. Senate, U. S. Capitol, Washington 19, D. C.

Full Cooperation Promised

Mr. Henry said: "Both the national committees have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than midnight, April 15, so that our needs can be presented to the Arrangements Committee of the two conventions by April 20."

PUBLICITY' FUNDS
Limited in House Action

AN ECONOMY-minded Congress is continuing its renewed attacks on the number of publicity personnel on the rolls of U. S. government agencies.

Butt of the most recent jab is the Radio-TV-Film Section of the National Production Authority and other government departments also came in for criticism. The jab was delivered March 13 by Rep. George Meader (R-N.Y.) during House debate on the third supplemental appropriations bill.

The House passed the funds measure, including a proviso that "no part of any appropriation contained in this act shall be used for publicity or propaganda purposes not heretofore authorized by the Congress."

The bill (HR 6047) was designed to provide expenditures for salaries and other services for numerous government agencies during the remainder of the current fiscal year ending June 30. If cleared by the Senate, it would mean that none of the departments could use the voted funds for purposes of publicity, including radio-TV activity by their personnel.

Rep. Meader took NPA to task for sending out material "to promote the philosophy and interests" of the agency. The weekly reports, he said, are sent to members of Congress for use "on your radio reports to your constituents back home." The material offered is in the form of 15-minute scripts.

Added Expense

The congressmen's greatest concern was that this not only is an added expense and perhaps an illegal use of public funds, but also an attempt by the government "to try to influence public opinion." Similar charges had been raised in connection with OPW public information radio programs (Feb. 25, 18).

The Meader amendment, approved on the House floor, does not apply, ironically enough, to NPA. Funds for salaries and expenses of its policy arm, the Defense Production Administration, and for such Commerce Dept. groups as the Census Bureau and National Bureau of Standards would be affected publicity-wise by the proviso.

The amendment would apply to FCC which was earmarked for $488,000 for salaries and expenses.

The State Dept.'s international information and educational program, for which a sum of $1,750,000 would be allotted, also would be unable to use the money for publicity purposes.
FOR YOUR INFORMATION:

To the average layman, 1/1,000,000 of an ounce of anything isn't worth talking about. Yet, with such infinitesimal weights as this, oil industry scientists are developing some fascinating facts about lubricants and their effect on internal combustion engines. Even more microscopic particles - as little as 1/1,000,000,000 of an ounce - have been mixed with different petroleum products to trace their flow in the vast array of underground pipe lines which speed gas, crude oil and oil products to refineries and consumers.

Geiger counters and other trappings of the new atomic age are being used in these experiments which are part of the oil industry's constant program of research and development - a program on which individual companies are spending a total of more than $100 million a year. Especially intriguing is the fact that some companies started experiments with radioactive materials as early as 1943 - two years before Hiroshima and Nagasaki were transformed from relatively obscure Japanese cities to landmarks in history. In those early days, the cyclotrons were used as sources of radioactive materials. Now the atomic pile at Oak Ridge, Tenn., is the chief source.

How are these atomic tests being carried out? One revolutionary approach involves the use of radioactive piston rings. Specially-trained scientists install one of these rings in a test engine while others safeguard their health and lives by keeping a close check on the radioactivity with the delicate Geiger counters.

The car is then driven in proving ground road tests under weather conditions ranging from summer's heat to sub-zero colds. The infinitesimal particles worn from the radioactive piston ring drop into the motor oil and are measured with the Geiger counters. Perhaps only as much as 1/1,000,000 of an ounce of metal is involved but the atomic test provides unheard-of accuracy. In addition, tests can be completed with as little as 50 miles of driving, whereas the older methods required as much as 10,000 miles. One of the points that these atomic tests have proved is that modern, high-quality motor oils can actually triple the life of a car engine by substantially reducing wear.

Oil industry scientists and technicians are using radioactive materials in other experiments too. In addition to the lubrication tests and the use of isotopes in the underground pipelines, oil men are using them in refineries to trace the progress of hydrocarbon molecules in the manufacture of petroleum products; in well-logging (mapping and studying of underground strata to determine the likelihood of oil production); and as a means of determining the liquid level in closed containers.

For further information about the oil industry, don't hesitate to write to me.

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
CRIME doesn't pay morning-time thriller—with moral, of course—is read to moppets by Sen. Charles W. Tobey (R-N.H.) of Kefauver Crime Committee fame. Sen. Tobey (holding book) told an "original children's story" to listeners of Little Ernie's Story Time on WGAY Silver Spring, Md. (Friday, 9:30 a.m.). It was about the theft of 16 New Hampshire pullets from "an old woman" and how her despair turned into happiness by her village neighbors in the Granite State. At right, holding microphone, is WGAY's Ernie Tapping. Senator Tobey was joined by dignitary to be guest on the program which has been host to Sen. Margaret Chase Smith (R-Me.) and Maryland Gov. Theodore R. McKeldin.

FLA. RULING

SUPPORTERS of political candidates in Florida must buy their radio advertising through the candidate's campaign treasurer, according to a ruling by Circuit Judge Tillman in upholding constitutionality of Florida's new election law.

The law had been attacked in a suit filed by W. A. Smith, president of WPLA Plant City, Fla. [B-T, Feb. 18], Judge Tillman held, however, that the law is not applicable in the case of a candidate for national office who does not have a campaign manager in the state. An appeal to the state supreme court is expected.

In a similar suit to test the law's applicability to newspaper advertising, a suit filed by the Florida Press Assn. had held the law unconstitutional as denying freedom of the press. J. Kenneth Ballinger, Tallahasse attorney representing Florida Assn. of Broadcasters and Florida Press Assn., attacked the law in the suits on behalf of the associations.

State Attorney General Richard Ervin first interpreted the law to require that all funds spent by any person to further the candidacy of an office seeker must be turned over to the campaign treasurer and disbursed by him. Later he changed the ruling to permit supporters of Florida candidates to pay cash out of their own pocket for advertising, specifying the purchaser must have written authorization from the candidate or his treasurer and the expenditure must be listed on the candidate's public financial return.

Latest Ruling

Judge Tillman's latest ruling holds the owner of a Florida radio station must have authorization for a time purchase from the candidate's treasurer; he may give time to a candidate or other citizen for expression of views furthering a candidacy if the time is contributed as a gift through the candidate's treasurer; a citizen may give his views on a candidacy (on a station other than his own) if he has first obtained authorization from the candidate's treasurer and the payment required is added as a contribution to the campaign; a station may broadcast opinions and views of non-residents of the state. Nominees of national parties are not candidates under the state law.

Judge Tillman said, "It should be noted that the rights of freedom of speech and the press, as applied to radio, are necessarily and from the beginning more restricted than they are in relation to a newspaper."

He based this thesis on the assertion that radio is not available to all and therefore subject to regulation by the federal government.

DAYLIGHT TIME CHANGES

Networks Ready Plans

MAJOR networks are preparing for the April 27 shift from standard to daylight saving time.

NBC, CBS, ABC and MBS again will record their radio broadcasts so that all may continue to be heard during the same local time slot they occupy in winter months. Live productions will be broadcast on daylight schedules with no noticeable shift for audiences in daylight time zones, and will be recorded for rebroadcast, one hour later, in zones remaining on standard time. LBS plans were not announced.

Television programs at NBC, CBS, AB and MBS will be aired on daylight schedules so that live shows will be seen one hour earlier in terms of local time in those zones which continue to observe standard time. For audiences in daylight time zones, there will be no noticeable change in the broadcast time of their live video programs.

Restricts Political Radio Programs

W. VA. MEETING

PROTEST against Speaker Sam Rayburn's ban on radio-TV pickups of House of Representatives proceedings was voted March 15 by the West Virginia Assn. of Broadcasters, meeting at the West Virginia Hotel, Bluefield. Members were urged to contact their individual congressman.

John T. Gelder Jr., WCHS Charleston, was elected president to succeed Joe L. Smith Jr., WKNA Charleston-WJLS Beckley. Mr. Gelder won over James J. Kerbrick, WWVW Fairmont. On Mr. Beacom's motion the election was declared unanimous. William E. Rine, WWVA Wheeling, was elected vice president. Mr. Rine is a vice president of Fort Industry Co. Alice Shein, WBTH Williamson, was elected secretary-treasurer.

Directors-at-large are L. H. (Bud) Rogers, WSAZ-AM-TV Huntington, for TV; John S. Phillips, WHTN Huntington, for independents; P. T. Flanagan, WHIS Bluefield, for small stations; F. J. Evans, WPLH Huntington, for small stations.

District representatives are C. Leslie Gollday, WEPM Martinsburg, District 1; James Zimmerman, WBLK Clarksburg, District 2; Charles High, WGVK Charleston, District 3; Virginia Cooper, WJLS Beckley, District 4.

The association voted to petition FCC to relax the rules covering first-class technicians in light of present-day operating progress. Support was voted the Broadcast Music Inc. clinic to be held April 29 at the Daniel Boone Hotel, Charleston. Cash prizes will be supplied for the BMI contest for young composers.

RCA's film, "Success Hill," was shown by David S. Newborg. The film shows the operation of the Bridgeport, Conn., UHF television station. Delegates were guests of WHIS Bluefield at a reception.

Formation of a statewide network of broadcast stations for civil defense purposes was advocated by John N. (Bill) Bailey, public affairs officer of Region 2, Federal Civil Defense Administration.

'Hillbilly Heaven'

WSM Nashville's Grand Ole Opry is given colorful treatment in the March issue of The American Magazine, copies of which were sent to the trade last week by the station. Called Hillbilly Heaven, article, authored by Don Eddy, says: "Today, its [Opry] fame is so great that hopeful guitar and mandolin picksers, fiddle pickers, mandolin pickers, balladeers, yodelers and assorted mountain minstrels still arrive in such throngs that Program Director Jack Stapp, a sharp city feller who can spot a hillbilly dimly as far as you can call a hog, has had to set up an audition system to screen the promising from the impossible."
stars all... crusaders all...
working for the AMERICAN CANCER SOCIETY'S
1952 CANCER CRUSADE

Join them, use them!

For Radio
20 seconds through fifteen minute features
including weather forecasts
Scripts for 18 program categories

For Television
20 second and one minute trailers and animations
A full catalogue of props

AMERICAN CANCER SOCIETY • 47 Beaver Street, New York 4, N. Y.
Walter King, Director, Radio and Television
In Wilkes-Barre, Pennsylvania’s 3rd Largest Market,
WILK's average 1/4 hour rating* from 7 a.m. to 1 p.m. is 34.1% higher... than that of the next-best station...
* Pulse: Monday, Friday November 1951 Wilkes-Barre Hazleton Market

AVERY KNODEL Inc.
Natl’l Rep.
- New York - Chicago
- Atlanta - Los Angeles - San Francisco

'RED' INFLUENCE
Cites Union Control Danger
COMMUNIST - controlled unions holding defense contracts in electronics and other fields pose a "serious threat to national security" and potentially are "very dangerous," a top defense procurement official said today.

The warning was sounded by Chairman John D. Small of the Munitions Board before a Senate Labor & Public Welfare subcommittee prosing Communist domination of labor unions. The inquiry is under the chairmanship of Sen. Hubert Humphrey (D-Minn.).

Citing important contracts held by the independent United Electrical Workers Union reaching "substantial dollar volume," Mr. Small asserted:

"The [UEW] is the collective bargaining agent for many facilities... working on important defense contracts in the strategically-important field of electronics. Congressional reports point out that a few of the... operations reveals names whose affinity to the Communist Party line is a proven fact..."

The UEW was ousted from the CIO in 1949 on the grounds of Communist domination and a new CIO International Union of Electrical Workers was formed in its place. Both hold contracts with General Electric, Westinghouse, Sylvania Electric Products and other electronic firms. Mr. Small also noted that the American Communications Assn. was expelled from the CIO in 1950.

Broadcasters Have Stake
With respect to affidavit proceedings of the Taft-Hartley Act, broadcasters as well as manufacturers appear to have a stake in what Sen. Humphrey calls a "prudential and philosophical approach" to the problem. While unions, failing to sign non-communist affidavits, are deprived of benefits of the National Labor Relations Board, the Justice Dept. acknowledged that it had probed 68 such officers who signed them looking toward possibility of perjury. Of 14 cases which went to grand juries, only one indictment has been returned.

NLRB Chairman Paul Herzog testified that authority should not be treated in community to determine whether any union is "Communist-dominated." NLRB should confine itself to collective bargaining because, among other reasons, it is not so qualified and speedy conduct of elections and unfair labor practices would be frustrated by delays, Mr. Herzog testified.

Whatever Congress takes, according to Mr. Small, should not only apply to the Defense Dept., which the Munitions Board represents, but also to other government agencies dealing with unions.

Mr. Small also charged there is "not the least bit of doubt" that some union leaders would call strikes if importuned by the Soviet Union. Furthermore, he added, the Defense Dept. does not believe it has now has authority to remove "potentially saboteur" plants.

A Justice Dept. official, Andrew F. Oehmann, told the subcommittee that it is virtually impossible to prosecute Communist union leaders because the department must prove they were party members when they signed the non-Communist affidavit. He urged the Taft-Hartley law be amended to require officers to swear they have not been CM members for at least 12 months prior to signing the affidavit.

NEW WRFD PLANT
6,500 Attend Opening
FREEZING weather, overcast skies and an urge to catch an extra 40 winks on Sunday morning didn't stop approximately 6,500 people from driving 50 to 75 miles to attend the grand opening of new studios and 260 acre radio farm of WRFD Worthington, Ohio. Festivities took place March 16.

Ladies who attended received baby orchids flown in from Honolulu for the occasion. Green and yellow balloons were distributed to the boys and girls. Cigars and book matches were given to the men.

Activities commemorating the station's renovation continued throughout last week. On March 17, a tour of the station was conducted for sponsors and a party was held that evening for those who advertise with WRFD. Guest speakers at the gathering were Edgar Kobak, former president of Mutual Broadcasting System, and Joseph C. Harsh of the Washington bureau of the Christian Science Monitor. Station executives estimated that during the week an additional 10,000 persons visited the studio.

WRFD is owned and operated by the Peoples Broadcasting Co. of which Murray D. Lincoln is president. J. D. Bradshaw is station manager.

KRGV BIRTHDAY
Celebrates 25th Year

Station, which is owned by the Taylor Radio & Television Corp. and managed by Byron (Barney) W. Ogile, had its start in a "spare" back room of a radio company in Harlingen, Tex., about 20 miles east of its present location. Called KHCN for Harlingen Music Corp., the original outlet was supervised by H. R. Baam and managed by M. S. (Dick) Niles. Station was sold to Taylor-Howe-Snowden Inc. (later the Taylor Radio & Television Corp.) on Oct. 1, 1938.

KRGV operates on 1290 kc with 5 kw full time, directional night, acquired in July 1950. It is an affiliate of NBC.

RFENER TRANSMITTER
Fourth Built in Portugal
CONTRIBUTIONS during the 1951 Crusade for Freedom made possible the construction of a fourth Radio Free Europe transmitter in Portugal which started broadcasts to Iron Curtain countries Feb. 27, the Crusade National Office of Gen. Lucius D. Clay, said last week.

First of the new 50-kw transmitters—located northeast of Lisbon—went on the air Christmas Day; the second, in January, and the third, early in February. All were purchased with 1951 Crusade donations.

With its additional five transmitters in the Munich and Frankfort areas of Western Germany, Radio Free Europe now broadcasts daily to six countries—Albania, Bulgaria, Czechoslovakia, Hungary, Poland and Rumania—for a total of 800 hours per week, General Clay stated.

Installations in Portugal
The installations in Portugal include a half-mile-long antenna system designed to magnify the power of the transmitters to provide pinpoint accuracy in directing broadcasts. Programs are relayed among the various RFE stations on simultaneous broadcast on different wave lengths, thus reaching a maximum potential audience in Soviet satellites and counteracting Communist efforts to jam the broadcasts. Portugal, General Clay pointed out, has an excellent position for shortwave relay to Eastern Europe.

Crediting public donations for RFE expansion, General Clay warned that "America must keep expanding and intensifying its campaign of truth against Communism's big lies, by building more and more freedom stations. We must never relax our efforts for a moment."

CHARGES PROPAGANDA
CHNO Stops Union Series
CHARGED by the International Union of Mine, Mill and Smelter Workers at Sudbury, Ont., that CHNO Sudbury had refused to permit a union program, Baxter Ricard, president of CHNO, replied that no Canadian communication outlet is compelled to disassociate itself from propaganda.

CHNO had aired one union program and was subsequently visited by the Royal Canadian Mounted Police, according to Mr. Ricard. The program which attracted the police contained a refrain "Russia Goes Marching Along." After the union had agreed to use no more Communist programs, they were allowed to broadcast a new series of programs on CHNO, Mr. Ricard, however, allegedly found "Communist double talk" in the next scripts. He then refused to air any more programs. The union, in its newspaper Mine-Mill News, described the program as hard-hitting and factual.
Functions Are Held ‘Important’
By Key Government Agencies

FUNCTIONS of the Interdepartment Radio Advisory Committee are deemed "important" by the Dept. of Defense, the Central Intelligence Agency and the Dept. of Commerce but IRAC's workload reflects records in something less than a satisfactory and up-to-date condition.

Authority for this statement is Haraden Pratt, telecommunications advisor to the President, who expressed these views in a letter to Rep. Albert Thomas (D-Tex.). They were placed into the record of hearings held by a House Appropriation Independent Offices Subcommittee of which Rep. Thomas is chairman.

The Congressmen had requested Mr. Pratt to outline the functions of IRAC in connection with FCC's proposed 1958 budget. FCC sought $11,327 for the coming year to cover "applied technical research and frequency allocation" involving IRAC. The Commission received an estimated $6,000 for the current fiscal year.

Mr. Pratt, in his letter to Rep. Thomas dated Feb. 21, thus commented officially for perhaps the first time on the nature of his telecommunications work with FCC and IRAC. He later made a progress report to President Truman [B&T, March 10].

The telecommunications chief ascribed condition of IRAC's records to "the greatly expanded use of radio frequencies with the advance of the art during and since the last World War" and to "the greatly increased military use of radio frequencies resulting from the activities in Korea."

Mr. Pratt described IRAC's functions as assigning radio frequencies to government stations and serving as a forum for collaboration with the FCC, which apportions spectrum space among radio-TV broadcasters, amateur radio operators and other private users.

Mr. Pratt said that in response to a query put before defense agencies ("Is the work of the IRAC important and necessary to your operations?") the answer was "without question" the committee's functions are important. To that end, he reported, the Defense Dept. has agreed to lend financial assistance to the committee as a national defense measure.

The President's telecommunications chief also added that his staff currently is helping to strengthen "the structure of secretariat of the committee in order that it may cope with the extra workloads imposed upon it...."

IRAC was founded in 1928 by the late President Calvin Coolidge as a means of clearing use of frequencies between government departments and private users.
SPRINGTIME

NEWEST spring fashions in par
inquiry novelties are emerging
from the mill of Chicago.

They cover a wide range of
items, including intricate contrac-
bearings the ingenious imprint of
the barrister to old-fashioned
staples of the 90-cents-on-the-dol-
lar type.

In keeping with the Lenten sea-
ton, two of the offers provide con-
 tinuity including Biblical refer-
ences apparently designed to point
up their coefficient of sales pres-
sure.

Judging by comments of broad-
casters who have viewed some of
the spring styles, special interest
has been aroused by Protam, whose
advertising is placed by Dowd,
Redfield & Johnston, New York.

Writing to stations, Allen O. Kaye-
Martin, on behalf of the agency
invites participation in "in our regu-
lar Protam radio activity"

While method of compensating
station and network is not men-
tioned, the letter states, "During
the past year we have broadcast
continuously on more than 400 sta-
tions, including all CBS and NBC
owned and operated stations, as
well as all leading 50,000 w sta-
tions, plus heavily concentrated
activity on the Don Lee Pacific
Network, Columbia Pacific Net-
work, Mutual network, etc"

Flexible Arrangement

After this introduction, the
letter gets down to terms quickly,
offering the following flexible ar-
angement:

We would like to ask as many
quarter-hour periods on your station
weekly, as you feel warranted to do
for a maximum job for us, based upon
orders not costing us more than $1
each. Initially, we will sign a six-
week firm contract. In other words, if
the total cost of the quarter-hour
units recommended by you were $300
weekly, we would expect 300 orders.

The best way to arrive at the rec-
ommendation you might make to us
is to use your rates on the half hour
contiguous schedule, dividing the
half hour into quarter-hour programs,
using at least two quarter-hours
daily in those days you carry the
program. You are to broadcast the

Protam program on the days and
during the periods that you con-
der that would be your best mail-pull time.
You are to obtain and ship to us
the minimum number of orders re-
quired, according to the procedure
outlined above, on a weekly basis.
If, after the end of the first two
weeks, you find that this volume can-
not be obtained, you have the right
to cancel our order and bill us for
the time used. However, you are to
continue to run the Protam programs
until they pay off.

Another mail order firm offer-
ing a more diversified line of spring
propositions is Marfree Adv. Corp.,
Chicago and New York.

The familiar phonograph record
deal, with a P. I. of 30 cents on a dollar
order, sounds a note of caution,
"Please don't confuse this offer
with any other you have ever
heard."

With obvious know-how in this
kind of merchandising, Marfree
adds, "Instead of the usual cat-
dog tunes which have been
heard, or so many recent
deals, Galigan (Galigan Distribut-
ing Co.) specially recorded four
brand new top hillbilly tunes for
this new offer, using special name
talent. These are not pickup tunes,
closeouts or distress merchandise."

A three-try continuity packet is
provided, opening with a terse 60-
word introduction. After a song
is played, a 750-word message is
read, followed by a brief closing
remark of 350 words.

Appealing to the broadcaster's
business side, General Manager
Burton A. Neuburger of Marfree
closes with this thought, "Don't
take our word that this is a great
offer. Try it yourself on the air. There's
magic in a buck. Let's make lots of them."

Another Marfree project offers
a package described as "No. 1 in
the line," paying $1.75 per week for
the White Cross plan of Bank-
ers Life & Casualty Co.; 50 cents
for Quilt Lady, priced at $1.75,
"Dobbs" for Milcotin, a $2.95
smoking deterrent made by Parker
Pharmaceutical Co.

Both of the above offers origi-
nated in the Chicago office of Mar-
free Adv. Corp. Vice President

BARNS FRIEDENBERG of the New
York office has a new product called
Dianol, mix-with-plant insecticide,
that he believes "will out-d-Con
d-Con." d-Con is a rodenticide.

A Marfree continuity about the
hibernating groundhog begins with a
Biblical approach: "Friends, re-
member how the good book talks
about Manna from Heaven! Well,
now you are hearing of groundhogs
airwaves with some of the best
news to come down the road in a
many a day . . ."

On behalf of the White Cross
plus the Marfree copy again takes
up the Biblical theme, submitting
this friendly greeting, "Friends,
the Bible teaches us that a good
man protects his neighbor against all
emergencies . . ."

A "sensational" proposition
comes out of Lasker-Riseman Inc.,
Boston, for the firm's client, Roy
Tracy. A harmonics package sells
for 1.06 plus cost if orders are
COD.

"The materials offered are very
cheaply compared to most radio mail
order offers," George Lasker
writes on behalf of Lasker-Riseman.
"In order to make a small profit, there-
fore, our client can't afford to pay
more than 80¢ for advertising for
each order received. We would like
to buy three or more five-minute
programs per day on your station,
with your guarantee that they will
come no more than 80¢ (gross) for
each order."

A leading magazine publisher,
Curtis Pub. Co., has made a P. I.
pitch that brought a nose-rubbing
reprintal from Frank E. Wimberly,
general manager of KWHW Altus,

Okla. Mr. Wimberley wrote R. H.
Goshorn of Curtis Circulation Co.
in this vein:
"Please to slightly surprised to
get from the Country Gentleman,
associated by tradition with the
Benjamin Franklin who said 'keep
this till the doctor comes to
take it,' a per inquiry offer. We
would also be surprised if we
learned that some Country Gentle-
man readers have not heard on
radio regional stations are per in-
quiry . . . We would hardly be consistent in participat-
ing in this procedure, scheduling paid advertising calling
attention to reading material in
another national farm publica-
""

A circular of Radio Merchant's
Guild service is proposed in a letter
to stations from Joseph F. Mac-
Caughrty, Los Angeles. If enough
stations are interested in the
guild's plan to increase station
revenue, the project will be rein-
stituted, according to Mr. Mac-
Caughrty, who serves as presi-
dent of Cardinal. The 10-point
guild plan is built around mail
order selling by radio.

Arrow Adv. Agency, Chicago,
showing promising results in P. I.
packages in offering 60 cents per in-
quiry for an unnamed item. Mil-
ton Hecker, on behalf of the agen-
cy, surveys the P. I. field this way,
"Let the facts speak for them-
selves! We know that most P. I.
deals that are submitted to you are
'hot deals' only in the eyes of the
agent, and deserving the hopeful
anticipation of the client . . ."

Neasweightness Scored

The oft-uttered observation of
P. I. offers about radio's chance
to sell mail order merchandise
much cheaper than the local mer-
chants brought an observation by
William Deason, general manager
of KVET Austin, Tex., to this ef-
fect. In a letter to Rand Adv. Agen-
cy, New York:

"I wonder if you realize that the
average store in the medium-size
market draws the greater portion
of its revenue from the retail stores
and from the manufacturers or distributors who use the
retail stores as outlets for their products.
In my opinion, any station man-
ger who goes into the mail order
business in competition with the
local retailers is 'nuts!'"
WARREN NAMED
Fisher Lessens KOMO Duties

W. W. WARREN has been named vice president and general manager of Fisher's Blend Station Inc., licensee of KOMO Seattle, to succeed O. W. Fisher in the active management. Mr. Fisher remains president of the corporation.

Mr. Fisher, cutting down his activities on advice from his doctor, has been president of the corporation since its beginning in 1920 and was appointed general manager in 1944.

Mr. Warren was program manager and treasurer.

In other changes, George F. Dean, public relations representative, becomes public service manager and Frederick J. Patterson, production manager, succeeds Mr. Warren as program manager.

Appointment of Mr. Warren was announced by the board of directors which also elected Kenneth R. Fisher treasurer and assistant secretary and Ray Baker, commercial manager, to the post of vice president.

ABC NET IS UP
Attributed to TV

A SUBSTANTIAL boost in the net income of ABC and its subsidiaries during 1951—$368,943 after federal income taxes, compared to $84,806 in 1950—was reported by the company last week.

ABC said 1951 net income equaled 22 cents a share on the 1,689,017 shares of issued and outstanding $1 par capital stock. The 1950 total represented five cents a share.

Most of the increase was attributed to ABC's television operations.

It was noted that the 1951 net income figure does not include a $131,438 special credit which represents an adjustment of prior years' depreciation less provision for additional Federal income taxes.

Canadian Set Sales

RADIO set sales in Canada in January dropped 38% from sales in January 1951, according to the Radio-Television Mfrs. Assoc. of Canada. Total Canadian radio sales in January '52 amounted to 28,472 units valued at $3,003,925, compared with 46,498 units worth $4,156,590 in January '51. Inventories in January '52 totalled 187,461 radio sets, up 27,654 from January '51.

EDGAR BERGEN, star of CBS Radio Edgar Bergen - Charlie McCarthy Show, has made three annual scholarships available to American students for study in Scandinavian countries.

S 2444
Bill on Johnson Group Agenda
For Wednesday Closed Session

JOHNSON-CASE bill to bar liquor advertising from radio and television will be considered by the Senate Interstate & Foreign Commerce Committee at its next executive session, is slated for this Wednesday.

Committee Chairman Ed C. Johnson (D-Col.), who co-authored S 2444 - prohibiting Agencies, levelled fire against the bill, which was supported chiefly by temperance organizations.

WKIP TRANSFER
Employees Purchase Control

STATION executives of WKIP Poughkeepsie, N. Y., last week filed application with the FCC for acquisition of the station's control.[B+T, March 2]. The price is $30,000.

Station's present owner, Poughkeepsie Newspapers Inc., keeps WHVA (FM), affiliate operation.

The new group is comprised of George W. Bingham, WKIP general manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Mearer.

The station's physical assets are listed as $21,810 at depreciated value, $54,277 original value. For both the AM and FM stations, depreciated value is listed as $138,200. WKIP is an ABC affiliate on 1450 kc with 250 w fulltime.

What goes on up there?

There's more going on up here than we can keep up with ourselves, sometimes!

For instance, as the fourth largest industrial nation in the world we're growing fast.

In the last ten years our population has increased by enough people to start a new city equal in size to our two largest together: Greater Montreal (1½ millions) and Greater Toronto (1 million). Or an annual increase at the rate of one city about the size of Hamilton, Ontario, or Bridgeport, Connecticut, each year! That's mostly a natural increase, helped by immigration and Newfoundland's joining the Dominion in 1950.

Yes, sir! There's plenty going on up here. We're giving birth to a great NEW MARKET every year!

Your problem is how to reach these new markets.

Well, in Canada 94% of all homes have a radio. That solves a lot of problems. Whatever part of Canada you wish to reach, rural or urban, you can do it through Radio.

For Radio is Canada's chief entertainer and also her most welcome salesman.

"In Canada you sell 'em when you tell 'em!"

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.

March 24, 1952 * Page 47
THE LATEST WCKY STORY

Before You Buy in Cincinnati

STOP — LOOK — READ

STOP — AND CONSIDER THESE FACTS

- WCKY has 20.5% of the audience 8:00 AM-7:00 PM Mon-Fri and is exceeded by only one station*.
- WCKY's rate of $60 per quarter-hour daytime is as low as any station in Cincinnati**.
- WCKY has 50,000 watts power, assuring you not only Cincinnati coverage, but a large bonus coverage as well.

LOOK — AT THE RATINGS WCKY GIVES YOU

- Ratings as high as 5.3 on the Makebelieve Ballroom, higher than such network shows as Strike It Rich, Welcome Traveller, Double or Nothing, Hilltop House.
- Ratings as high as 6.7 on the Daily Hit Parade, higher than such network shows as Lowell Thomas, Beulah, One Man's Family, Lone Ranger, Gabriel Heatter.

* Jan-Feb 1952 Cincinnati Pulse
** Dec 1951 Standard Rate & Data
THE LATEST WCKY STORY

READ - WHAT WCKY ADVERTISERS SAY

- “We have been consistent advertisers on WCKY for several years and know that we get maximum audience and results from our advertising dollar spent on the station.”

Frank Watkins
Mariemont Laundry

- “Since adding WCKY to the Imdrin schedule, we have had a large increase in sales in Cincinnati and the Southern states.”

Walter Zivi
O'Neil, Larson & McMahon Agency

Invest Your Ad Dollar WCKY's-ly

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson
WCKY
CINCINNATI
**TV’s ‘Korea’**

THE FCC is up against a self-forged buzz-saw. Like the Fannumjon "truce," the FCC freeze continues.

An economy-minded House Appropriations Committee has given the fiscal 1955 budget by knocking off nearly $2 million of an $8 million Presidential request. It all but ignored the TV job ahead.

Now it isn’t rare to find the FCC in a sweat, not with a change in chairmanship and a new commissioner aboard. When Wayne Coy resigned a few weeks ago, he had reason to feel that the freeze was over and that all essential guideposts had been nailed down. That, regretfully, isn’t so. Things seem to have become unglued.

Com'r Robert F. Jones is known to be opposed to the whole plan, kit and caboodle. It’s evident that he favors some based on "average" areas of economic influence, rather than use of the maximum common denominator. In his judgment, his plan would make for more alignments with separations to fit the particular markets.

Com'r Frieda B. Hennock threatens to dissent in a manner that, she is disposed to predict, would bring wild political repercussions. And evidently some Commission people frighten easily.

The Commission is under mandate to get the freeze over with. To date, every deadline has slipped by. Now even the end-of-March absolute deadline appears to have gone aglimmering.

It’s folly to hope that the FCC can produce an allocation and ground rules that will satisfy all. The debate over channel-by-channel processing (i.e. to require the applicant to specify the facility sought) versus the "lump" plan whereby the FCC would pick the winners for the available facilities) previously, the FCC had approved channel-by-channel on a tentative vote. Now there’s a pitch for "dual lump," meaning that applicants would specify only whether they go for VHF or UHF, leaving the channel to the FCC.

It’s clear that the lumping plan will preclude licensing of new stations in markets of economic significance for months—possibly years. Litigation obviously would ensue, with all allocators of license filled up.

And it can be expected that sharp protest will stem from the tentatively approved plan to limit antenna heights in Zone 1 (eastern) to 1,000 feet with power sufficient to equalize coverage.

Whatever the final allocations, the Commission must act with dispatch.

Failure to do so surely will bring the wrath of Congress down on the FCC. One has but to read the Congressional Record, because hardly a day passes without debate about the FCC "depriving" an area of the gift of TV. Further delay will bring more pressure. It won’t help the Commission on its appropriations pilgrimage, " Innocent Coordinate"—say beyond mid-April, unless there are overweening reasons—could well erupt into a demand for ripper legislation to create a new Commission to do the TV job.

Chairman Paul A. Walker walked into a tough job. He did it with his eyes open. He must hold fast. He must not allow disident commissioners, chasing educational rainbows, ignoring the practicalities of free, competitive enterprise, to uproot a necessary allocation in gestation for 43 months.

**House ‘Cut’**

AFTER TWO decades, the House committee charged with radio legislation has announced its intention of reporting its own version of the Senate-approved McFarland bill (H 658). Based on what we’ve seen, that House version would subject broadcast licensees to the kind of burdens that could reduce radio and television licenses to serfdom, subject to the whim and caprice of the FCC.

It is another adroit attempt at admixture of bitter and sweet. It would, for example, lighten the load on renewals, and place deadlines on the length of time an application may pend. It would prevent discrimination against newspaper or other "class" applicants, this the direct levy (by the FCC) resulted in a responsible, and effective campaigning by the press. Namely, it would give the licensee and the applicant the better break they have deserved.

That’s the sugar-coating—almost all picked up from the McFarland bill which has passed the Senate four times. The one exception is the anti-newspaper discrimination proviso.

Then the mailed-fist-in-the-velvet-glove. The McFarland bill provides for "cease and desist," orders, futile, groundless authority that is a new revocation. We’ve had misgivings about that provision, which contains portents of abuse going beyond the stigma of the present "temporary" license. But the virtues of the Mc-Farland bill outweighed the disadvantages of the proposal.

The House Committee, however, would authorize the FCC to suspend licenses up to 90 days and to levy fines up to $500 per day for infractions. It takes no oracle to divine that either would be tantamount to the death penalty. To suspend a station even for a week would mean loss of listeners and abrogation of contracts (as well as deprive the public of accustomed service). It is unrealistic, and cruel and unusual punishment.

The fine proposal goes beyond anything ever perpetrated even in the balmy days of ASCAP’s crusades at $250 per copyright infringement. A station might inadvertently violate the station identification rule just once a day. At $500 a throw, an unscrupulous FCC station could allow violations to accumulate to the point of running almost any station into bankruptcy before the citations could reach the innocent offender.

The iniquitous "double-jeopardy" anti-trust provision in the present act would remain under the House bill. One of the salient remedies of the McFarland bill was to knock out the proposed anti-trust provision that would place on the line the licenses of any stations owned by entities which might run afoul of the anti-trust laws—civil or criminal—in their business affiliations totally divorced from radio or television broadcasting.

So far, we’ve seen only the House committee’s statement. It’s unsafe to predict the whole scope of the House bill until it’s in black-and-white. But the "Face the Nation" was open to the "House committee experts," manifestly after almost constant counsel with FCC attorneys.

The McFarland bill was designed to restore equity and justice in FCC procedures. It had the endorsement of the FCC as (distinguished from its legal staff). It had the support of the broadcasters and lawyers, despite misgivings about "cease and desist." It already has had a salutary effect, because the FCC, within the last year, voluntarily invoked most of the provisions for functional organization.

It is apparent that some folks are playing fast and loose with the House committee, with the better-informed Senate, and with broadcasters. Fortunately, there’s an alert Senate committee about, along with vigilant observers on the Washington radio-TV scene.
More Italians in New York than in Rome, will hear the bells of St. Peter's at Eastertime

THROUGH the facilities of WOV studios in Rome, more than two million Italian-Americans in the New York area will be able to hear the famed bells of St. Peter's Cathedral at Eastertime. This is typical of the type of broadcasting service WOV renders day in and day out. There are more Italians in New York than in Rome. Programs originating both here and in Italy have developed a listener loyalty such as few stations anywhere enjoy. WOV, in both its English and Italian broadcasting hours offers two vast, concentrated audiences available to you at an extremely low advertising cost.

Originators of Audited Audiences
WOV NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.
CAB MEET

LARGEST meeting in its history is expected at 27th annual convention of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, starting today (March 24) under chairmanship of Malcolm Neill, CFNE Fredericton, N.B.

Close to 400 Canadian broadcasting executives and many representatives from the U.S. are registered for the four day sessions which will feature panel discussions on selling, programming, management and cost control and will take up important business regarding national program ratings and freedom of the press as applied to broadcasting.

The CAB this year will make a concerted effort to prove that broadcasting is in the actual sense electronic publishing and that excessive government control is an infringement of the fundamental rights of freedom of the press and freedom of speech.

Canadian broadcasters will be asked to confirm the CAB directors' decision on this policy. The CAB already has filed a statement with the Inter-American Press Conference calling upon it for support.

The whole question of listener research also will be examined at the annual business meeting and a new system operated by an independent organization under control of advertisers and broadcasters is expected to be established at this meeting. There has been a growing feeling for some years that present methods of taking national and regional ratings by various independent organizations are not giving a true picture that their results vary too much, causing confusion among advertisers and agency representatives.

Schedule of Events

The program starting today, followed by an address of welcome by Chairman Neill, will include a talk by John Sheridan, Canadian Chamber of Commerce, Montreal, on "The Value of Trade Associations," and a panel discussion led by Hugh Parry, radio director of MacLaren Adv. Co., Toronto, on "An Ideal Radio Sales Pitch."

Afternoon sessions of opening day include panel on "Where and How to Look for New Business," led by Adam J. Young Jr., New York, and a panel on "Making Salesmen More Effective" led by W. Randolph Farr, Manufacturers Life Insurance Co., Toronto.

Tuesday morning will be devoted to the annual meeting of the Bureau of Broadcast Measurement and report on program research under chairmanship of C. W. McQuillan, radio and TV director of Cockfield, Brown & Co., Toronto. Tuesday luncheon will be a joint event with the Toronto Ad and Sales Club, at which Maurice Mitchell, Associated Program Service, New York, will be guest speaker.

On Tuesday afternoon, Horace Scherin, New York, will discuss "Increasing the Effectiveness of Radio Commercials" and a panel on "Personnel Selection" will be led by Ernest de la Ossa, NBC, New York.

Wednesday morning, "Management and Cost Control" will feature opening session with E. B. Chown, J. D. Woods & Gordon, Toronto, as chairman. Pat Freeman, CAB sales director, will make a report on the sales advisory committee.

Afternoon will be a closed business session with a report of J. T. Alard, CAB, Canadian manager. Copyright, rating problem, CAB policy on TV and electronic publishing campaign, as well as other business will be handled.

Wednesday evening annual dinner will be held with presentation of the John J. Gillin Award, the Canadian General Electric Award and CAB 25 Year Club presentations. Dinner will be under chairmanship of F. H. Elphicke, CKWX Vancouver, vice chairman of CAB. Dinner will be preceded by annual cocktail party given by Canadian National and Canadian Pacific Telegraph Co.

Closing morning session will be devoted to panel discussion on "How to Increase Local Sales" under joint chairmanship of Ken Soble, CHML Hamilton, and W. T. Cruickshank, CKNW Wingham. W. E. Wallbridge, WWJ-TV Detroit, will tell independent broadcasters the problems of "Getting Into Television." For independent Canadian broadcasters, TV is awaiting a decision by the government on policy after the government's Canadian Broadcasting Corp. opens its own stations at Toronto and Montreal in August. A business session to close the annual meeting Thursday noon, with 1953 convention slated for the Mount Royal Hotel, Montreal, March 9-12.

MARTIN AND LEWIS

Liggett & Myers Negotiating

LIGGETT & MYERS, New York (Chesterfield cigarettes), through Cunningham & Walsh, that city, last week was in negotiation with the comedy team of Dean Martin and Jerry Lewis for sponsorship of their NBC radio show next fall. Whether the advertiser would pick up the Friday 8:30-9 p.m. time has not been decided. Currently the radio version of Martin and Lewis is sponsored under NBC's Tandem Plan.

Whether Chesterfield will renew Bob Hope and Bing Crosby next season is still debatable. Talent costs for the comedy team are understood to be about half of that which the sponsor currently pays for the Hope and Crosby packages.
EDWARD LARKIN named manager of Los Angeles office, CBS Radio and TV Spot Sales.

CHARLES F. GRISHAM, WLTV (TV) Atlanta, Ga., named national sales manager for station.

RALPH DAWSON, WJR Detroit, named assistant sales manager, WXYZ-TV that city.

‘GEORGE GREAVES, assistant general manager, KNBC San Francisco, named program chief in addition to present duties.

JUNIUS ZOLP, NBC-TV Chicago sales traffic manager, to network’s TV sales staff, that city.

JACK ELLISON, KWIN Ashland, Ore., named manager in charge of Seattle office of John Keating Co., station representatives.

WALTER ENGELHARDT, sales staff of KVFD Ft. Dodge, Ia., to sales staff of George W. Clark Co., Chicago, station representative.

ROGER L. HARRISON, sales staff, WBZ Boston, to KSTP-AM-FM-TV St. Paul-Minneapolis, as radio account executive.

RAY D. SCOFIELD, account executive with John E. Pearson Co., and C. RODNEY GIBSON, account executive at All-Canada Radio Facilities, join N. Y. TV sales staff of Headley-Reed.

A. GAREN FERRISE, commercial manager, WMMN Fairmont, W. Va., named managing director, assisted by FRANK J. LEE, WMMN program director [B*T, March 17].

THOMAS BOISE, sales staff, KSFO San Francisco, joins local sales department of KNBC there.

ARTHUR H. BERG, KUAI Studios representative, to WNBQ (TV) Chicago, on sales staff.

PHILIP MERGENGER, Headley-Reed, Chicago, representative firm, to NBC Spot Sales, that city.

RALPH D. HERBERT, Salt Lake City advertising man, to KMOD Modesto, Calif., commercial staff.

WALTER A. SCANLON, regional sales promotion supervisor for Alexander Smith Inc., carpet manufacturer, named sales promotion manager for CBS Television Film Sales, N. Y.

JOSEPH BRENNER, FCC regional attorney in Los Angeles, resigned to join S. V. O. Prichard in establishing law firm of Prichard & Brenner, 321 So. Beverly Drive, L. A.

HULY BRAY, account executive, Kal Ehrlich & Merrick Advertising, Washington, D. C., to WGMS that city as director of sales replacing PATRICK HAYES, now management consultant.

RICHARD C. SHEPARD, commercial manager, WXRA Kenmore, N. Y., to WBNJ Buffalo sales staff.

ERNST FELIX, ABC assistant treasurer and former acting general manager of network’s Western Division, Hollywood, resigns and will announce future TV plans at a later date.

JACK FREW, WJPS Evansville, Ind., to KITO San Bernardino, Calif., as commercial manager.

RAYMOND SOLARI, salesman for Birds Eye Los Angeles office, subsidiary General Foods Corp., N. Y., to KTTV (TV) Hollywood as special sales representative.

BENEDICT GIMBEL Jr., president-general manager, WIP Philadelphia, named radio-TV chairman for second annual Education Week for the Blind commencing today. . . . WILLIAM D. PABST, general manager of KFRC San Francisco and vice president of Don Lee Broadcasting System, named head of the 1952 Boy Scout Exhibition Show May 2-3. . . . NORMAN CASH, assistant general sales manager, WLW Cincinnati, father of boy, Jeffrey Macdonald, March 4. . . . WALTER HAASE, manager, WBCR Hartford, Conn., appointed member of volunteer committee of area’s Office of Price Stabilization. . . . FRANK ESTES, assistant manager, WKNE Keene, N. H., father of boy, Richard Henry, March 1. . . . S. R. SAGUE, general manager of WSBS Cleveland, taking a short vacation in South after business trip to Washington, D. C. . . . WILLIAM A. McGUINEAS, commercial manager of WGN Chicago, is vacationing for three weeks in Arizona. . . . T. ARTHUR EVANS, secretary-treasurer of Canadian Assn. of Broadcasters, Ottawa, named member of 11th annual advertising award committee of Assn. of Canadian Advertisers.

‘HARRY LIME’ SOLD IN 392
Long-Worth Series Renewed

TRANSCRIBED radio series, The Lives of Harry Lime, has been placed in 392 markets throughout the U. S. according to John D. Langworth, sales manager of Langworth Distributing Corp., who says the series also is being broadcast in Bermuda, Alaska, Hawaii and Great Britain.

Originally contracted for on-26-week basis with option for renewal, the series has proved so successful that options are being picked up daily, Mr. Langlois said. Among recent renewals is sponsorship by General Electric in cooperation with Dynamic Stores over WJZ New York. Success of the series—produced by Harry Alan Towers—has resulted in Lang-Worth plans for another open-end series featuring star talent for distribution in the near future.

MORE than $80,000 worth of time was donated by Southern Calif. radio and TV stations in 1951 for prevention of forest fires, according to W. S. Rosecrans, president Conservation Assn. of Southern Calif.
PHILADELPHIA
Athletics

PHILADELPHIA'S MOST POWERFUL
BASEBALL

aul C. Levitan, supervisor of technical operations, CBS New York, named TV special events producer.

William Berns, Kenyon-Erickstad, N. Y., producer-director, to ABC that city, as production supervisor, assisting Leonard Blair, program director.

Arnold Snyder, WNJR Newark, N. J., director of public relations, and Will Geigelbeck, station's home and garden director, participated in panel at educational conference sponsored by New Jersey Oil Industry Information Committee in Trenton last Thursday.

Shirley Wray, director of radio publicity, Los Angeles Children's Hospital and Braelie Institute, joins Hollywood headquarters staff of KHIG Avalon, Calif.

Pete Mathews, announcer, WSAZ Huntington, W. Va., promoted to production manager. Larry Draper, WEIR Weirton, W. Va., and Charles Esterly join WSAZ announcing staff.

Bill Cunningham, freelance publicist, to KPOL Los Angeles as promotion director.

Alan Lesser, announcer-producer, KFI Los Angeles, to KHIG Avalon, Calif., as program director.

Frank M. Downs to WMAQ and WNBQ (TV) Chicago as merchandising assistant.

George Lee Clark joins KCKO Alliance, Neb., as announcer-copywriter.

Arnold Benum, program director, KITO San Bernardino, Calif., named head of station's Riverside studios.

Fred Bernhardt becomes program director.

Roy Batten, WLW Cincinnati farm director, named "outstanding radio farm director of 1951" by Ohio Farmers Home Administration Employes Assn.

Milt Slater, program director, WCAX Burlington, Vt., named production manager of WNEW New York and Milt March, former writer-producer at WIZN Hollywood, WME and WTJ (TV) Miami, all Fla., appointed chief writer at WNEW.

Cloyd Read, commentator at WMAQ Chicago, is vacationing in Mexico for several weeks.

Gertrude Hunkin, WGAR Cleveland, appointed personnel director.

Bill Huddy, announcer, KCMJ Palm Springs, to KIST Santa Barbara, Calif., in same capacity.

Bob Larimer, director of news and special events, WLAC Nashville, Tenn., to WMAK that city as program director.

Banner Shelton joins WHG Greensboro, N. C., as disc jockey.

Stan Dale, WSRS Cleveland, resigns to sign freelance.

Al Beck, KXOL Fort Worth, Texas, announcer, and Howard Fisher, to announcing staff of WBAP Fort Worth.

James Cornell, promotion manager, CBS Central Division, to NBC New York as director of radio network research.


Jack Vincent, new to radio, to KXO El Centre, Calif., as announcer.


Alan Norman, New York announcer, to WFDT Flint, Mich., as early morning disc jockey.

Sam Elber, publicity director, WFPN Philadelphia, to conduct courses in dramatics at Neighborhood Centre, that city.

Robert F. Hurleigh, news director at WGN Chicago, father of girl, Jan Theressa, March 18.


Richard Bice, production staff, WBAP-TV, Fort Worth, Texas, father of boy, Charles William.

News...

Jack Krueger, news editor, WTMJ-AM-TV Milwaukee, appointed to Committee on Freedom of Information for city's chapter of Sigma Delta Chi.

Guy Runyon, newscaster, KECATV Hollywood, adds similar duties at KFWB that city.

Jack Funk, program director-commercials manager, KCHI Chillicothe, Mo., and program director-promotion manager, KFOX Sweetwater, Tex., to WSMI Litchfield, Ill., as news and special events director.

'ROVING MIKE'

CKNW Airs 2,000th Time

Birthday cake bearing 2,000 candles was sliced up among customers of Phillips Radio & Furniture Ltd. when that firm celebrated the 2,000th broadcast over CKNW New Westminster, B. C., of the program Roving Mike.

CKNW's owner-manager, Bill Rea, for the past seven years has been a familiar figure on the city's streets, interviewing passersby.

Mr. Rea recalls that when he asked an "old-timer" what he thought about installing parking meters, his subject answered, "Parking meters, bah! What this city needs is a darn good comfort station!" Moments like that, however, have been few and far between.

With the help of its radio advertising, the Phillips firm is now housed in a modern store and one of the four Phillips brothers opened a second radio-electric appliance store in a new shopping area of New Westminster.

Before You Buy in Cincinnati
STOP - LOOK - READ
See Centerspread This Issue
 ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

BROADCASTING • Teletasting
Our Respects to
to announce a piano recital. That was in 1931 and was his introduction into radio. His voice attracted attention and some commercial contracts followed.

Pat Freeman announced news, developed a reputation as an ad-lib special events announcer and worked as a disc jockey long before that descriptive term was invented for Canadian radio. In 1935 he became chief announcer of CPAC and three years later was promoted to production manager. He produced or announced most of the network programs that originated from Calgary during those years.

When the late King George VI and Queen Elizabeth went to Canada in 1939, Mr. Freeman was loaned to the Canadian Broadcasting Corporation as the only private station announcer to travel from coast to coast with the royal party. When Canada went to war, some months later, he enlisted and took staff training at the Royal Military College, Kingston, Ont., Canada’s West Point.

**War Services**

During the war he served as Canadian representative on the U.S. Alien Enlistment Plans Staff at Fort Ord, Calif., and later on Kiska. In May 1944, on the eve of the allied invasion of Europe, he was appointed to the 20-man secretariat of the Canadian cabinet. It was his job to write a daily top secret brief on all allied operations for then Prime Minister Mackenzie King and members of the Canadian war cabinet.

Later he served with Canadian forces as an intelligence staff officer in England, Belgium and Holland. He made a number of inventions which were used by Canadian and allied troops. Some of these were among the Canadian war secrets which figured in the 1946 Canadian spy trial as having been passed on to Russia by Canadian spies.

One that had not, a unique all-weather map, was adopted by the Canadian government’s Dept. of Mines and Resources.

After the war, Mr. Freeman returned to CPAC Calgary. There he created new techniques in programming and sales research and developed a five-man news department for the station.

Late in 1948, the CAB began casting about for a more aggressive sales and promotion director. Mr. Freeman, as was suggested, was his friends counselled him against the association post, he decided to accept it as a chance to develop new sales techniques and do a research job for the industry in which he had made a successful career. In January 1949, he began his new work, with headquarters at Toronto.

Since arriving on the national scene, Mr. Freeman has made notable progress. He was first to assess and break down the gross annual expenditure in Canadian radio, now about $35 million.

**‘Time Has Come’**

Then he decided that “the time has come to create new, inclusive radio sales ammunition.”

This was not long in coming and from his office was issued broadside after broadside. These came under such titles as “The Inter-Media Story,” “Let All Media Play With the Same Deck,” “The Pusses of Summertime Listening,” “The Ideal Rate Card,” “Facts About Canadian Radio” and others. He has fought hard against what he calls “gencide” or stations fighting each other while overlooking other media, their main competition.

Mr. Freeman has completed his second study of radio costs and trends and has compared them to those of other media. He has made two major presentations to the CBC underlining the inequity between Canadian rates and circulation as compared to those of the U.S. stations and other Canadian media. He is an active member of the Canadian Bureau of Broadcast Measurement’s Research and Development Committee and serves as chairman of the CAB’s Sales Advisory Committee.

His analysis of the initial cost of Canadian commercial TV has been widely circulated.

Of the coming of TV to Canada, he said in a recent address: “The need for a strong, reliable, positive radio sales story will grow with each succeeding year. We plan to furnish that story.”

Mr. Freeman is a strong advocate of Canadian stations having an editorial department and feels that in having such a department and an editorial policy they will earn greater value as an advertising medium.

In June 1940, he married Madeleine Austin, then continuity editor of CPAC. They have two children, Patricia Eleanor, age 9, and Graham Patrick Michael, 5. They live in Toronto’s suburb of Leaside.

Mr. Freeman belongs to the Carlton Club at Toronto where he plays “squash in slow motion.” He plays golf in the summer at Calgary and Beniff and likes fishing there for rainbow trout while camping in the foothills of the Rocky Mountains.

He no longer has time for soccer and cricket, which he played as amateur in his youth, or for boxing and long distance swimming. He has travelled widely in Canada and the U.S.

**NATIONAL ADVERTISERS GO LOCAL WITH WINS!**

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use local radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry’s Candy Bar
- Kirkman’s Soap
- Ladies’ Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Bismol
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it’s listening, relaxed. Just buy . . . 1010 WINS . . . it sells!

1010 WINS
50,000 watts
Day and Night . . . New York
CROSLEY BROADCASTING CORPORATION

March 24, 1952 • Page 55
1888 James Conway Liner 1952

FUNERAL services were held March 13 in Monroe, La., for J. C. Liner, 64, operator of KMLB Monroe, who died March 11 after a three-day illness that followed a heart attack. During the last few years he had suffered several other attacks.

In 1939 Mr. Liner founded KMLB, one of the few radio stations in the state at the time. He selected the call letters from the motto, "Know Monroe Louisiana Better." After two years a fulltime KMLB went to full time regional. An FM outlet was added a few years ago.

Mr. Liner studied business administration at Louisiana Tech. In 1912 he started a laundry. He had been honored by many Monroe organizations for his civic activity. He was a member of the Chamber of Commerce, First Methodist Church, Monroe Country Club, Lotus Club and many Masonic orders.

Mr. Liner, a native of Ruston, La., is survived by his wife, the former Bernice Renwick of Monroe; a daughter, Mrs. Melba Liner Gaston, and three grandchildren, J. C. Liner III, Robert Gaston III and Conway Liner Gaston.

Commenting on the radio executive's contribution to his community, an editorial in the Monroe News-Star stated: "... he placed the facilities of his station at the disposal of every good cause as he regarded the ownership and operation of this facility something in which he was serving as a trustee for the cities and country that was thus being served. ... in J. C. Liner's passing, the community has suffered a loss that will never be completely filled. ..."

WCEN FULLTIME
Marks NBC Affiliation

DEDICATION program pointing up its new affiliation with NBC and inauguration as a fulltime station was held by WCEN Mt. Pleasant, Mich., with national, state and city political figures joining in the salute.

Special 90-minute broadcast on March 9 featured a preview of nightly NBC programs and top personalities from WSAM Saginaw, another NBC affiliate. WCEN's three-year history also was reviewed. Station previously was an independent, with 500 w. daytime only on 1150 kc. It now operates 18 hours daily with 1 kw. daytime and 500 w. nighttime on that frequency.

Salutes were delivered by Michigan Gov. G. Mennen Williams, Sens. Blair Moody (D-Mich.) and Homer Ferguson (R-Mich.) and Mayor Del Conkright of Mt. Pleasant. The tributes, recorded on tape, lauded Paul Brandt, WCEN owner, for his public service broadcasts.

Reno Franchise Asked

CAMCO Enterprises Inc. of San Mateo is proposing that it be granted a 25-year franchise to transmit telecasts from San Francisco Bay Area to Reno, Nev. Programs would be received by an antenna system at a 7,000-ft. level near Reno, with signals thenceforth transmitted via coaxial cable to a central switchboard for wiring into office offices. First asks it be exempted from city taxation if it pays 2% of its gross income to the city every year. Reno area does not expect normal TV facilities for several years.

AFRA RADIO, TV AWARDS

AWARDS based on local programming for 1953 have been presented to Cleveland stations at a luncheon held at Hotel Hollenden. In the first annual American Federation of Radio and Television Awards competition held in that city, WHK, WXEL and WEWS each scored with two winners.

WHK's Bill Gordon, disc jockey, was named the "best performer" while Lou Oswald, promotion manager, was recognized for "best promotion efforts" in radio. WTAM's Ohio Story, originating in Cleveland and heard over a 15 station network, was judged the "best program." WDOK won an award for "special events—public service." Noted was its coverage of the Cleveland aspects of the Kefauver Crime Hearings.

WGAR won the "public service—special services" award for its series of public service programs. In TV, WXEL and WEWS divided honors, each winning two awards. WXEL's honors were for "public service—special events" with Warren Guthrie, station's newscaster, named outstanding performer. WEWS scored with its Old Dutch Polka Revue, winning the "best program" award, while Western Reserve U. was given the "public service—special service" award for pioneering college education by television on the program, Telecourses.

Special citation went to 86-year-old Louis W. Zimmerman, 29 years in radio and WHK's night manager.

Potterson Confirmed

NOMINATION of Ivar H. Potterson, former NAB attorney, as a member of the National Labor Relations Board was confirmed without opposition by the Senate last Monday. Mr. Potterson will succeed James J. Reynolds as board member for the unexpired term of five years ending Aug. 26, 1956. He was sworn in Friday by U. S. Circuit Court Judge J. Warren Madden.
Radio Campaigner

GUBERNATORIAL candidate Bradley Odham, Florida businessman, resorted to a 24-hour radio marathon in his home state last Thursday as part of his campaign. While Mr. Odham stationed himself at a cafe in West Miami, the program shifted from one station to another as time was available. Questioning was conducted by telephone. Eleven stations in Miami, Coral Gables and Miami Beach were scheduled to carry parts of the program. Mr. Odham of San- ford, Fl., said the method was an economical way to reach many people.

SO. CALIF. AAAA ELECTS

Lee Ringer Chosen President

LEE RINGER, president of Ring- er & Assoc., Los Angeles, has been elected chairman of Southern Califor- nia Chapter, American Assn. of Advertising Agencies, for the coming year. He succeeds Carl M. Halle of W. B. Heintz & Co., who continues a member of the board of governors.

Russell H. Nagle, vice president and merchandising director of Erwin, Wasey & Co., was made vice chairman with Herbert C. Brown, account executive, The McCarty Co., secretary-treasurer.

New members on the board of governors include Eldon E. Smith, vice president and manager, ad- vertiser service department, Young & Rubicam; Harry W. Witt, manager, Calkins & Holden, Carlock, McClinton & Smith, and Walter McCreery, president, Walter McCreery Inc.

Time Saving Bill

REP. FRAZIER REAMS (Ind.-Ohio) has introduced a bill which would set up an annual declaration of daylight saving time for the na- tion. Rep. Reams, president of Com- munity Broadcasting Co. (WTOL, Toledo), offered the bill (HR 7007) in the hope that it would be a time saver for the Congress which annu- ally debates DST for the District of Columbia. Rep. Reams, in noting this yearly controversy and other sporadic changes in time, warned radio stations in addition to other interstate commercial enterprises, to told the House his bill would elim- inate “inconvenience and burden on individuals in interstate business.”

JOINT DEFENSE

ALL MEMBERS of the broadcasting family—networks, stations, agencies and advertisers, representatives, editors and reporters—must join in common defense against attacks on the medium and on free enterprise itself, Harold E. Fellows, NARTB president, told the Radio Executives Club of New York at its Thursday luncheon.

Using the intriguing title, “Say a Prayer for Sam McGinty,” Mr. Fellows called for constant im- provement in the pattern of pro- gramming and advertising heard and seen by the public. For broad- casters to surrender this function “to some other agency, private or public, is the first step toward dis- aster,” he warned.

The subject for the message was a mythical Sam McGinty, getting more than his share of land and goods and leaving no “footprints on the sands of time” though “quite a few on the necks of some of his fellow men.”

On Sam’s final resting place, Mr. Fellows said, is this inscription, “at last, he has joined his neighbors.”

Radio is suffering a number of afflictions, many of them imagine- d, he said. “What else is television going to do radio?” he asked rhetorically. “Nothing that is not good for the American people and if it’s good for the American people, it’s good for free enter- prise,” he replied.

“This is such an obvious truism that one hesitates to dust it off before you, who are apostles of our way of life. It is rapidly becoming evident that the scoffsayers of yesterday, who predicted that radio would be crushed under the heel of television, were reading the wrong tea leaves.”

Fallacious Reasoning

“The truth of the matter is that in the history of the civilized world, no mass medium which has cap- tured the attention and confidence of the people has failed as an in- dustry. To state that radio or newspapers or television will perish is to assume a similar fate for books, magazines and the motion pictures. Such a conclusion is non- sense and can only proceed from a premise that our nation’s business is growing smaller rather than larger.”

Mr. Fellows termed radio and television “blood brothers,” with a symbol in the form of a license to prove it. “To divide their interests is unrealistic,” he claimed, in view of the common problem.

Eighty separate pieces of legis- lation directly or indirectly affect- ing the business of broadcasting are before Congress, he reminded, involving the rights of advertisers and broadcasters in the field of copyright, availability of public hearings to the microphone and camera, establishment of a pro- gram review committee, freedom of media to advertise legal merchan- dice, number of channels available to commercial telecasting, amount of money the government may spend in using broadcasting as an advertising medium, liability of a broadcaster in airing views of an individual whose copy he cannot edit but who has access to his microphone.

Only a few of the measures would help radio and TV, with the rest restrictive in nature, he de- clared.

Broadcasters should not only re- tain the right to govern their own behavior, but should also determine their own rules of business con- duct, according to Mr. Fellows, pointing to radio’s progress in the last three decades. He pointed to name-calling within the advertising profession, saying it “places all of us identified with advertising, and the profession itself, in jeopardy when these alley fights take place on the main streets of America.”

DON QUINN, writer for NBC radio Halls of Ivey, coined phrase, “The middle-of-the-roads think that hold- ing the crown of the road makes them kings of the Highway,” adopted by Los Angeles Police Department for current Slow Traffic—Keep Right campaign.

Is Answer to Media Attacks—Fellows

KWBREBeatrice, Neb., took the extra day this year—Feb. 29—to give the local ladies their due by promoting a “Woman of the Year” award in cooperation with the Beatrice Chamber of Commerce and local merchants.

With the realization that the men are regularly gathering the head- lines, the station launched a drive for nominations over the air and set up a council of judges. The winner was Alene Voss, of the Grace Convalescent Home, who was unanimously chosen for her “unselfish services to others.” Hun- dreds of letters poured into the station.

Miss Voss was interviewed over KWBRE and given a trophy and many valuable gifts donated by local merchants. KWBRE reports enthusiastic response to the idea and a buildup of good will calculated to call attention to “an up and coming radio station.” KWBRE began operation in 1949.

On hand for the ceremonies were Bill Boyce, KWBRE “man on the street”; Gordon C. (Bud) Pents, acting station manager, and Marge McGavren, KWBRE continuity di- rector. KWBRE is owned and oper- ated by Blue Valley Broadcasting Co. Charles (Vanda) Brughs is general manager. Station is an MBS affiliate.

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

nathaniel shilkret’s symphonic “pops”

Nathaniel Shilkret is musical director for RKO Pathé films and for the Cornelius Otis Skinner Broadway produc- tion, “Paris 59.” He has com- posed and conducted for smash MGM and RKO musi- cals, and has been featured by radio’s biggest sponsors, including Chesterfield, Camel, and General Motors. His fine Symphonic “Pops” Orchestra is your is in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbier, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.

March 24, 1952
FTC Complaint Charges Misrepresentation

THE FTC complaint cited "America's foremost rat and mouse eliminators" and principal in rodenticides, poisonous and completely effective.

Washington April 21.

The complaint challenges claims that d-Con, a product, is non-poisonous and completely safe; will destroy all rats and mice within 15 days and that it will eliminate all after-odors usually associated with rodenticides. It also charges that d-Con per se was not the subject of a Reader's Digest article.

When it first hit the market less than two years ago, d-Con was heralded by Marfree Advertising Corp., New York and Chicago, as a potential "strong money-maker" for radio stations. Last month, the firm sent out to stations a similar letter, singing the praises of Dianol, "a sensational, revolutionary, mix-with-paint insecticide that we seriously believe will out d-Con d-Con" (see story this issue).

"We have decided to apply the highly successful d-Con formula to Dianol—with your radio station and your sales staff again forming the all-important merchandising center of the plan," Marfree advised one broadcaster.

The advertising agency noted that stations found the Dianol merchandising plan "profitable over the last two years" and added plans for "the complete cooperation of your sales staff every step of the way."

The Dianol letter was sent out under the signature of Barrett Friedenberg, vice president of Marfree, and dated Feb. 6.

The FTC complaint cited Leonard J. Ratner, Jerome S. Garland and Gerald H. Rissmann, officers of the corporations (either d-Con or United Enterprises), as respondents, with 20 days to answer the charges. Type of advertisements used was not specified in the complaint.

It is known, however, that radio stations have been used to sell d-Con, which Marfree claims to be "the largest selling and best known rodenticide in the world."

The d-Con Co. in January revealed information "of a new twist in radio promotion"—a contest which it launched for radio stations. It initiated window display campaigns to complement the radio drive in which stations were asked to participate "and win prizes for themselves."

Brochure of Welcome

A brochure welcomed broadcasters to "the larger and larger family of stations that will be carrying d-Con radio schedules in 1952." Campaign was to kick off Jan. 1 for dealers and distributors alike, with over $1,700 in cash prizes.

The stations were asked to take photographs of one window and one store display, which they were impressed to install, and send them to d-Con. This would automatically enter them in the "d-Con Radio Station Display Contest."

As an inducement, d-Con offered two $50 first prizes and four $50 second prizes. This was broken down into three prizes each for stations in the 250 w to 1 kw and 5 kw to 50 kw categories. The contest is scheduled to end March 31.

The station brochure appeared under the signature of Alvin Eicoff, advertising manager for the d-Con Co.

KSTL Moves

MOVE of all KSTL St. Louis broadcast equipment to a new building at its new East St. Louis transmitter site has been announced by William E. Ware, KSTL president.

Move was made, Mr. Ware said, in the interest of civil defense. With complete operation under one roof and a standby auxiliary generator, KSTL would be able to service Illinois and Missouri even if power facilities were knocked out in St. Louis by a bombing attack, station departed.

Donates Property

RADIO gets results in many ways but one of the most unusual responses has been reported by Emmett Brooks, president of WEBJ Brewton, Ala. To open 1962 Red Cross membership drive, the station aired a 15-minute broadcast of local chapter activities one evening. Next day, a well-to-do widow notified the Red Cross she had executed her will giving it "perpetual income" from her property valued at several hundred dollars per month.

The program contained no high-pressure or sentimental appeal for contributions, according to Mr. Brooks.

WKBV Boosts Rates

Announces 20% Increase

WKBV Richmond, Ind., made plain its views on radio's time values last week in the most direct way possible. It announced a 20% increase in its rates.

General Manager Lester G. Spencer said new local rates went into effect March 1, when WKBV became an ABC affiliate, and that the new national rates will become effective on April 1.

He also announced that WKBV will charge the one-time rate for all political broadcasts.

The station is on 1490 kc with 250 w fulltime.

Dispersion Guide

QUESTIONS and answers dealing with the government's industrial dispersion program have been compiled in a manual and released by the National Security Resources Board. The guide is intended as an amplification of basic points contained in a booklet, Is Your Plant a Target?, issued by the board last August, according to Chairman Jack Gorrie. Booklet defines terms and tells how state and local groups may obtain guidance in solving their dispersion problems.

COPYRIGHT BILL

Would Broaden Law

HOUSE passed and sent to the Senate last week a bill to broaden the copyright law so as to protect recording rights of authors of non-dramatic literary works [B*7, Oct. 22, 1961].

The legislation (HR 5589) would give rights to non-dramatic material corresponding to those given to music—that is, for performance "for profit." In addition, recording rights are extended.

Law already affords rights to authors of dramatic works. However, it does not give the same number of rights for folk songs, classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Effect of bill also would be to extend recording rights to dramatic works, thereby clarifying that section of the law which gave public performance rights without a "for profit" limitation.

TOP CANADIAN SHOWS

Are Reported for February

FOUR Canadian shows made the leading 10 evening network programs in February, according to the Elliott-Haynes national ratings, released at Toronto on March 11. Leaders were Charlie McCarthy, rating 31.6; Radio Theatre, 30.3; Amos 'n' Andy, 29.3; Our Girl Friday, 25.7; Ford Theatre, 22.3 (Canadian); Treasure Trail, 19.4 (Canadian); Great Gildersleeve, 19.1; Suspense, 18.8; Your Host, 18.7 (Canadian), and NHL Hockey, 18.3 (Canadian).

Daytime leading five shows were Big Sister, 18; Ma Perkins, 17.2; Happy Gang, 16.3 (Canadian); Peter Young's Family, 15.2, and Road of Life, 15.5.

Five leading French evening shows were Un Homme et Son Peuple, 30.3; Radio Corinthe, 29.2; Metropole, 28.7; Jones Double, 25.6, and Theatre Ford, 25.5. Five leading French daytime shows were Jeunesse Doree, 30.1; Rue Principale, 29.7; Les Joueux Troubadours, 25; Grande Soeur, 23.4, and Tante Lucie, 23.2.

Before You Buy in Cincinnati

STOP—LOOK—READ

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER
WE'RE PROUD OF OUR POSITION IN NEW YORK

where 3 = 1*

WABD

Channel 5

NEW YORK
Key Station of the

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

*In New York, WABD is number three in average ratings...has been consistently for the past 25 months.†
And WABD is number one in value...because of its lower rates.
Yes, WABD proves that, in the New York market, 3 does equal 1.
TELEVISION HISTORY is being made on WDTV

24 HOURS A DAY!

Pittsburgh’s Pioneer Station is now operating 24 hours a day on a regular weekly schedule... Featuring

"THE SWING SHIFT THEATRE"

*(1 AM to 7 AM, Monday through Friday)

The more than 200,000 workers in the Tri-State District, who finish work at midnight, wanted entertainment while they relaxed after their labors. We’re giving them fine shows throughout the night... the FIRST regular round-the-clock COMMERCIAL TV operation in the nation!

FOR THE BEST SHOWS and THE BEST RESULTS... IT’S WDTV

DU MONT
CHANNEL 3
HAROLD C. LUND, Gen. Mgr.
Chamber of Commerce Building
Pittsburgh 19, Pa.

* MPTV FEATURES
NO MERGER, no chance to break the dominance of NBC and CBS in the radio-TV field.

That, in essence, was the testimony of ABC executives during last week's FCC hearing into the merger of ABC and United Paramount Theatres.

ABC does not have the capital to give the two leading networks a run for their money, was President Robert E. Kintner's point, iterated and reiterated during his three days of testimony.

The foundation of ABC case was the FCC's 1941 Report on Chain Broadcasting. This document, which was the harbinger of chain broadcasting rules and the forced divestiture of the Red and Blue NBC networks, was predicated on the dominance of NBC and CBS in radio broadcasting and spelled out the FCC's case for more competition.

Eleven years after the report and the rules meant to equalize the alleged monopoly of NBC and CBS, they are still dominant, Mr. Kintner averred.

Only way to accomplish what chain broadcasting regulations were set up to do is to permit the merger of ABC and UPT, Mr. Kintner declared. (For excerpts from his final statement to FCC Examiner Leo Resnick, see page 70.)

Claim No Monopoly

Key to ABC-UPT insistence that combination would not be monopolistic was exhibit showing locations and number of ABC radio and TV stations, UPT theatres. Exhibit also detailed other radio and TV stations and theatres in same cities.

Following is list of cities where ABC and UPT have duplicate holdings (radio and TV stations affiliated with ABC, theatres owned by UPT):


Listing evoked demand by DuMont counsel Morton Galane that film rental costs by each TV station and theatre were added to total rentals by all TV stations and theatres in single markets and on national basis to permit evaluation of the "leverage" the combined company would exert. Request was taken under consideration by Examiner Resnick.

During 1948-51, ABC had talked with a record company, a motion picture production company, an electronics manufacturer and others—none identified—Mr. Kintner revealed.

In the spring of 1951, ABC began negotiations with CBS and others. This was dropped, Mr. Kintner said, when it was apparent the plan would jeopardize the ABC radio network.

Merger would give ABC needed working capital to improve facilities and programming, Mr. Kintner pointed out, permit it to give NBC and CBS real competition.

Radio still has a "bright future," both Mr. Kintner and Leonard H. Goldenson, president of UPT, averred. Both agreed that radio (1) won't be supplanted by TV, (2) has "real vitality and strength," (3) can be listened to while doing other things, whereas TV requires concentrated viewing, (4) has a "capitive audience" of 22 million car owners with radios, (5) will continue to be important in rural areas not served or under-served by TV.

ABC has $25 million in securities outstanding, owes between $10.5 and $11 million, testimony of Mr. Kintner and Treasurer C. Nicholas Prialux revealed. They also testified that:

1. ABC had total current assets of $8,006,301.30 as of Sept. 30, 1951. Of this, $2,218,906.95 was in cash. Current liabilities totaled $4,329,519.66.

2. Example of why networks require O&O stations was contained in balance sheet for ABC subsidiary WXYZ Inc. (WXYZ-AM-FM-TV Detroit). Total current assets of $1,923,359.95 as of Sept. 30, 1951. Of this $300,616.57 was in cash. Current liabilities totaled $1,622,742.99.

3. Highest net income ABC made was in 1947 when profits reached $1,520,756 after taxes. (WBKB-TV Chicago made $1,-227,101.90 for nine months of 1951). Biggest loss was in 1949, when it went into the hole for $519,085. Network went back on profit side in 1950 with miniscule $84.

(Continued on page 70)

IBC SUIT

Federal anti-trust suit filed Monday against the International Boxing Clubs of New York and Chicago and the Madison Square Garden Corp. was aimed, among other things, "to restore free and open competition in . . . broadcasting, teletasking, and motion picture production and distribution of professional championship boxing bouts."

Broadcasting activities of fight promoters were mentioned throughout the 10-page complaint, filed in U.S. District Court, southern district of New York, upon the recommendation a week earlier [B&T, March 10] of the grand jury which had just completed a five-month investigation of the matter. Truman Gibson, IBC secretary and identified as owner of 20% outstanding shares of Class A and Class B common stock in both the New York and Chicago organizations, was reported as saying the suit is directed more against practices involving television rights than against actual IBC promotions.

Since the major legal issue at the trial was predicted to be the establishment of boxing promotion as interstate commerce, it was considered likely last week that broadcast activities might well be a principal hinge on which the attorney general would attempt to swing his case.

Asserting that promotion of boxing involved selling rights to transmit the contests by radio or television throughout the U.S. and foreign countries, the federal complaint charged that the defendants used interstate trade and commerce channels to sell radio-TV rights as well as to negotiate for teletasking to some "200" motion picture theatres for large-screen television.

The 21 major professional championship bouts promoted in the U.S. since June 1949—all but two of which were said to have been under IBC auspices—produced a gross income from admissions and sale of motion picture, radio and TV rights of approximately $4,500,000, the complaint stated. Total grosses of all pro contests during the period were estimated at $15 million.

"Combination and Conspiracy" The "combination and conspiracy," it was charged, consisted of "continuing agreement and concert of action" to exclude others from promotion and exhibition . . . and sales of radio, television and motion picture rights in championship matches. The benefits of competition were thus denied, the federal suit maintained, to radio and television broadcasters and stations, the public (seeing bouts on TV or hearing them on radio), as well as manufacturers, distributors and arena owners.

It was urged "that the court enter such further orders . . . as may be necessary and appropriate in order to dissipate the effect of the violations alleged herein and to restore free and open competition in the promotion, exhibition, broadcasting, teletasking, and motion picture production and distribution of professional championship boxing contests."

Arthur M. Wirtz of Chicago, ABC director, also named a defendant, was quoted as saying, "I can't understand why we should be sued for putting our bouts on television, which is a National Football League game was sued for not putting their games on television." Besides Mr. Wirtz, only individual named as defendant was James D. Norris, New York, also an IBC director.

Federal charges listed in particular an agreement among defendants and Joe Louis, in which the latter agreed to retire as undefeated heavyweight champion, receiving $150,000 and exclusive rights to the services of the four leading contenders to his title: Joe Walcott, Ezzard Charles, Lee Savold and Gus Lesnevich. Elimination bouts were to be conducted among them, for which the Joe Louis organization was to have "exclusive right to broadcast any of the contests, both in radio and television," plus motion picture distribution.

The Justice Dept.'s complaint was signed by J. Howard McGrath, attorney general; H. G. Morison, assistant attorney general; Mylen J. Lane, U. S. attorney; Melville C. Williams, chief of the New York anti-trust division; Harold Lomen; and Simon Senate, assistant to the attorney general, who prepared the case, and Harold J. McKinley, trial attorney.

Radio-TV Important Factor at Trial

MARCH 24, 1952

TELECASTING

MARCH 24, 1952

NETWORK COMPETITION

Is Key to Merger, ABC Tells FCC

BROADCASTING * Telecasting

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March 24, 1952 • Page 61
THOUSAND-foot antenna height limitation for VHF stations in crowded Zone I area of the U. S. (northeastern states) was the com- promised plan that helped un- snarl the FCC’s allocation knotty- ing last week.

By a vote of 4 to 2, the Commis- sioners voted to limit antenna heights in Zone I to a maximum of 1,000 feet with maximum powers (100 kw for Channels 2-6, 315 kw for Chan- nels 7-13).

Consensus previously was to permit maximum of 2,000 feet for antennas for all stations [B&T, March 3, Jan. 28]. This maximum still will be permitted in other areas of the country.

If all goes well this week, issu- ance of the final report during the first week of April will be considered a definite possibility. Optimists even talk of March 31 as the day. It is known that some Commissioners would like to have it out in time for the NARTB Chicago conven- tion (March 30-April 2).

At root of the Commission im- passe earlier last week was the dis- satisfaction of Comrs. Frieda B. Hennock and Robert F. Jones with the basic philosophy of the forth- coming final report [B&T, March 17].

Vote last week cleared the air. Comr. Jones, who has never made any secret of his dislike for the fixed allocation idea, accepted the inevitability of the Commission majority’s philosophy and with- drew from further meetings. He was said to have begun writing his dissent.

Comr. Jones’ attitude may be summed up as follows: (1) Fixed allocation is illegal and imprac- tical. (2) Separations and high powers and antennas mean that the protected coverages of big city stations will deny the establish- ment of stations in smaller cities in the shadow of the major city.

Wide coverages will also mean that stations in smaller cities near key markets will be unable to get network affiliations. (4) Making the allocations part of the FCC rules leaves the Commission with little flexibility to shift channels to meet the law of supply and de- mand.

Fears Hennock fears that wide coverage of VHF stations will make them so desirable, few will want UHF stations. Her attitude is that the coverage of VHF sta- tions must be kept at or below the potentials of UHF stations.

Compromise is expected to hold down the range of big city VHF stations in the industrial North to about 40-50 miles.

Had the Commission accepted a change in philosophy, it is under- stood, it would have taken the staff

TV BODY VOTED

By N. Y. Legislature

NEW YORK bill proposing estab- lishment of a state committee to manage TV channels allocated for educational use was passed by the assembly early last week and ap- proved—without dissent—by the state senate Thursday morning.

Sponsored by the Assembly Rules Committee at the request of Gov. Thomas E. Dewey, the bill’s signif- icance was considered certain before the state body met its adjournment, scheduled for late Thursday night.

Legislation was originally pro- posed by Dr. Lewis A. Wilkins, New York commissioner of educa- tion [B&T, March 17], who urged that a state committee be named to supervise educational TV chan- nels and to study problems in- volved in their operation, thus pre- cluding monopolization of outlets by individual institutions.

MGM MULLS TV

For Film Exploitation

USE OF TV is being studied by officials of Metro-Goldwyn-Mayer, Hollywood, as a promotion tool for the company’s new movies. M-G-M is considering a heavy schedule of one minute filmed “teaser” com- mercials for telecast throughout the country plugging M-G-M re- leases. In addition, it is understood new M-G-M talent will be made available for guest television appear- ances.

Plan reportedly was outlined for top M-G-M officials at a recent Mid-March meeting in Culver City by Howard Dietz, New York vice president in charge of advertising and pub- licity. Commercials will be filmed on the Culver City lot under his direction. Placement will be hand- led by Donahue & Coe, New York agency for M-G-M.

The studio, staunch in holding onto its stars on television and reluctant to use TV in its adver- tising plans up to this point, is expected to use the new medium extensively when the freeze is lifted and more TV stations are in operation, according to reports.

When the studio’s full scale TV operations get underway, it is ex- pected to use the new medium much as in the use of radio with production of live TV package shows. M-G-M inaugurated such a radio plan several years ago. Shows now are presented via trans- missions on MBS and independent stations and feature M-G-M’s top personality attractions.

Northeast VHF Limitations Voted

DuMONT POST

Richard E. Jones Named

RICHARD E. JONES, former vice president of the DuMont Industrial Sales, Inc., will become director of DuMont’s owned and operated stations April 7, Chris J. Witting, director and general manager of the network, announced in a statement being re- leased today (Monday).

In his new post, designed by Du- Mont to streamline both network and local station development after the present president, Mr. Jones will serve as active manager of WABD (TV) New York, making his headquarters at the network’s key- way station. He will also supervise oper- ations of WTTG (TV) Washington and WD TV (TV) Pittsburgh, with Walter Compton and Harold C. Lund continuing as managers of those properties respectively. Manage- ment of WABD heretofore has been part of Mr. Witting’s overall duties.

Mr. Jones’ entrance into the radio field was via sales, advertising and public relations in Detroit. Joining the sales staff of CKLW Windsor, Ont., Canada, he was made sales manager one month later, a position he held for the succeeding eight years.

He joined Fort Industry as man-ager of its WJBK Detroit in Sep- tember 1948, and was made man-aging director of that station and WJBK-TV. Working as his own sales manager, he grossed more than a million dollars on the un- affiliated WJBK in 1950 and 1951—largely, he explained, by developing spectacular local shows.

In May 1949 he was made a vice president of the Fort Industry Co. and in January 1950, elected to its board of directors. Last July he was promoted to the post of vice president of the Northern District of the Fort Industry operations and supervised five of its radio and television stations. In January, WJBK-TV, WSPD, WSBP-TV Toledo, and WSAI Cincinnati. He resigned from the vice presidency in January.

A former director of the Adcraft Club of Detroit, Mr. Jones is a director of the Detroit Convention and Tourist Bureau and a member of the Chicago Press Club.

BROADCASTING "Televating"
CONCERN that a small group of colleges might monopolize telecasts of 1952 football games was evidenced last week when the National Collegiate Athletic Assn.'s TV committee announced it would schedule television "on the widest possible basis."

Although spokesmen for the group asserted they were "just working on" their '52 season formula for probable announcement in April, they announced two procedural principles after their first meeting March 10. They will seek the widest possible participation by colleges, so that no one or no small group of colleges will dominate football television during 1952. They will emphasize much greater TV participation by smaller colleges in the association's plan.

A spokesman said March 12 that all networks are continuing to participate in planning the '52 television schedules through individual conferences with the TV committee as well as through the usual discussion channels. The all-broadcasting industry meeting held before planning got under way [B&T, Feb. 28] will be repeated if the report, perhaps in early April, after college schedules are final and after receipt of the full National Opinion Research Center report on last year's first test of controlled television. After the industry meeting and consideration of the formula, the plans will be submitted to the NCAA TV committee for approval before it goes into effect.

Dangers to Game "The committee desires to stress again the dangers to the conduct of football if two or three top teams are able to monopolize the television networks," a statement that was read aloud. "The resulting financial rewards would create far greater temptations than any yet known to the game and would place irresistible premiums on developing winning teams."

TV committee members at the March 10 session were Bob Hall of Yale, chairman; Asa S. Bushnell, commissioner of eastern college athletics and executive director of the NCAA TV program; J. Shober Barr of Franklin & Marshall, and Walt Byers, NCAA executive director.

Latin America Video LATIN AMERICA will "soon far outstrip" Europe in expansion of television activities, Ernest A. Marx, director of Allen B. DuMont Labs. International Div., announced last week. Mr. Marx, who has just returned from a trip through South America, pointed to Brazil as the focal point of future television centers in that hemisphere.

ADVERTISING code for home appliance dealers has been adopted tentatively at meeting in Philadelphia.

FOUR RENEWED From 'Temporary' List
REGULAR license renewals for four more TV stations, put on temporary for failing to show any educational or agricultural programming during the "composite" 1951 week [B&T, Feb. 4], were granted last week. Stations, which made satisfactory explanation for lack of such programs, are WXEL (TV) Cleveland, WDEL-TV Wilmington, Del.; WTA-TV Norfolk, and WTOP-TV Washington.

Earlier this month, the Commission renewed the licenses of four other stations placed on temporary for the same reasons: WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WBYR-TV Detroit, and WSPD-TV Toledo [B&T, March 3].

Commission placed 26 TV stations on temporary licenses in February for failure to program educational or agricultural broadcasts. Most stations indicated then that the omission was due to the "composite" week chosen by the FCC or that such programs had been, or were planned, before the Commission's action.

COLOR BAN ISSUE May Go to Defense Chief
THE GOVERNMENT is still "wrestling" with its controversial ban on manufacture of color TV equipment and there were indications last week that the issue may be laid in the lap of the nation's defense mobilizer.

The question was raised again last Monday at a news conference presided over by Manly Fleischmann, Defense Production Administrator, and Henry Fowler, National Production Administration administrator.

It has been expected that DPA-NPA would retain the overall "license" on control of home-type color receivers, adapters, converters and other equipment but lift the prohibition with respect to projection equipment for theatrical and color TV. Additionally, other clarification was anticipated [B&T, March 10, 3].

Latest guess is that the amended order will be announced early this week. It also was reported that it first may be cleared for policy with Defense Chief Charles E. Wilson before being released by NPA.

Mr. Fowler last Monday confessed he has been "wrestling" with the colorcasting ban but "I really think this time the chicken's head will come off." Asked whether engineering would still be the deciding factor, Mr. Fowler asserted:

That is the real problem, just how important and now real that is, how we can go around that to provide, within the material limitations, for television generally, opportunity to make color, doing it in such a way as to minimize the impact on the military electronics production?

DPA's Electronics Production Board, acting on recommendations of the military, urged that the ban be retained because of the problem of technical skills [CLOSED CIRCUIT, Feb. 25].

ELY LANDAU FORMS New Film Organization
FORMATION of Ely Landau Productions, film producing firm set up to meet programming needs of local television stations and low-budget films, was announced last week by Mr. Landau in New York. Offices are at 10 East 44th St.

Producing films since last September, the organization, with a $1,500,000 budget, within a month will have completed initial films in nine different types of program. Several of which are already completed include series of 13, 20 and 26-week shows.

The Landau company is planning to distribute the films in an unusual pattern, by making the product available to local stations on a "service" basis rather than as individual programs. The nine show types, which include mystery adventure, juvenile science fiction, comedies, animated kiddie shows and dramatic programs, comprise four hours of TV film programs per week. The shows will be sold as one, two, three or four hours of program service weekly, with graduated pro-rata scales. Trade and press showings will be held in New York in mid-April.

Mr. Landau is former director of TV for Emil Mogul Co., New York. Harold Young, formerly with Paramount and Universal, heads the directorial staff. Harold Kovner will head the library of feature films.

UTP SERIES' SALES UP 'Double Play' Signed by Six
UNITED Television Programs, New York producer, experienced its busiest week of the year last week according to Aaron Beckwith, sales director, with four of its newest TV film programs sold in 14 markets.

Double Play, starring Leo Durocher and Laraine Day, led sales Crosby Enterprises: Richmond, Va.; Davenport, Iowa; Milwaukee and Detroit.

Hollywood Off-Beat, half-hour private investigator series featuring Melvin Douglas, has been sold in 12 markets, with deals completed last week with WMAL-TV Washington, WTMJ-TV Milwaukee and WSM-TV Memphis. Movie Quick Quiz, produced by Walter Schwimmer Productions, was sold by UTP to WFBM-TV Indianapolis for the Standard TV Network; through Schwimmer & Scott, Chicago.

Sales also were made in four additional markets for Royal Playhouse series, produced by Bing Crosby Enterprises; Richmond, Va.; Davenport, Iowa; Milwaukee and Detroit.

March 24, 1952 * Page 63
CAUTIONING members of the television industry not to let costs force out all except heavy-budget clients from the choice time slots, Don Nathanson, president of the National Association of Broadcasters—representing the sponsor's releases prepared in non-TV areas—said Thursday that television time is "too valuable to be frozen for the benefit of the big companies."

Speaking to members of the Chicago Television Council and Radio Management Club at a luncheon on Wednesday, Mr. Nathanson said that television time is "too valuable to be frozen for the benefit of the big companies."

Mr. Nathanson, representing one of the largest advertisers in the country, pointed out that radio has long had a discount structure which favors the big advertiser over and beyond what he is entitled to," enabling the larger buyer to get time for about half what the small advertisers pay.

This practice, he said, which is being transferred into television, makes "the big one bigger and the small one smaller—and never the two shall meet."

Referring to TV costs, which are now reaching "new heights," he predicted they will continue to rise because of new station construction following the freeze and because established stations will not maintain current rates.

Toni's answer to the problem of TV costs and coverage was to use a "one-two punch," which Mr. Nathanson described as a two-year approach. To introduce two new products—Prom and White Rain—last year, Toni launched both items in television markets only. Prom, from the advertising agency, said, said "second only to Toni!" home permanents, while White Rain hit the No. 3 position in its field in the TV markets. In non-TV areas, he said, "we have a tendency to stay on the dealers' shelves."

The second part of the punch was to add a new feature, as a sponsor service.

UTP’s new feature, A COMPLETE package of promotional aids for every film distributed by United Television Programs was announced last week by Milt Maxon, executive director, as a new sponsor service. UTP has arrangements with its producers whereby the latter supply "the necessary raw material from which the distributor constructs special promotional kits, to be delivered, in turn, to sponsors immediately after a sale. Kits generally include notes, production photographs, feature stories, prepared spot announcements, reviews, synopses and columnists' items in addition to releases prepared for publications representing the sponsor's field."

Discussing the new service, Mr. Binkley said, "It's not enough to make a sale and let it go at that." Follow-through material is also available to participate in program promotion, he indicated.

went into effect this year with a continuation of television in those markets where it has been used and purchase of radio and newspapers in non-TV areas. Mr. Nathanson said, tie in with the need for different techniques and a new form of merchandising in the medium.

Considering the code adopted by NATB, he objected to the comprehensive time limitations. He said the "wide-stirrin'" on length of commercials are "completely wrong" and unfair.

"Why should a national advertiser be forced to put commercial time on an expensive quality show while participating sponsors on cheaper shows can have twice as much," he asked. Mr. Nathanson cited shoplifting shows, mentioning also the "public-spirited practice of triple-spotting."

Television, although it costs a lot more than radio, has the same commercial pattern, he said, suggesting industry workers read portions of the code which points out that television is a developing industry, utilizing new techniques which will need to be reviewed and revised because of the changing pattern.

A major problem in advertising is that "media men spend too much time selling media and agency men spend too much time selling the agency." Mr. Nathanson urged that their mutual problem with the client be sold as a product.

In the "case where you lose a television advertiser, you may never get him back again." He asked agency and station men not to air a show or commercial unless it is "right."

"Converted" Writers

Reminding his audience that agency radio writers are usually converted space writers, he sees the same thing now with radio copywriters handling TV. "Too often they sell with words instead of voice."

Discussing the "high cost" of TV film commercials, he charged "the agency feels its responsibility is over when it has called for bids from film producers and accepted the lowest." If an art director directed this, he said, he would be fired for not selecting work suited to the specific product and its need.

The agency of the future, in his opinion, will handle commercial film production in its own studios. Program packaging will be passed from the agencies to a "monopoly" on the part of networks and independent producers.

FILM PACT

Independent Firms Sign

NEW COLLECTIVE bargaining contract for actors in motion pictures has been worked out between Screen Actors Guild and Society of Independent Motion Picture Producers.

Concluded last week, agreement is retroactive to March 13 when negotiations officially commenced. Agreement runs to June 1, 1958. Both groups have right to re-open on wage and working conditions in 1954 and 1961.

Pact contains a clause giving SAG legal right to cancel its contract with a studio that releases to TV any theatrical films made within 30 days after first negotiating with the guild for additional payment to actors in such movies. It also provides separate bargaining for additional conditions for actors in films made specially for television.

New contract embodies all changes made during the recent negotiations between SAG and major producers [B.T., Mar. 19]. Besides providing increases in daily minimum from $55 to $70 and weekly freelance minimum from $175 to $250, it includes provision of employment for professional motion picture actors.


RACE GUARANTEE

KMTV (TV) Omaha last week became the first television station to offer advertisers rate guarantees up to 52 weeks, according to an announcement by Owen Saddler, president of KANG Communications.

Under the plan, if an advertiser's renewal date happens to occur within the 6-month period from any effective date of a rate increase, he will be given rate protection through the unexpired portion of the 6-month protected period. The rate in effect after the 6-month protected period then becomes the guaranteed rate for the balance of his schedule up to 52 weeks from renewal date. A rate increase outside of the original service could void the 52-week guarantee.

"The new plan is beneficial to the small advertiser as well as the larger clients," Mr. Saddler pointed out. "We believe it gives more flexibility to the budgeting of a year-round TV campaign more practical.

TV Sets in Russia

TELEVISION sets in use in Moscow number 60,000, according to a report in Pravda which was the organ of the Communist Party, on March 19. Figure includes 35,660 sets reportedly installed in 1951. TV stations are also said to be in operation in Kiev and Leningrad.

A historic printer examines "modern printing plant as (1 to r) Captain ZRO and Gutenberg are shown around by Mr. Gross.

PRINTING WEEK

Gutengen 'Brought Back'

KRON-TV San Francisco, through its Captain Z-Ro program, brought Johannes Gutenberg, inventor of movable type, "back to life" for a special telecast in celebration of National Printing Week. Captain Z-Ro and "Gutenberg" were shown around the San Francisco Chronicle composing room by a modern printer, Fred gross, mechanical superintend-ent of the newspaper.

SHORT TIME BUYS

Rosenfeld on TV; Cowles, MBS

SIGNING for its first use of television, Henry Rosenfeld Cosmetics, a subsidiary of the dress firm of Henry Rosenfeld Inc., New York, ordered spots on CBS-TV's soon-to-be-dropped Franzi Sintra Show for tomorrow (Tuesday) night and April 1. Further television and possibly radio time purchases by the company are expected, Gussow- Hyman, New York, a agency.

Meanwhile it was reported that Cowles Magazines Inc., on behalf of Look, purchased opening and closing one-minute announcements on Mutual's Modern Adventures of Casanova (Thurs., 8:30 p.m.) for March 15 only, Agency is McCann-Erickson, New York.

Covers N.C. GOP

STATE Republican Convention in North Carolina was a telecast March 18 by WBTV (TV) Charlotte for the first time in the state's history. Telecast also was the first remote broadcast for the station's mobile unit under the direction of M. J. Minor, chief engineer, and Sam Zuckier, program director, Three TV cameras were used.
WWJ-TV grabs the sport-light again...

For the sixth consecutive year, WWJ-TV will do the exclusive televising of Detroit Tiger ball-games... with 35 games on the 1952 TV schedule.

To those who know the magic of the words "Play Ball!" in Tiger Town, it means that about 30% of Detroit's 550,000 TV sets (and about 90% of the total P.M. audience) will be focused on Channel 4, from the first pitch to the last out.

Grabbing the sport-light is a habit with WWJ-TV... whether it's the sport of pitches or punches, pucks or pigskins. But that's not all. Teamed with NBC, WWJ-TV has 7 of Detroit's 10 top-rated shows!

It's little wonder WWJ-TV is doing such a rewarding job for its advertisers in this 4-billion dollar market.
This is the congratulatory advertisement that appeared in 1949 upon the opening of WICU.

Owner Edward Lamb's prediction of Du Mont versatility, performance, and dependability has been proved through actual operational records, far beyond expectations.
Amid the glamor of LIFE and other national magazine write-ups, WICU brought television to Erie, Pa., in 1949. Here was a television station in a relatively small community—how would it make out? WICU recently celebrated the Third Anniversary of a highly successful telecasting operation. During the three years new studios and studio equipment had been added to the original equipment complement through the Du Mont "building block" program. The original Du Mont Acorn (500 watt) Transmitter had grown to a Du Mont Oak (5KW) Transmitter, the highest current power permitted any TV station under prevailing FCC regulations.

Du Mont salutes WICU, the Erie-Dispatch television station, and owner Edward Lamb upon this Third Anniversary for a job well done. Du Mont is justly proud of the part Du Mont telecasting equipment has played in WICU's success.
A TOTAL of eight cities are scheduled to be added to inter-connected video by July 1—in time for live coverage of the July political conventions.

The Long Line Dept. of American Telephone & Telegraph Co. announced Thursday that network television will be extended to Tulsa and San Antonio by that date and pointed out that, as previously announced, six other cities also are to be added to the network by July 1. These are Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City.

All eight cities are slated for one-channel service except Dallas and San Antonio which will have two channels each before the end of the year.

Work Speeded Up

Installations for the southern cities were originally scheduled to be completed in the last half of 1952, but work was hurried to allow interconnection before the start of the Presidential conventions this summer. Some of the Tulsa and San Antonio equipment therefore is temporary, but will be replaced with permanent facilities later this year.

Completion of the AT&T lines will bring the total cities connected by the network to 62 and the number of stations served to 104.

**WBZ-TV Increases rates April 1**

WBZ-TV Boston has announced a new rate card, No. 7-T, effective April 1. Hourly rates will be:

- Class A, $1,500; Class B, $1,125;
- Class C, $800 and Class D, $450.

Along with rate increases, the stations notes has adjusted its time classifications as follows:

- Class A—7-11 p.m. Mon.-Sat., 6-11 p.m. Sun.; Class D—6-7 p.m. Mon.-Sat., 6-7 p.m. Sun.; Class C—12 noon-5 p.m., Mon.-Sat., 12 noon-1 p.m., Sun., 11:30 p.m.-12 midnight Mon.-Sun.; Class D—12 midnight-12 noon, Mon.-Sun.

WBZ-TV, a basic NBC-TV affiliate and owned by Westinghouse Radio Stations Inc., also announced a 10% rebate clause to advertisers.

"An additional 10% rebate, after deduction of frequency discounts, will be paid on the minimum weekly program time billing which has been maintained during the last 10 weeks." Station is represented nationally by NBC Spot Sales.

**WSM-TV Rate Boost Effective April 1**

WSM-TV Nashville has announced rate increases effective April 1 with nighttime hourly rates hiked from $300 to $350, one-minute announcements or less from $50 to $60 and comparable increases in other time slots. Station noted that present advertisers will be protected under the current rate for six months after the effective date. WSM-TV claimed in use in its market as of March 1 was 66,785.

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**Set Distribution Reported at Standstill**

GROWTH in TV set distribution is practically at a standstill until the end of the freeze opens up new markets, Sam G. Barton, president, Industrial Surveys Co., said Wednesday.

Reporting on a survey made by the ISC National Consumer Panel, he said that set ownership had risen only slightly between October and January, with 31 out of 100 families owning TV sets in January compared to 30 out of 100 in October.

TV set ownership is heaviest in the Northeast, where half of the families own sets against the national average of 31%. In large cities 59% of the families have TV, Mr. Barton said. Highest concentration of ownership is in the fami-

(Continued on page 99)

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**Weekly Television Summary**—March 24, 1952—Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Boston</td>
<td>WGBA, WHaS-TV</td>
<td>141,946</td>
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<tr>
<td>Dallas</td>
<td>KTVT, KTVK</td>
<td>128,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KDKA, KODI</td>
<td>120,000</td>
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<tr>
<td>Detroit</td>
<td>WWJ, WXYZ</td>
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<td>Houston</td>
<td>KPRC-TV</td>
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<td>KIRO-TV</td>
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<td>St. Louis</td>
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<tr>
<td>Washington</td>
<td>WRC, WWJ</td>
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**Total Markets on Air 64**

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<tr>
<th>City</th>
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<td>Houston</td>
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<tr>
<td>Washington</td>
<td>WRC, WWJ</td>
<td>1,120,000</td>
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</table>

* Includes XELD-TV Monatere, Mexico

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on dealer distributors, TV circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

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**Broadcasting • Telecasting**
You should have heard us in 1922!

That's when WSB was born—30 years ago, March 15, 1922. Since that date, our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this principle is now well established. For in every audience survey ever made in Atlanta by any recognized authority, WSB has been a dominant first. There is no substitute for experience.

The policy that has paid rich dividends for WSB pays off handsomely for advertisers, too... more so today than ever before.
Kintner on Merger

ABC President Robert E. Kintner's three-day stint in the witness chair at FCC's hearing on the merger of ABC and Paramount Theatres Inc. last week was concluded with a plea to Hearing Examiner Leo Resnick to approve the merger. Here are excerpts of what he said:

We Examiner, I am opposed to the merger on the grounds that competition in the radio and television business will be impaired by this merger. We would not have entered into this merger if we did not enter into another merger because the FCC had indicated that competition would suffer, particularly in the radio field.

Number one, as far as ABC is concerned, it will enable it to do what I believe it should be able to do when it forced the sale of the Blue Network as a result of the chain broadcasting investigation.

It will give ABC added working capital, added earning power in order to take program risks, expand program structure, and to enable it to keep abreast of developments in television programming so that it can compete more effectively with the two principal operators in the field, NBC and CBS.

I believe that if important competitive factors are let loose in the communications field, as they are with NBC, CBS, and DuMont will in turn be entitled to expand their program structure, and be able to compete in public in programming and that out of it you will get an industry that will serve the public interest. It will encourage better programming, expanded programs, and more programs.

In my judgment, the approval, Mr. Examiner, of this merger will be a shot in the arm of the communications business, give ABC a greater presence in the industry than it now has and I will stand behind ABC for the communications business and society.

But, I think, Mr. Examiner, that if we are living in a theoretical society where everything can be foreseen, I might be able to argue that interests in one company are not interests in the other.

You have, as I have testified, a situation of three competitors: Radio Corp. of America, DuMont Broadcasting System, and ABC. All of them have diversified businessests; including manufacturing, patent development, and the like. All of them are part of a base of Mutual, an industrial company.

On the TV side, you have three companies-- RCA, through NBC; CBS; and DuMont. In TV, they have available to them resources in film, they have available to them resources in programming activities.

The three companies in the field at this time are available to them important earnings out of programming earnings, profit earnings out of programming capital. Both radio and television require large amounts of capital.

I think Mr. Examiner, that if we are living in a theoretical society where everything can be foreseen, the public interest might be served.

I think that you have to view this merger not on the basis of a theoretical society that exists today, and if you are a serious student and if you understand the communications business as it is expressed in radio and television, you can understand, in my judgment, to no other conclusion but that the policy of the FCC in approving this merger is a business which is rapidly becoming international.

In conclusion, Mr. Examiner, I can see no reason why this merger should not have approval. I can see every reason why it should have. It will give to ABC addition working capital. It will give to ABC additional exhibition and showmanship know-how. It will give us the ability to compete.

It will bring to us the type of weapons that our competitors have. It will give us the chance to compete with a company from a small network to an important network. It will give us the ability to compete with a network of $18,000,000 to approximately $56,400,000.

I can see no reason why NBC and CBS could not find real competition on their hands when the FCC approves this move.

LARGE SCREEN TV

UPT Not Too Optimistic

NOT TOO optimistic about the future of theatre TV are United Paramount Pictures officials. Bearish attitude was apparent in testimony of Leonard H. Goldenson, president of UPT, and John Balaban, president of UPT subsidiary Balaban & Katz theatre chain, during FCC Paramount hearing during last two weeks (B&T, March 17).

Until the FCC rules on channels for theatre TV, UPT cannot have a policy, Mr. Goldenson declared.

He stated that UPT will continue to experiment with theatre exhibition of TV programs, but that they will be on a local level. UPT has no plans to program for theatre TV, he said. He also disclosed that UPT has withdrawn from theatre-TV hearings, now scheduled to begin May 5, but company continues to be member of National Exhibitors Theatre Television Committee (NETTC).

He said, in answer to a question, that UPT has no thoughts of establishing film-less, theatre-only television.

"Theatre TV Incidental"

The FCC is interested in theatre exhibition, Mr. Goldenson emphasized. In his opinion, theatre TV will be used to fill the "house" during off-hours, when normally the theatre is dark, he said.

Mr. Balaban had even greater misgivings. Experiences with Balaban & Katz theatre TV were none too good, he said. He pointed out the only profits made in the 50-odd programs shown in the four Chicago area theatres were from the 1951 Robinson-Turpin fight. Tivol Theatre made $1,212.98; the Uptown Theatre, $1,642.04. Total losses amounted to $50,323.88 (B&T, March 10).

UPT invested $325,217.72 in 10 theatre TV installations, Robert H. O'Brien, secretary-treasurer of the theatre company, disclosed. RCA instantaneous equipment is used in six of the theatres, Paramount in medium-scale equipment in three. The Paramont Theatre in New York is fed directly from Paramount Pictures' laboratory in the same building.

Mr. Goldenson reported that four more RCA installations are going into UPT theatres in Buffalo, Omaha, Salt Lake City and San Francisco. UPT has 10 additional RCA installations on order, but has not yet decided where to put them, he said.

A map of theatre TV installations in the U.S., included in the UPT exhibit, showed that the following 89 cities were so equipped (number of installations in each follows names of cities):

New York, nine (one owned by UPT); Pittsburgh, four (four owned by UPT); Houston, four (four owned by UPT); Baltimore, four (one owned by UPT); Chicago, three (two owned by UPT); Minneapolis-St. Paul, two (one owned by UPT); St. Louis, two (two owned by UPT); Milwaukee, Minneapolis-St. Paul, one; Los Angeles, three; Dallas, three; New Orleans, two; Seattle, two; San Francisco, two; Detroit, Los Angeles, three (two owned by UPT); Nashville, Nashville, Nashville, Nashville; Atlanta, Atlanta; Philadelphia, Philadelphia; St. Paul owned by UPT); Natie, Pro- centum; Fort Wayne, Fort Wayne, Fort Wayne; Dallas, Dallas; Dallas, Dallas; Buffalo, Buffalo, Buffalo; Hartford, Hartford, Hartford; Camden, Camden, N. J.; Miami, Fla.; Albany, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffalo, Buffa
INDIANAPOLIS is going CRAYZ over TV-all over again!

This time it's because WTTV in Bloomington, Indiana, boosted its power to 35,000 (ERP) and further improved station and transmitting facilities to bring TV enjoyment to thousands of additional set owners in the Hoosier state.

By train ... truck ... and plane, antennas are being shipped into Indianapolis, but dealers and distributors aren't able to keep up with the demand. In the Indianapolis area alone, it is estimated there were something like 20,000 Channel 10 antennas sold in a two-week period! That was just before WTTV televised the Indiana-Illinois basketball game on Feb. 18. You know how Hoosiers like their basketball! And, set owners all over central and southern Indiana are writing in to tell how much they like the LIVE programming on WTTV.

Affiliated with NBC • CBS • ABC and DUMONT networks.

STATION WTTV (Channel 10) and WTTS (5000 watts) owned and operated by SARKES-TARZIAN in Bloomington.

You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!

Call Bob Lemon, Station WTTV Bloomington, Indiana or Your nearest MEEKER office NEW YORK • PHILADELPHIA • CHICAGO SAN FRANCISCO • LOS ANGELES
SOLD
IN 37 MARKETS
IN LESS THAN 3 MONTHS

Dangerous
Assignments

STARRING BRIAN DOWTY
DANGEROUS ASSIGNMENT's first play-date was January 6, 1952.
Immediately, the rush was on!

DANGEROUS ASSIGNMENT was snapped up by top, TV-wise advertising agencies:
B.B.D. & O., Leo Burnett, Campbell-Ewald, Campbell-Mithun,
Kenyon & Eckhardt, McCann-Erickson . . .

TV-experienced advertisers — national & local — lost no time getting in on
DANGEROUS ASSIGNMENT — such sponsors as Chevrolet Dealers, Durkee Famous Foods,
Crosley Appliances, Master White Bread, Nashville Pure Milk Co., Pontiac Dealers,
Piel's Beer, Sinclair Oil.

From coast (Boston, New York, Miami) to coast (Seattle, San Francisco)
and from the Great Lakes region (Detroit, Chicago, Minneapolis) to the Gulf
(New Orleans, Houston) . . . Dangerous Assignment is selling products for its sponsors.

THE RESULT: by February 28th Dangerous Assignment was sold in 37 out of 63
television markets. And the others are going — fast.

YOU MUST ACT FAST TO SECURE THE EXCLUSIVE IN YOUR MARKET ON ONE
OF THE GREATEST TV BUYS AVAILABLE TODAY . . .

Adventure, mystery, action, chair-edge excitement—continuing the famous
NBC radio show that held 3,500,000 homes spellbound. And now holds its TV
audiences right through the story and your commercial.

Audiences: Here are sample ARB-TV ratings that tell the story of its pulling
power: Boston, 16.9 (Jan. 8); Detroit, 23.3 (Jan. 13); San Francisco, 23.8 (Jan. 12).

Planned for five (5) product identifications including three full-length commercials
for your product—to make sales for you.

Fast-moving, exciting complete story in each program. And 39 Assignments will be
produced during 1952. Brian Donlevy stars throughout.

Top Star of screen, stage and TV, Brian Donlevy is the two-fisted adventurer
"Steve Mitchell"—on Dangerous Assignment for his government.

Hollywood-produced—with top writing, direction, production and a fine
supporting cast.

Lure of the exotic, the sinister, the perilous. Cairo, Siam, Iron Curtain countries . . .

Lure of a big-name, big-time TV network caliber show, produced for TV by
TV people—for exclusive local showing at local cost.

PHONE, WRITE OR WIRE FOR COMPLETE INFORMATION—PRICES,
RELEASE SCHEDULE AND SPECIAL AUDITION FILM

NBC-TV FILM SYNDICATE SALES
30 Rockefeller Plaza, New York 20, New York
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 in 111 communities in the WOW-TV audience.
* Present total now well over 123,000 sets!
* Low-cost, high-rated participations now available.

WOW-TV Channel Six OMAHA

FRANK POGARTY, General Manager

WHAS-TV SHOW
Government Answers Queries

WHAS-TV Louisville's What's Your Question made news when its guest, Gov. Lawrence W. Wetherby, took a public stand for the first time in three matters of state-wide importance.

Gov. Wetherby was answering questions on WHAS-TV via phone, phoned to Richard Oberlin, news director, and Alice Watkins, newswriter.

Kentucky last year, the eastern time zone, partly in the central. A heated controversy takes place daily over daylight saving time. Gov. Wetherby took a stand in favor of EST. He also indicated that a change would be made in the law making six the required school-beginning age, and that he "would not recommend" any new taxes.

Other listeners wanted to know what type of plugs the governor used in washing bass, why wasn't a traffic light put on a particular stretch of highway and whether there would be additional state aid for education.

In all, the governor answered 83 of 130 telephone questions aimed at him during the half-hour program. Police chiefs, safety engineers, and health authorities also have appeared on the program.

TV SALES IN CANADA

Purchases Are Increasing

SALES of TV receivers jumped 24% in January compared to January 1951, according to the Television Mfrs. Assn. of Canada. TV set sales in 1951 were up 37% over 1950 sales. Sales in January 1952 totaled $2,464,302, up from $1,050,000 valued at $485,227 in January 1951. Most of the sales were in southern Ontario, close to Detroit and Buffalo. TV set sales were 21,651 units valued at $2,118,414 compared with 9,611 units in 1950, valued at $12,858,883.

Manufacturers hoped to sell 50,000 TV sets last year, but increased excise taxes from 15 to 25% and credit restrictions placed into effect in 1951 cut into sales possibilities. Radio set sales in Canada in 1951 totalled 557,097, valued at $130,363,692, as compared to 768,519 sets sold in 1950 valued at $159,169,854. Imports of radio sets in 1951 totalled 46,500 as compared to 44,124 in 1950.

Taylor is Delegate

DAVIDSON TAYLOR, general sales manager, NBC television, has been named a U. S. delegate to the UNESCO Advisory Committee on Television. Group will meet in Paris April 7-12 to study the use of video in building international understanding.

Studies on development of television in the U. S. and use of film medium, it is said, would be contingent on quality. He recommended the university forego actual transmission.

Universals plans to operate a non-commercial station, provide extensive TV training to students on the Champaign-Urbana campus, and release shows to commercial outlets were revealed -

Reeves Appointed

CHARLES D. REEVES, spot sales film salesman, was appointed Thursday to head the Chicago office of 23BS television film sales, Mr. Reeves previously was with Leo Burnett Co., Chicago, as radio TV timebuyer.

NBC-TV chalks up Who's Who entries with the inclusion of Jimmy Durante, star of NBC's "Bob Hope Show"; Dean Martin and Jerry Lewis, stars of Colgate Comedy Hour, and Sid Caesar and Imogene Coca, hosts of Your Show of Shows, in recent edition.
CONVENTION FACILITIES

CBS-TV to Match N.Y. Setup

A COMMUNICATIONS completeness matching that of network headquarters in New York is planned by CBS-TV for its installation at national political conventions in Chicago this July, Sig Mickelson, CBS-TV director of news and public affairs, has announced.

Network's convention unit will be installed on the second floor of the International Amphitheatre's north wing, with the CBS-TV news staff-including reporters, broadcasters, editors, technicians, cameramen, film cutters and artists—shifting main headquarters to Chicago for the convention coverage.

Mechanical facilities to meet any possible video need will include a master control unit to centralize various pickups on or off the convention floor, telecine operations to integrate special films and slides within the building, teletype printers and film-casting laboratory. Walter Cronkite, chief CBS-TV news correspondent in Washington, will head the convention staff.

KNXT (TV) Hollywood's 14-hour Thursday night Amateur Boxing, cooperatively presented by station and L. A. Examiner, is receiving special citation from Amateur Athletic Union.

DISCUSSING advantages of UHF TV at the two-day seminar in Hendersonville, N. C., are (l to r) Fred King, chief engineer, WELI New Haven, Conn.; Kermit Edley, vice president, WHKP Hendersonville; Rudy Frank, WELI promotion manager; B. M. Middleton, WHKP president; Don Gilmore, WHKP treasurer, and William Faber, vice president, Headley-Reed Co., New York. Messrs. Frank and King conducted the seminar [B*T, Feb. 18].

CMQ- TV NETWORK

Opening is Delayed

POLITICAL unrest in Cuba caused a delay in inauguration of the Interior Network of Circuito CMQ, Radiocentro, Havana, newly formed TV chain consisting of four stations [B*T, March 17]. Ceremonies had been scheduled for March 12 which also marked the 19th anniversary of CMQ and the first official birthday for CMQ-TV, both Havana.

Geor Mestre, director general of the network, announced intention to begin moderate operations last Monday. Program schedule will be increased gradually for the next month and will include kioscopes of shows originating at CMQ-TV. By May 1, it is expected that all Cuba will be viewing programs now seen only in Havana.

Programs will be televised on a rotation basis. Shows originating in Havana will be shown in Santa Clara a week later. A week after that, it will be seen in Camaguey and the third week in Santiago de Cuba.

The fourth outlet of the network is located in Matanzas. The station there is able to pick up directly from the Havana outlet for rebroadcast.

CHARLOTTE-ATLANTA LINK

To Open for TV in April

FULL-TIME TV program transmission facilities via radio relay will be inaugurated in April between Charlotte and Atlanta, AT&T Long Lines Dept. announced last week. The new radio relay link between the two southern cities was opened for telephone service Monday.

With this new link, Atlanta will be able to receive three TV network programs simultaneously—from Birmingham and Jacksonville via coaxial cable and from Charlotte over the radio relay. This will permit the city's three TV stations—WAGA (TV), affiliated with CBS and DuMont; WLTV (TV), an ABC outlet; WSB-TV, an NBC affiliate—to broadcast three programs from the networks at the same time. The new radio relay link will provide one-way TV service southbound from Charlotte to Atlanta.

The 288-mile radio relay link between Charlotte and Atlanta is part of a $6 million project which, when completed, will connect Charlotte and Atlanta with Washington.

NEW 15-minute weekly news commentary television program, Washington Close-Up, has been announced by United Artists Television. Program features Commentator John B. Hughes with background on important news events, plus interviews with Washington experts.

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 persons

Here is a market larger than

ATLANTA

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

* NBC Research Department

For more information call . . . THE KATZ AGENCY, INC.

BROADCASTING * Telecasting

March 24, 1952 * Page 75
Hearing of Gene Autry's injunction suit to prevent Republic Pictures from releasing his old movies to television came to a sudden halt March 13 after three days' session in Los Angeles Federal Court. Judge Ben Harrison, hearing the case without jury, gave Attorneys Martin Gang for Mr. Autry and Harran Selvin for Republic a period of 30 days in which to file final and additional briefs supporting their respective arguments.

Mr. Gang on the last day of the hearing stressed the additional witnessess to reinforce earlier testimony to show that appearance of the cowboy star on TV is an implied endorsement of the products of the program sponsor [B&T, March 17]. Mr. Selvin brought out testimony on the extent of identical advertising in theaters were there is no relationship to the feature picture being shown.

Judge Harrison indicated his decision might await the appellate court, and this week brought by Roy Rogers against Republic [B&T, March 10]. At the start of the trial, Judge Harrison made it clear that in his opinion the contractual issues involved and the case, would be determined on that basis.

SMTE CHICAGO MEETING

Will Hear Papers on TV

SEVENTY-FIRST semi-annual convention of the Society of Motion Picture and Television Engineers was announced for April 21-25 in Chicago by President Peter Molé in New York Tuesday.

Some 60 papers are scheduled to be delivered during 11 meetings of the spring convention, including talks on color TV, theatre TV, industrial TV, three-dimensional films, educational films and sound recording. Convention will start with a luncheon in the Drake Hotel April 21.

TV Cartoonists

HAVING become full-fledged members of recently named IATSE Cartoonists Section, 380, some 75 cartoonists employed by United Productions of America, Walt Disney Studios, Warner Bros. Studios, Laight Studios and MGM are preparing to negotiate a new bargaining contract with those firms. It will replace one held by Screen Cartoonists Guild of which they were formerly members and which expired Jan. 1.

INCORPORATED for $100,000, a Hollywood-based firm with associate offices in New York City, Bagnall & Assoc., has been formed to produce and distribute feature motion pictures for television.

Firm is headed by five motion picture and radio-television executives as equal partners. They will establish offices within the next week when officers are to be announced.

Principals in enterprise are George L. Bagnall for 11 years vice president in charge of production for United Artists; Jack O'Leary, midwest division manager of United Artists for 13 years; Pat Campbell, former vice president in charge of station and public relations for the Walt Disney Co. of Disneyland Sys tem for eight years and prior to that western division general manager of World Broadcasting Sys tems; Ken Hedrickson, owner-operator of Oregon motion picture theatres; Fred Lindquist, midwest sales representative for United Artists and prior to that General Electric Co. radio equipment distributor in the Midwest.


Executive positions and titles for the recently expanded Ted Baldwin Inc., TV producers, were announced last week as follows: Mr. Baldwin, president and general manager; John R. Markey, vice president, assistant to the president in charge of sales; Charles B. Traum, vice president, executive producer; James Clavel, executive director of domestic production; Alex D'Arcy, director of TV film production abroad for United States consumption; Arthur Tracy, director of program development.

Mr. D'Arcy left last week for Europe where negotiations for renting and shooting facilities are available to go into immediate TV film production in France and Italy. Mr. Markey, meanwhile, was in Hollywood to complete live show and film series negotiations and to set up representation for the firm on the West Coast.

STERLING Television Co., New York announced last week the formation of a separate Stock Shot Division, to be headed by Richard Martin, former National Screen Service advertising executive.

The division will draw on Sterling's two million feet of general film for specialized backgrounds, with emphasis to be put on footage adaptable for sports, news, commercials and beauty shows. Now available to TV producers and advertising agencies, the library will also be used in the future to service TV stations on a contract basis.

Production . . .

Production on the first of a series of 13 quarter-hour television films featuring outstanding actors in readings from well-known literary works was started Wednesday, according to Walter Lowenhale, executive vice president of Transfilm Inc. producers of the series.

First film presents Basil Rathbone reading Robert Louis Stevenson's short story, "The Siur Of Maloilet's Door," which will be followed by Myron Healey as Allen Poe's "Tell-Tale Heart," Madeleine Carroll in Guy De Maupassant's "Diamond Necklace," and Burgess Meredith in a selection from Herman Melville's "Moby Dick." Actors will share earnings of the series on a royalty basis, it was indicated, with extra income possible in the use of sound track on radio and records. Series is being supervised by (Continued on page 81)

MULTIPLE TV Fifth Group Supports

ONE PERSON should be allowed to own as many TV stations as AM outlets—according to a petition filed with the FCC by a group of Montana broadcasters. The FCC has said it can be all VHF or all UHF, they say.

The petition was filed by KOPR Butte, Mont.; KEGM Boise, KIFI Idaho Falls, KWKI Pocatello, KLIX Twin Falls, Idaho, and KUTA Salt Lake City.

This group is the fifth generally to support the petition filed in January by NBC seeking for extra UHF channels in addition to five VHF. DuMont, ABC and the Fort Industry Co. endorsed the NBC proposal with minor variations.

Only opposition has come from KIEM Eureka, Calif., and WWVW Fairmont, W. Va. [B&T, Feb. 18].

The Montana-Idaho-Utah group said there are about 2,300 AM stations on the air with 100 more under construction, and point out that leaders in the broadcasting-television field predict 2,500 TV stations within a few years.

Providing that competition would be fostered by one entity owning several stations, the petitioners said a company would not monopolize channels and would actually encourage TV. They explain that a licensee with seven 50-kw AM stations is not in the same competitive position as the owner of seven 250-w outlets; but under the proposed FCC TV rules all TV stations will be allowed equivalent power.

NBC PROMOTES TWO

Names Rayel and Fuller

JOHN F. RAYEL, supervisor of talent program procurement for NBC, has been named supervisor of NBC-TV package program sales, and Ted Fuller, manager of NBC's AM-FM sales promotion for NBC, has been appointed supervisor of program sales development, George H. Frey, vice president in charge of network sales, announced last week.

Mr. Rayel was formerly with DuMont Television Network, first as producer-director, later as daytime program manager and currently as assistant program director.

Mr. Fuller, before joining the network in 1948, was with Hildebrand, engaged in preparing TV commercials.

Both are to report to Ruddick C. Lawrence, director of sales and development.

LUCILLE BALL, star of CBS-TV I Love Lucy, named "Comedienne of the Year" by National Assn. of Gag-writers.

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RANGERTONE

GOTHAM RECORDING COMPANY

SYNC-SOUND

2 West 46th Street, New York, New York
SENATE FEUD
Benton’s Answer on CBS-TV
FEUD between Sens. Joe McCarthy (R-Wis.) and William Benton (D-Conn.) was scheduled to receive a footnote on Edward R. Murrow’s “See It Now” on CBS Television yesterday (Sunday).

Tangle arose when Sen. McCarthy appeared on the program the previous week and answered questions asked by Mr. Murrow. Sen. McCarthy was queried on what should be done about the “protection of the rights of an individual citizen who may be called before a congressional committee” and on how he felt “on the subject of congressional immunity.”

Sen. McCarthy asserted Sen. Benton used “congressional immunity to smear McCarthy” before a congressional committee. Sen. Benton was sponsor of a Senate resolution to expel the Wisconsin Senator from the upper chamber. Sen. Benton testified at his resolution before a Senate Privileges and Elections subcommittee.

In his Senate speech, Sen. Benton said “Mr. [Stan] Allen, my assistant, who saw the television program which precipitated my speech of today, immediately upon its close telephoned the Columbia network. He told Mr. Fred Friendly, producer of “See It Now,” that he expected the program to reply in its next Sunday broadcast to the inaccurate statements of the junior Senator from Wisconsin. I trust they will reply.”

Subsequently, it was learned, Mr. Murrow agreed to comment on the statements made by Sen. McCarthy and also to confront Sen. Benton, who was slated to appear on the Sunday program, with the same questions asked the Wisconsin Senator.

During his speech, Sen. Benton said: “I have been equally distressed by the tendency . . . of trying to intimidate persons and organizations, including the press, periodicals and individual writers and broadcasters. This intimidation has worked with some degree of success. Efforts of . . . have been made against those who have dared to print, write, or speak critically—and honestly, as they saw fit.”

GE CUTS TV PRICES
RCA Says It Will Hold
GENERAL ELECTRIC last Tuesday cut its list prices on television sets $20-90. The company did not give a reason for the price reductions.

However, it was speculated that reductions in prices by GE and similar cuts which may follow elsewhere were the result of large inventories.

But it also was noted that RCA Victor Div. said it has no intention of reducing sets in the near future and that factory and distributor inventories are low.

Climb to Fame
AN impulsive, 30-year-old news vendor, Wayne Dingle-dine, a war veteran, let his impulses get the better of him March 44 and sealed WHAS-TV Louisville’s 600-ft. tower, reaching the 500-ft. mark when firemen rushed to the rescue, coaxed him to the 150-ft. level where they had stationed themselves. WHAS-TV covered the ascent from the 12-bay antenna with camera and showed a film in a re-television later that evening. WHAS radio, meanwhile, recorded description of the man’s agility. His climb was made in 1 1/2 hours, WHAS reported.

WFMY-TV NABET VOTE
Union Loses Five-to-One
TECHNICIANS of WFMY-TV Greensboro, N. C., voted five-to-one against representation by National Assn. of Broadcast Engineers & Technicians (CIO) in an election held under supervision of the National Labor Relations Board. The election was conducted by Lewis Wolberg, examiner from the Winston-Salem, N. C., regional office of NLRB.

Balloting was on the question whether NABET should be certified as collective bargaining representative of the engineers. The CIO lacked the necessary 10% of the total vote and was substituted for NABET.

NBC TV CENTER
Work Starts on New Unit
WANTING fanfare or ceremony, NBC has broken ground for the first two-studio unit of its proposed new $25 million Television Center in Burbank, Calif. Actual construction of the fall TV season. Auxillary buildings will include rehearsal halls, carpenter, wardrobe and paint shops. Cost of entire unit is estimated at $7.7 million.

NBC last year purchased approximately 49 acres of land from the City of Burbank and Warner Bros. for more than $1 million [BT, Dec. 24, 1951] and made application to the National Production Authority for materials and go-ahead to build. NPA turned down the application, but upon reconsideration in early March granted NBC authorization [BT, March 10].

Located between Warner Bros. and Walt Disney Studios, the two-studio project will be functional in design, incorporating every known engineering advancement, it was said. Additional studios and executive offices will be built later on the property to complete the NBC Television Center.

The Burbank unit will complement the network’s present TV Hollywood studios which includes NBC Television Theatre, formerly El Capitan Theatre, and Studio D in Hollywood. In Los Angeles, NBC plans to expand from radio to television in 1953.

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book reviews ....

S. and television

THIS is the reason for Mr. Presi
dent, according to the flyer for
the issuance at this time of Harry
S. Truman's personal diaries, letters
and memoranda.

This veritable thurers of pri
cate papers, compiled by Mr. Hill-
man, MBS White House correspon-
dent, is liberally sprinkled with
references to radio and the press.
It also is saturated with over 60
colored photographs of Mr. Truman
taken by Alfred Wagg.

Mr. Truman approaches radio
and television from the vantage
point of public figure, performer
and listener-viewer. With respect
to the performer, he is not inclined
to be charitable to some segments
of broadcasting and press, declaring
in one note:

"Now I have no bitterness in my
heart against anyone—not even the
bitter opposition press and its
henchmen, the paid columnists
and managing editors and the bought
and paid for radio commenta-
tors."

He alluded to a campaign
"vilification, misrepresentation and
falsehood" which, he implied, was
successful in electing a "bitter
opposition Congress."

He adds: "... The people do not
believe in the kept press and the
paid radio and ... they have no
patience with the man who lets a
poll be his conscience."

At another point, Mr. Truman
also dwells on the problems of radio
addresses and speech-making.

While speaking without notes,
the President is effective, Mr. Hill-
man notes. Mr. Truman himself
explains that when he reads a
speech "I feel strained."

On one occasion, in acknowledg-
ment of a friend's frankness on his
radio delivery, Mr. Truman remarked: "I
don't think there is anybody in the
country who had as rotten a de-
ivery as I do to begin with, but
thanks to good friends like you,
who have been honestly helpful in
their criticism, I think there has
been some improvement. ..."

Mr. Hillman, who didn't know,
commented: "No President has ever
benefited more or suffered more
from speakmaking than Mr. Tru-
mans."

Mr. Truman also likes radio and
tv, too. Of a train trip to Philadel-
phia he muses: "Television sets at
both ends of trip. No privacy sure
even now."

Mr. Truman also recalls his days
in the Senate when he appeared be-
fore the FCC to discuss "what I
thought was the proper way of
handling applications for radio sta-
tions."

Later in the book he stresses the
urgent need of technicians in the
U.S. and possibility of establishing
an engineering school (like West
Point or Annapolis) to educate men
for government service.

The Chief Executive's biographer,
Mr. Hillman, formerly was a com-
mentator for NBC and ABC as
well as foreign editor and associate
director of Collier's magazine. He
has divided Mr.President's thoughts
dealing with problems of the Presi-
dency, Mr. Truman's interest in his-
tory, his diaries and private papers,
his ancestry, his philosophy and
hopes for the future.

SUCCESSFUL PRIZE CONTESTS BY
WILLIAM R. HERRON
Published by Prentice Hall Inc., 70
Fifth Ave., New York 11. 387 pp. (No
giveaway).

THIS work is designed as a prac-
tical guide for each step in the
planning and running of a success-
ful trade or consumer contest. The
authors draw liberally on their own
experiences. Mr. Cone is merchandis-
ing account executive with Mc-
Cann-Erickson and Mr. Kaufman is
merchandising director for Philip
Morris & Co.

The authors offer first-hand in-
formation on why people enter con-
tests, interest-stimulating themes,
effective prize strategy and promo-
tion techniques and guides on rules
and awards. The book includes over
40 case studies of successful con-
tests.

RADIO AND TELEVISION, RECEIVER
AND TECHNICIAN GUIDE
By Alfred A. Girard and J. Richard
Loran. M. Con and Sons, Madison
Ave., New York 16, N. Y., 1955,
$6.75.

WHILE theory is treated gen-
erally when needed, the emphasis of
this book is on the application of
radio and television receivers.
Primary purpose of the book is to
supply the necessary knowledge in a
course of practical servicing
instructions.

More than 400 simple illustra-
tions help explain what, how, when
and where receiver troubles are
traced and repairs effected. A
basic knowledge of electricity, elec-
tronics and receiver circuitry is
needed to get the most from this
text. More than a decade has
passed since the first publication
of the previous single-volume edi-
tion of this series, originally called
Modern Radio Servicing, by Mr. Gir-
ardl.

THE RECORDING AND REPRODU-
CTION OF SOUND By DR. Oliver Read,
Howard W. Sams & Co., 2201 E. 46th
St., Indianapolis 5, Ind., 193 pp.,
$7.50.

DR. OLIVER READ, editor of
Radio & Television News, has com-
piled a complete reference book
on all phases of audio operations.
It will be of interest especially to
sound engineers, high-fidelity enthu-
siasts, radio-TV stations and
recorders.

A partial list of contents includes
behavior of sound waves, basic
recording methods, microgroove
recording, public address systems,
AM and FM tuners and speech
input systems. The text is written
at a practical level, yet includes
temporary technical data in mathe-
matical form to cover the subjects
adequately.

SCHOYER'S VITAL ANNIVERSARIES
FOR 1952. By Will and Maxine Allen
Behoyer. (Editors) Published by In-
ter-View of Business Practice. Na-
tional Foremen's Institute, New Lon-
$4.50.

THIS book is described as "a
unique, authoritative and fact-full
volume" placing at the fingertips
of professional workers anniver-
saries and historical items for news
purposes. The volume is divided
in three parts, yearly and war anni-
versaries and is designed for use by
radio-TV station directors,
commentators, columnists, edi-
tors, advertising agency execu-
tives and others "whose job means
communicating by mouth or pen."

Separate indices for each section
appear in the back of the volume.
Also included are a series of illus-
trations. Vital Anniversaries origi-
nally was published in 1948 by
Will Schoyer & Co.

HOW TO GET RICH IN WASHINGTON
By P. M. (Percy) Wood. Published by
Prentice Hall, 70 Fifth Ave., New
York 11. 387 pp., $12.75.

THIS book is subtitled, "Rich Man's
Division of the Welfare State." It
is in the author's words, a "history of
political decay."

Much of what Mr. Wood has written
and documented already has ap-
ppeared in the news but this book
combines political scandals into a
picture of "the friendship principle
ruling the roost."

FCC comes in for criticism from
Mr. Bolles' pen. Writing of book-
makers and other professional
gamblers using telegraph facili-
ties, Mr. Bolles says FCC "inertly
accepts this threat to security. It
shares the general tolerance."

Purpose of the book is to "draw
attention to the erosion of the
ideal of public responsibility in the
federal government since World
War II. It was written to excite
interest in the crisis of our Repub-
lic resulting from that erosion, not
to purvey sensations for their own
sake."
EMMETT J. HEERDT Jr., (c), sales manager of WEEL Boston, completes arrange-ments with Marshall Duane (r), advertising manager, First National Stores, Boston, for a 21-spot participation in the Food Fair program, aired Mon.-Sat. 9:30-9:45 a.m. Mrs. Heloise Parker Broeg (l) as “Mother Parker” is director of the program.

SEATTLE FORECAST: WEATHER OR NOT
KRSC Disc Jockey Is Given the Air by Bureau

WHETHER the weather is a suitable subject for horseplay and kidding on the air is the crux of an issue currently agitating Seattle broadcasting and meteorological circles.

By decision of Harry Downs, meteorologist in charge of the Seattle office of the U. S. Weather Bureau, KRSC Seattle has been forbidden to use the bureau's early-morning “Marine Weather Forecast” as long as Al Cummings, KRSC disc jockey and commentator, presides over the show, Rain and Shine, aired daily 6-6 a.m. The Weather Bureau's objections arose from Mr. Cummings' poking fun at the forecasters and in some cases mimicking the weather predictions while the official recording was being aired, it is charged.

Since March 11, following a call from Mr. Downs, the Marine Weather Forecast has not been broadcast on KRSC although it is still carried on KOMO there.

KRSC, which has direct lines from the Weather Bureau office, continues to carry official forecasts at 6:57 a.m. and 6:42 p.m.

“Mr. Cummings' treatment of the weather forecasts was just good natured kidding,” Harold Ridalls, KRSC manager, commented. "When Mr. Downs called me, I apologized and offered to stop the kidding on the air, but he insisted we discontinue the marine forecast entirely.”

Mr. Downs disclaimed any intention to censor. He said KRSC's use of the marine weather show was not working out to the best interest of commercial fishermen and other marine interests. Mr. Cummings, he said, was violating the Weather Bureau's radio agreement by injecting unauthorized comments into the official forecast.

The Weather Bureau considers the general weather forecast, available at 6:55 a.m., more suitable for local broadcast. The latter forecast is aired on KIRO Seattle and is also available to KRSC.

Mr. Cummings summarized his view thus: “I’ve never really interfered with the forecast. I’ve just kidded and teased the weatherman. The guys down at the bureau are nice fellows. They get a big kick out of it.”

“I believe we still have two inalienable rights—the pursuit of happiness and the weatherman.”

AMA Series

EXTENSIVE use of radio and television for a long-range public health education campaign was to be launched over the weekend when the American Medical Assn. introduced Medicine, U.S.A., a series of six radio documentaries narrated by Charles Laughton, on NBC. Scheduled to be heard weekly, series was to have started Saturday (7:30-8 p.m. EST). Described as a more intensive project than any heretofore attempted by the AMA, series is expected to set a pattern for future radio-TV health programs.

Strictly Business

(Continued from page 18)

Frazier, Firestone, Kellogg and International Harvester.

Mr. Nelson for more than a decade worked with Hill Blackett in both Blackett-Sample-Hummert and Hill Blackett Co. as treasurer and account executive. He was selected for apprentice training by Mr. Blackett in 1955, later assisting him on Ovaltine and working with Mix Dancer (later of Dancer-Fitzgerald-Sample) on General Mills.

Leaves BSM in 1947

He was given a leave of absence for a year and a half to work as liaison between Mr. Blackett and former Kansas Gov. Alf Landon, partners in numerous oil properties. After his return to the agency business, he remained a year before resigning in 1947 and vacating for a year in California.

He married the former Hazel V. Watson, at one time secretary to Mr. Blackett.

Mr. Nelson finds the major concern among his TV clients is cost and reports film production costs have gone up about 15% in the past year. This has not been passed on to clients, however.

Most of them seem to want live action photography in a 20-second format, he said. He believes eventually the greatest proportion of shows will be on film.
OBJECTIVES of Radio Free Europe were described at joint meeting of the New England Radio Executives Club and Boston Advertising Club by C. D. Jackson (third from l), publisher of Fortune magazine and post president of RFE. Attending session were (I to r): Robert R. Bradford, former governor of Massachusetts and member of RFE Finance Committee; Edmund J. Shea, vice president of James Thomas Chinag Co., advertising agency, and REC president; Mr. Jackson, who directed Radio Free Europe activities the past year; Rudolph Bruce, advertising manager of New England Coke Co., and REC secretary; Andrew C. Quale, sales and advertising manager of Walter Baker Chocolate Div. of General Foods Division, BAC president; and W. C. Swartley, manager of WBFZ-AM-FM-TV Boston and REC first vice president.

THREATS TO FREE SPEECH

Elmer Rice Notes Advertising, Other Restrictions

AGENCIES of mass communication and special-interest pressure groups are held responsible by playwright Elmer Rice for "new fashions in censorship" in an article he wrote on the subject for the March issue of Survey magazine.

The article reviews the situation as he sees it in connection with all the major media. "To sum up the radio and television situation," Mr. Rice writes, "it is the advertiser who pays the piper, and he calls the tune. In this field, creativity, self-expression and freedom of communication are menaced to the selling of merchandise."

Physical control of radio and its "gargantuan baby brother" television, the Pulitzer-prize winning observer observes, in the hands of a few nationwide networks with only a few independent stations managing "a hand-to-mouth existence" and effecting only a local counter-influence to mass control. The FCC licensing system—with the limitations on available frequencies—allows for federal emphasis on public service, he notes, and thus "is largely responsible for such freedom as exists on the air."

Asserting that freedom of discussion and "cultural window dressing" are generally limited to broadcasting hours unpopular with advertisers, Mr. Rice concludes widespread diversity in music programming, a "relatively non-controversial" field.

"News coverage, on the whole, is good," he concludes, so long as the news program is unsponsored. But when there is commercial sponsorship, the reporter is faced only too often with the alternatives of conforming to "old fashioned nonsense," advertising the sponsor, or seeking other employment."

Decrying the growing practice of minority groups to deny public hearing for anything that runs counter to their beliefs, he cites, as broadcasting examples, attempts by branches of the National Assn. for the Advancement of Colored People to use economic boycott on the "Bill of Rights" and Ames & Andy TV programs.

Referring to Red Channels, he says, "due in large part to the activities of small units of the American Legion, scores of well known actors and writers are unable to find employment in radio, television, or motion pictures."

Two roads lead to the free speech ideal, he says: "Diversity of outlet (through diversity of ownership and control) and, secondly, non-interference by influential minorities."

Evaluating the former as a utopian goal, Mr. Rice writes, "it remains then for the militant minority groups to modify their demands and to change their tactics."

"To anyone who views the whole picture objectively," he concludes, "it must be apparent that the total effect of all these pressures, impinging upon the relatively few focal areas of control, is to restrict freedom of expression in the mass media of communication and to reduce all expression to an innocuous, sterile, deadly uniformity, characteristic of totalitarianism rather than of democracy."

THREE-QUARTER hour At Gannaway's Half-Fast Party, produced by Gannaway & Morganthau Productions, N. Y., has been started on WCBS-TV New York and is offered at $1,100 per 15 minutes. Show is televised each Saturday. Mac Levy Dance Studio is sponsoring first quarter hour for 12 weeks through Associated Adv. Service, N. Y.

BROADCASTING • Telecasting

Before You Buy in Cincinnati

STOP • LOOK • READ

→ See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

Page 80 • March 24, 1952
Film Report
(Continued from page 76)

Joel Hammil, formerly in charge of NBC program development, with Marvin Rothenberg assigned as director of the first program. Idea for the TV programs resulted from recent Broadway successes of Shaw readings by the first drama quartet and selection from Dickens by Emlyn Williams.

... Hour Glass Productions, Hollywood, starts second series of 13-quarter-hour TV films, Man of Tomorrow, May 25 with filming of Huck Finn Story in Denver.


Charles Irving, radio-TV actor, producer and director, head of Charles Irving Productions, will soon have situation comedy show, What a Husband, on the TV cycle. The program stars Jack Lemon.

TV Production Assoc, also headed by Mr. Irving, is offering exclusive radio-TV rights to the Blood, Hound, Mystery television film package.

Sales... Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

... Association Films Inc. announces release of new, single-reel 16mm film titled Practical Police Ju-Jitsu, and subtitled "Weaponless Self Defense." Film is offered for rental as informative or teaching aid.

Film People... Cathedral Films, North Hollywood, Calif., headed by Rev. James K. Friedman, as president, has hired five new members to its board of directors.

They are Dr. Earle E. Jewell, Rector of St. Andrews Episcopal Church, Kansas City, Mo.; Rev. Clarence H. Stoughton, president Wittenberg College, Springfield, Ohio; Rev. Edward McNair, Rector of St. Michael and All Angels Church, Los Angeles, and Mrs. Elaine Friedrich.

Re-elected members of board include Dr. Friedman; John T. Coyle, vice-president; Ralph T. Merriam, secretary, and Brunson Motley, distribution manager.

Dr. McNair also elected treasurer, replacing Charles Wayne, resigned to establish own TV film production company.

Ralph Acton, casting director Allied Casting, Hollywood, signed by Krasne-Gross-Dewitt Inc., that city, to act in similar capacity on Big Town, TV film series for Lever Bros., N.Y.

... Phildan TV Productions, Hollywood, signed Hugh Raliff, comptroller for United Artists Corp., Los Angeles, in similar capacity.


... Hal Roach Productions, Culver City signs Joe E. Brown, stage and film star, to enact leading role in untitled half-hour TV film series. Format concerns small town businessman—a widower—who is raising a son and daughter. Production starts today (Monday) on series to be distributed by Official Films, New York.

... Snader Telescriptions Corp., Beverly Hills, plans to complete second group of 400 telescriptions with signing of Delta Rhythm Boys, Fran Warren, April Stevens, Polly Bergen and Patricia Morison.

WDAY's 30TH YEAR

Eastern Trip Highlights

WEST met East in a tour of Dakotas and Minnesota sponsored by WDAY Fargo as a highlight in the station's 30th anniversary celebrations. The journey of 60 persons gave the westerners a day in Chicago, three days in Washington, three days in New York and one day in Detroit.

The trip began March 10 and was concluded last Thursday. In addition to sightseeing trips, the group attended Welcome Travelers, NBC show originating in Chicago, and other radio and TV programs in Radio City, New York.

In Washington, the visitors toured the Senate and the House and watched legislators in action. Later, they were guests at a luncheon in the Senate dining room with Senate and House members from the Dakotas and Minnesota.

In New York, highlights were the St. Patrick's Day parade and an inspection of the Holland-American luxury liner, Nieuw Amsterdam. Detroit's Ford Motor Co. plants also were seen on the trip. WDAY celebration is climax May 22.

WLW Spoken History

SPOKEN HISTORY of significant broadcasts by WLW Cincinnati was aired last Saturday by the Crosley Broadcasting Corp. out of a half-hour program honoring WLW's 30th anniversary. Program featured playback of recordings of famous events and people available from the station's $125,000 record library. An account of the development of WLW's present day news coverage was to be narrated by Peter Grant and Ken Linn.

EXECUTIVE COMMITTEE

Established by Bates Agency

AN EXECUTIVE committee of five with Thomas F. Harrington as chairman, has been elected by the partners of the Ted Bates Agency, Mr. Bates announced last week.

In addition to general management problems, the group will form the nucleus of the agency plans board to work on advertising policy, media strategy and merchandising.

The committee is composed of Rooser Reeves, partner and creative supervisor; William H. Kears, partner; D. Robert Parman, partner; Mr. Harrington, partner; and Clifford Parnells, partner and director of research.

Adds Seattle Studio

KKKL Kirkland, Wash., has opened a studio in neighboring Seattle in addition to its main office and studio facilities and transmitter in Kirkland. The Seattle studio, according to Lamar Ostrander, co-owner of the station, is being primarily for the live broadcast of "cowboy-type disc jockey programs."

ROBERT BLEES, Hollywood film writer, has been named Brown Writers Guild representative on Authors League of America National Television Committee, succeeding the late Oliver H. P. Garrett.
On All Accounts

(CONTINUED FROM PAGE 10)

as dance band leader, the lure of the entertainment business got him, but illness forced him out of college in his junior year. Fully recovered after six months, he took his band on tour for the next five years. As director-m.c., he managed to keep himself before the microphone while on tour.

Radio was his first love and, tired of one night stands, he returned to California and was appointed program director of KGGC (now KSAN) San Francisco in 1959. Three years later he joined McClatchy Broadcasting Co as program director of KMJ Fresno and later KOH Reno. In 1967 he became program director of KSRO Santa Rosa, Calif.

But Mr. Potter had a hankering to have his own program packaging and production firm, so a year later he established Radio Merchandising Ideas in San Francisco. The business wasn’t too lucrative and the firm dissolved after two years. He then joined KROW Oakland as announcer-news-caster-producer.

With the start of World War II, he became OWI Pacific Division program director. Besides organizing and supervising that department, Mr. Potter produced scores of programs in many languages for overseas consumption.

He moved to Los Angeles in 1943 and joined KFI there as writer-producer of public service programs. It was two years later that NBC Hollywood made him producer of the Abbott & Costello Show and life of Riley.

The assignment was shortlived for 60 days later he left NBC to affiliate with William Esty Co. as aide to Don Bernard, then West Coast vice president and general manager. Besides producing the CBS Blondie Show, sponsored by Colgate-Palmolive-Peete, Mr. Potter handled various administrative and program duties and assisted Mr. Bernard on Camel cigarettes programs produced by that agency.

With closing of the agency’s Hollywood office in 1950, Mr. Potter freelanced for about six months.

Then he became radio-television director of the Calikins & Holden Los Angeles office, headed by Harry W. Witty.

He now works on such accounts as Prudential Insurance Co. of America; California-Central Airplane and Plumber’s union on the West Coast.

He also services on the West Coast many of the national accounts handled in the agency’s home office.

Programs produced for those clients were

Barbara Lee Van Ness of Oakland, Calif. They have two children, Sheridan, 17, and Andra, 7. The Potters have their home in suburban Sherman Oaks.

Still an enthusiastic ham operator, Mr. Potter’s other major hobby is motion picture photography which he carries over into his agency production work. Not a joiner, he prefers to devote that time to his photography, experimenting for future television use.

FREEPORT, TEX., CASE

FCC Steals Initial Ruling

FCC has taken an interim step in resolving the dispute between Waterloo, Baton Rouge and the Brazosport Broadcasting Co. The Commission March 13 stayed the effectiveness of an initial decision which would have granted the station’s request for 1400 kc with 250 w full-time for Freeport, Texas.

A month ago Hearing Examiner Hugh B. Hutchinson issued an initial decision looking toward granting Brazosport’s application. Fortnight ago WAFB filed an objection to the proposed grant. It said it should have been given priority to the hearing on the Brazosport application. It averred that the Freeport station would cause interference because the clinic for determining the amount of expected interference—FCC’s soil conductivity maps—was not accurate.

Last week Brazosport replied to WAFB. It said WAFB waited too long to file an objection—24 days. Brazosport contended that WAFB had ample notice of the earlier hearing. It also asserted that there would not be interference to WAFB, and that WAFB’s absence from the hearing does not void the initial decision.

No Horse Play

THE Guild Theatre of Cincinnati was forced to cancel its scheduling of the motion picture, “The Wooden Horse,” because the first-run English film had already been shown on WLWT (TV) Cincinnati’s Family TV Theatre. Claimed to be the first such instance in that area, the incident was reported by radio columnist Mary Wood in the Cincinnati Post.

IDEA ASSOCIATION

Stressed by Schwerin

ASSOCIATION of key sales ideas—a product and, creation of a favorable over-all attitude toward the brand are more important than getting the product’s name across, Horace S. Schwerin, head of the research firm bearing his name, told New York’s Radio and TV Research Council March 10.

Talking on increasing the effectiveness of radio-TV commercials, the researcher said that brand name memorability, by itself, does not create sales. It is when the prospective customer is made aware of the benefits a product and begins to believe in them, the “goodness” of the brand that he becomes motivated to buy. He suggested that only after this has been accomplished in a radio or TV commercial should the stress be put on name-rememberance.

Improved methods for testing remembrance during the past few years have given advertisers a new tool for testing effectiveness of their commercials, Mr. Schwerin said, attributing much of the credit for these improvements to the progressive attitudes of advertising agencies.

RESEARCH PROJECT

ARF Group to Screen

RESEARCH projects to be undertaken by the Advertising Research Foundation will be screened, selected and recommended by a special 14-man committee judging project suggestions in terms of greatest service to subscribers. It was announced March 14 by B. B. Geyer, chairman of the ARF board.

The new committee, representing media, agencies and advertisers, will be headed by the chairmanship of F. B. Manchee, executive vice president of BBDO. Other members to the tri-partite group, to be representative of all members of the reconstituted ARF, include Richard J. Babcock, Farm Journal; George C. Dibert, J. Walter Thompson; Paul F. Dooge, Foote, Cone & Belding; Ben H. Donaldson, Ford Motor Co.; William A. Hart, E. I. DuPont de Nemours; John J. Karol, CBS Radio; Peter Langhoff, Young & Rubicam; Wilson J. Main, Ruthrauff & Ryan; H. A. Marple, Monsanto Chemical Co.; Paul Montgomerey, W.B. Hill; Henry Schachtke, Borden Co.; John Sterling, This Week, and E. E. Sylvester, Knox Reeves Adv.

The committee has begun first step in building a list of possible research subjects major enough to meet ARF objectives and is screening all requests and suggestions submitted to ARF during the past year.

SPEAKING Book Foundation, Chicago, is offering $500 in prizes for best invention to record and play back complete New Testament on a single tape recorder, wire or other recording medium. Contest closes May 12. Enetrants retain all rights to their inventions. Rules and entry blanks may be obtained from the foundation, 19 S. LaSalle St., Chicago 5.

RADIO AIDS JOHNSTOWN AUTO SHOW

WARD Boosts Attendance, Reaps Own Reward

WARD’s power to put over a community project and, in doing so, amply demonstrated by WARD-AM-FM Johnstown’s role in making a success of that city’s first auto show in more than 20 years.

According to WARD sales manager C. Gilmore, WARD’s radio help, the number of those attending reached 16,600.

“Yes sir,” said Mr. Gilmore, “it’s proved the ‘Annual Auto Show’ and we’re proud that that project has been established as an annual affair.”

Night and Day

Page 62 • March 24, 1952

BROADCASTING • Telecasting
WAGES & PRICES
Chamber Hits Price Controls

WAGE-PRICE controls drew fire from the U. S. Chamber of Commerce March 12 on Capitol Hill as hearing continued on the Defense Production Act, which expires June 30.

The controversial Capehart advertising formula, which the administration seeks to repeal, took a back seat to credit purchases in sessions before the Senate Banking & Currency Committee.

Calling for an end to wage-price controls, a chamber spokesman described the inflation fight as one to be fought by credit restrictions, taxation, savings and reductions in federal spending. Abolition of rent control also was urged, as was the ultimate abolition of restrictions on installment buying.

Discussing consumer prices, Clem D. Johnston, director of the chamber’s Policy Committee, told the committee and Chairman Burnet Maybank (D-S.C.):

"In spite of the inflated government predictions, shortages of consumer goods have failed to materialize...in fact, many items are in over-supply...inventories have continued to mount during the last year until they stood at $70.2 billion in December 1951."

Part of this sum covered backlogs of radio and television receivers and other appliances, which were substantial for a year last but which have slowly depleted in recent months.

The chamber also advocated a termination of certain allocation powers on March 1, 1953, providing the act is extended. President Truman has called for a two-year extension of controls. Consensus now is that effective cutoff dates of the act will be set at June 30, 1953.

The chamber laid down this course for general control of credit, elucidating installment purchases of adio-TV sets.

"We must continue general controls over credit as well as the statutory credit restraints of the amending system. As they become effective, we should relax and finally abolish selective credit controls..."

Earlier, Price Stabilizer Ellis Arnall and Economic Chief Roger L. Putnam testified in favor of administration proposals calling for repeal of the advertising formula authored by Sen. Homer Capehart (R-Ind.) and continued restrictions on credit purchases (B&T, Feb. 18).

The committee plans to complete its hearings this week and report out a bill by March 31.

EXHIBITS FULL LIBRARY
APS Ships Display to CAB

WHEN Canadian Assn. of Broadcasters convene in Toronto this week, its members will see a display of the full radio transcription library as produced by Associated Program Service.

Saying he believes this to be the first time any library has been exported to Canada for this purpose, Maurice B. Mitchell, APS general manager, explained, "Every single disc, the custom cabinet, the index cards, catalogs, the entire series of APS transcribed sales meetings and the 10 APS specialized libraries will be shown and auditioned." Mr. Mitchell is scheduled to address the delegates today on training radio salesman and will be luncheon speaker tomorrow at the Toronto Advertising Club.

AMONG those attending the Institute of Radio Engineers convention in New York (B&T, March 10) were (l to r) Emore Fiorenze, WIZ-TV New York; E. G. McCullough and T. F. Tietos, RCA; J. E. Preston, ABC, and W. B. Lodge, CBS.

RADIO HOMES
Reach 94% in Canada

CANADIAN radio homes have increased from about 75% of all Canadian homes at the end of 1945 to 94% of all homes at end of 1951, according to a special rate study made by the Canadian Assn. of Broadcasters. The study also reveals that the number of independent commercial AM stations has increased from 99 at end of 1945 to 132 at end of 1951. At the same time average rates for one hour have increased from $60.98 to $88.45 in that period, and average one minute rates have increased from $7.04 to $8.73 in that time.

CAB Sales Director Pat Freeman pointed out that the study shows a rise of 59% in the number of radio homes in the past six years, an increase of 4,300,000 new radio sets, a gain in population of almost 2,000,000 people and 650,000 homes in that time. Independent station rates have increased 34.5% for one minute spots and 22.5% for a one hour's time in those years.

Comparing radio costs with other media, Freeman points out that daily newspapers across Canada have increased their circulation in the period 1946-51 period by 2.93%, their rates by 46.4%; Canadian national magazines have increased circulation 51.5%, rates 44.7%; Canadian week-end newspapers increased circulation by 37.1%, rates by 89.3%; and Canadian farm papers increased circulation 23.2%, rates by 35.8%.

Export Meet Set

EXPORT ADVERTISING ASSN.’S 1962 convention has been set for May 8 at New York’s Hotel Plaza. The one-day session will be keyed to “New Horizons in Export Advertising.” Primary chairman for the event, which will stress new techniques for overseas marketing, will be Jere Patterson, Life International, convention chairman; Mack Burke, Joshua B. Powers Inc., vice chairman; and Paul Kruming, National Export Advertising Service, also vice chairman.

BMI CLINICS

SCHEDULED in Canada

SIX Canadian international BMI program clinics, each with a different set of speakers, have been arranged for this spring following success of the first clinic at Winnipeg last fall. The initial spring clinic is scheduled April 24 at the Palliser Hotel, Calgary, under auspices of the Western Assn. of Broadcasters. Jim Love, CKCK Calgary, will be chairman of the meeting.

From there the program clinic moves to Vancouver, where a one day session is set for May 5 at the Hotel Vancouver under auspices of the British Columbia Assn. of Broadcasters with F. H. Elphicke, CKWX Vancouver, presiding. At Regina on May 9, Hal Crittenden, CKCK Regina, will be chairman of the clinic at the Hotel Saskatchewan.

In eastern Canada, under auspices of Maritime Assn. of Broadcasters, a program clinic will meet at the Admiral Beatty Hotel, St. John, N.B., on May 14. George Cromwell, CHSJ St. John, will be chairman.

Largest meeting is to be held at the King Edward Hotel, Toronto, on May 16 under the Central Canada Broadcasters Assn. A committee is in charge of the event, consisting of Bob Reinhardt, CFPL London; Cliff Wingrove, CKTB St. Catherine, and Bob Lee and Leigh Stubbs, CHUM Toronto.

A French-language meeting is being arranged for late May at Montreal or Quebec, for the program staffs of the French-language stations.

**WVAM**

will give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

"Most Powerful—Most Popular"

Weed & Co., representatives

first with the finest
DAY AND NIGHT

BROADCASTING • Telecasting

March 24, 1952 • Page 83
ELECTION DAY IN NEW HAMPSHIRE

Radio-TV Reporters Are There in Droves

SO MANY radio-TV reporters descended on some New Hampshire towns to cover the nation's initial primaries March 11 that confused Democratic and Republican party officials, in at least one instance, sent out extra ballots for them.

Such was the extent of radio-TV journalism tonight when most major networks and many local stations assigned special staffs, called out all available mobile equipment, taped interviews, shot reels of film and corralled candidates for exclusive statements.

On primary day alone, NBC originated 10 radio and television film broadcasts directly from New Hampshire, having started its coverage about a week earlier. The network scored with an exclusive victory statement made by Sen. Estes Kefauver (D-Tenn.) when half-way returns indicated he led President Truman in the Democratic primary by several thousand votes.

Cameras Battled Snow

NBC-TV cameramen hiked between 20-foot snowdrifts to get into Waterville, where all seven residents voted for Gen. Dwight D. Eisenhower after a midnight polls set up in the local inn. The town hall doorway was blocked by snow. When the plane, chartered to fly the films to New York, was unable to land in snow, TV News Editor John Lynch hitched to Concord and hauled a cab—third time in a week that weather had necessitated the procedure for an 80-mile trip to Boston. The films were flown from there by commercial airline and shown a few hours later on NBC-TV's Camel News Caravan.

CBS Radio coverage was effected in cooperation with WEAF, Manchester and WEAI Boston with six reporters assigned to the coverage from their home beats in New York, Boston and Washington. Coverage by CBS Radio was daylong, beginning with the first trickle of returns and continuing through final results and an analytical roundup. CBS-TV presented reels of the New Hampshire vote, filmed by cameramen earlier in the week as they accompanied the candidates on their rounds. Coverage culminated with last-minute statistics plus film on a CBS-TV election program at 11:30 p.m. election night.

ABC radio had dispatched reporters to the scene to garner news for broadcast on Headline Edition at 7 p.m. and News of Tomorrow at 10 p.m. that Tuesday, with interpretations and analysis developed by such network newsmen as Elmer Davis. ABC-TV used films from newsreel and other special film services.

Mutual originated 16 broadcasts from Concord and Manchester, N. H., 13 of them on primary day, with two inserts scheduled the following morning. Typical of Mutual coverage was the schedule of WOR New York, which featured vote reports during 17 regular news shows throughout the day.

DuMont Television Network gave full play to New Hampshire news both before and during the vote action, and used news shots, charts and diagrams to keep its audience up to date on the statistics.

Local area stations also put all out in election coverage. Among reports received by Broadcasting:

- Telecasting were those from WHIM Providence, R. I., WTTW St. Johnsbury, Vt.; Littleton, N. H.; WHDH Boston; WLW - WLCW Cincinnati.

Aired Direct Reports

WHIM aired election reports direct from WMUR Manchester, including statements by chairman of the New Hampshire Democratic and Republican committees. Station also used an interview with Sen. Henry Cabot Lodge (R-Mass.), campaign manager for Gen. Eisenhower, which had been taped recorded in New York by Les Hyman, WHIM newsmen, and flown to Providence. Interview captioned final tabulations of primary day.

WTTW, independent station with main studios in St. Johnsbury, launched week-long coverage with pick up of addresses by Sen. Kefauver before the Lions-Rotary clubs joint meeting. GOP candidate Harold E. Stassen spoke over WTTW, introduced by John Gilder, owner of WMUO Berlin, N. H., his state campaign manager. Talk by Sen. Robert Taft (R-Ohio) also was aired.

WTTW reported it sold considerable political advertising by all candidates during seven-day period culminating with election. Station also arranged with the Littleton Courier and with other stations of New Hampshire and Vermont to air reports via FM pickups.

WHDH, for New Haven Railroad sponsorship, programmed a series of direct reports and features on the primaries.

Hal Clancy, news analyst for the Boston Herald and WHDH, secured exclusive statements from Sen. Granik Honored

At Washington Fete

TESTIMENTAL party for Theodore Granik, founder and moderator of American Forum of the Air (NBC AM-TV) and Youth Wants to Know (NBC TV), was held in Washington's Statler Hotel March 16. Nearly 200 guests paid respects to Mr. Granik, including legislators on Capitol Hill who have appeared on his past programs.

Cocktail party-buffet dinner was held in the Presidential Room under co-chairmanship of Sen. Harry Cain (R-Wash.) and Rep. Albert Cole (R-Kan.). Tab was picked up by the American Trucking Assn. as a farewell gift since AFA has concluded its sponsorship of the radio forum. New radio sponsor of American Forum has not been announced.

Among those attending from Capitol Hill were Sens. Ed C. Johnson (D-Col.), Karl E. Mundt (R-S. D.), Everett M. Dirksen (R-Ill.), Clinton P. Anderson (D-N. M.), Blair Moody (D-Mich.), Homer Ferguson (R-Mich.), Burnett R. Maybank (D-S. C.), John D. Sparkman (D-Ala.), Homer E. Capehart (R-Ind.), Lester C. Hunt (D-Wyo.) and James P. Kem (R-Mo.). A number of House members, including Rep. Clarence E. Brown (R-Ohio) and Emanuel Celler (D-N. Y.) were also guests.

HITS TOURNEY POLICY

WCBC Protest Letter I.A.B. Ruling

ACTION of the Indiana Broadcasters Assn. "barring outside day-time coverage from the annual state basketball tourney "is arbitrary, monoplistic and conspiratorial," William Travis, general manager of WCBC Anderson, Ind., charged in a letter replying to a message from the I.A.B. board of directors.

I.A.B.'s message, according to Mr. Travis, specified that the I.A.B. board, following four-year precedent had decided daytime AM stations would get the pickup from one originating station. WXWL Indianapolis, it was added, had agreed to provide such an origination with FM stations fed from Hoosier Network. Mr. Travis argued the "precedent" was an "obvious cover-up" because "it was never established." He asked why last year's procedure was not followed.

WILLIAM BOYD (Hopalong Cassidy) has accepted appointment as national sponsor of National Society for Crippled Children and Adults which conducts annual Easter Seal campaign.
PROGRAM schedule released by WOAI-AM-TV San Antonio, Tex., indulged in a poetical reverie on the cover. Copy giving both the radio and TV industry a pat on the back reads:

A pessimist tearfully cried, "TV's here; radio's died!" He sang his sad song. But, oh, was he wrong—They're both growing up—side by side!

QUITE A STAFF
GROUP of 850 women called "Kay's Kitchen Courtesans" have been formed consisting of volunteers from the audience at Kay West's show on KEX Portland, Ore. Women are available to assist in promoting, checking, sampling or distributing merchandise stands at radio and TV products. "Calls will be made for all outgoing orders," said Miss Davis.

Six big city merchants have joined the Kay's Kitchen group. "The Kay's Kitchen Courtesans," sponsored by United Merchants and Manufacturers, will operate in Wheaton, Ill., New Brunswick, N. J., West's, Baltimore, Md., and Portland, Ore.

DISTRIBUTION of merchandise stands are topped with "merchandise stands are being highlighted," said Miss Davis.

TV PROMOTION
FOUR-COLOR window display cards are being distributed by KDYT-TV Salt Lake City in an effort to increase the number of TV homes in the area. Promoting 1962 as "Television's Big Year," posters emphasize station call letters as well as the worth-while things you'll miss if you don't own television.

TIME BY CHIMES
CHIMES familiar to WLWD Dayton, Ohio, listeners are now a part of busy downtown activity. Station, in cooperation with NBC, installed a clock along with a billboard display in the center of the city. Chimes ring out the hour and half hour.

WFBR'S SHARP COPY
PROMOTION citing similarity between razor blades and a radio station's effectiveness has been released by WFBR Baltimore. Sample Silver Star blade is attached to copy pointing out that "WFBR like Silver Star has the edge on all competition in Baltimore." Announcements are designed to appeal to the discriminating radio listener.

AFFILIATION BOOST
TWO PAGE spread in Mountain Mirror, Bluefield, W. Va., heralded WLOH Princeton, W. Va.—ABC affiliation. Names of network stars as well as variety of programs made available through the merger were highlighted.

HEAVY ADMISSION
HUNDRED pounds of scrap metal is admission price to April 7 performance of WLS Chicago National Barn Dance in Decatur, Ill. In five local salvage campaigns conducted by the station, the show collected more than three million pounds of metal, rubber and wastepaper. A third performance has been added to the two scheduled because of ticket demand. 

WMAR (TV) CLOSE CALL
BEING in the right spot at the right time afforded two people a chance to appear on TV last week. When Ad Wiensert, m.c. of Meet the Champs on WMAR (TV) Baltimore, discovered seven minutes before show time that couple selected for the program had missed connections, he went to a local store and related his plight to a startled husband and wife who accompanied him back to the studio. Show began on time.

SHINY PROMOTION
DISTRIBUTION of 300 window posters treated with phosphorescent paint attracting passersby in the evening as well as during the day has been completed by WLOW Norfolk, Va. Signs promote station's hillbilly personality, Sheriff Davis.

WHLI CLAIMS LEAD
CITING a Conlon study of listening habits, WHLI Hempstead, L. I., claims in promotion campaign that station is "best buy in radio" in home share of audience for the Long Island area. Survey, covering 5,000 homes, was conducted Feb. 3-9. Findings are aired as spot announcements by the station.

WBUD EARLY START
EARLY BIRDS in the vicinity of Morrisville, Pa., now have a radio companion in WBUD which began broadcasting at 5 a.m. on March 17, two hours earlier than its previous schedule. Jeff Jones Jamboree featuring music and news has been designed with an eye on the rural listener. John Naylor is m.c.

KYW GARDENING FEATURE
GARDENING and landscaping devotees in the Philadelphia area are being offered KYW Farm Hour, aired each morning by KYW then. During the 10 week feature, Prof. Ray Root of Rutgers U. New Brunswick, N. J., discusses various phases of outdoor home improvement of interest to city dwellers as well as to suburbanites.

NBC G.I. TALENT HUNT
NEW WEEKLY show based on the theory that there's considerable untapped talent in the Armed Forces will be aired on NBC radio commencing March 30. Young performers now in uniform will be given an opportunity to get into the act on Champs of the World. Show will present four acts each Sunday. New York auditions are open to all service men and women.

WRAL RECIPE CONTEST
FOURTEEN Washington residents will win a prize April 15 if they enter a favorite cake recipe contest conducted by Ruth Crane, WMAL-AM-TV Washington. Contest is being held in honor of Miss Crane's ninth radio birthday. Recipe that takes the cake will be baked by Louise Hartman, Miss Crane's home economics assistant.

WROL CONTEST FINALS
TALENT hunt, begun last November by WROL Knoxville, Tenn., has drawn close to 12,000 letters from persons requesting auditions as well as listeners voting for their favorite contestants, station reports. Competition went into the quarter finals last week on Country Playhouse, broadcast daily by the station. Winner will be booked on the show for a month as a paid performer.

WMRC RACE PROMOTION
PROMOTED solely through facilities of WMRC Greenville, S. C., Splinter Speedsters Race held in the city March 9 drew 8,000 people. Soap box race for youngsters was engineered by Bob Poole, station personality. Forty boys and one girl entered competition sponsored by local firms.

DEMAND OPENS BRANCHES
TWENTY-two Bartell Drug Stores in Seattle are serving as branch offices of Swap 'n Shop, the want ad column of the air broadcast over KIRO Seattle. Listeners who wish to advertise on the program may bring ads to any chain store where special printed ad blanks may be obtained.

LETTER RESPONSE
PLIGHT of a lonesome G.I. related over WCKY Cincinnati by Dick Williams, Jamboree m.c., resulted in a stack of mail for the soldier in Korea. Friends of the boy wrote Mr. Williams suggesting he mention the situation on the air. Over 200 people responded.

AXES AND HAMMERS
RCA VICTOR, Camden, N. J., is distributing miniature axes and hammers with copy advising "hammer home your sales pitch." Idea is to push company's custom made transcriptions, premium and promotion records and slide film recordings.

Washington's

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Washington's
BLOOD APPEAL DRIVE
Lovett Cites Radio-TV Aid
RADIO-Television's support of the advertising campaign in behalf of the American Red Cross Blood Donor Program was confirmed last week by Robert A. Lovett, Secretary of Defense, when he reported results to the Advertising Council, which has been directing media contributions to the drive since Sept. 10, 1961.

More than 350 network radio and TV programs have carried appeals for blood donations, it was reported, with strong cooperation coming from local stations which have also given "heavy support" to the drive. During the last three months of 1961, radio and TV broadcasts of the blood appeal through commercial network shows accounted for more than 376 million home impressions.

A new series of advertisements is currently in preparation at Ted Bates & Co., volunteer agency which has prepared all advertising materials for the drive without charge.

ADVERTISING and Merchandising Consultant Barbara, Calif. "Institutional Radio Advertising" award was presented to Santa Barbara Mutual Building and Loan Assem. for sponsorship of ABC radio show "Santa Barbara's Town Meeting of the Air" over KTMS Santa Barbara.

March 14 Applications . . .

ACCEPTED FOR FILING

License for CP

KURIY Edmund, Tex.-Application for CP to change power from 250 w to 1 kw over amidtime, change power from D to untl., install DA-AM. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

AM-1420 kc

Arthur Wilkerson Lumber Co., Grovel, Tex.-Application for CF for new AM station on 1560 kc, 250 w. untl., AMENDED to change power from 250 w to 100 w.

AM-1580 kc

WKKY Sarasota, Fla.-CP to change frequency from 1540 kc to 1650 kc, change from D to untl., installation of DA-AM. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

License for CP

WDDB Daytona Beach, Fla.-License for new CP which authorized change of power from D to untl., installation of DA-AM. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

License for CP

KQED Ste. Genevieve, Mo.-License for CP, as mod., which authorized frequency change, power increase, DA-AM. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

WAWZ Zarephath, N. J.-License for CP, as mod., which authorized N power increase, new DA. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

KCLY Clovis, N. M.-License for CP, as mod., which authorized new DA. ANTENNA site change from W to 250 N. 1 W. D. and change trans. location.

Modification of License

WBSK-FM New Bedford, Mass.-Mod. license to change ERP from 20 kw to 20 kw.

WREB-FM Cleveland, Ohio.-Mod. license to change ERP from 11.5 kw to 20 kw.

Modification of CP

WIEP Jennings, La.-Mod. CP, which authorized new AM station, to change operating hours from D to untl., with 500 kw AMRMD to change DA.

WAYS Charlotte, N. C.-Mod. CP, as mod., which authorized power increase, new DA and change in trans. location to make change.

WPDT Portage, Wis.-Mod. CP, which authorized new AM station, to change operating hours from D to untl., with 50 kw AMRMD to change DA.

License Renewal

Following stations request renewal of license:

WGSV Gunthersville, Ala., WCGS Washington, D. C., and WKY-TV Oklahoma City.

Application Returned

WTJN East Point, Ga.-RETURNED application for renewal of license.

March 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WCEN Mount Pleasant, Mich.-License for CP, as mod. and reinstated, which authorized power increases, DA-AM. ANTENNA site change in hours and change in MEOV.

WBUD Morrisville, Pa.-Mod. CP, as mod., which authorized frequency change, power increase, DA-AM. ANTENNA site change in hours and change in MEOV.

WWVA Wheeling, W. Va.-Application for CP to change power from 15,500 kw to 16,000 kw.

WWYA -FM Wheeling, W. Va.-Application for license and authorization to change power from 2 kw to 25 kw.

WWHA-WLTV -TV Aid Flint, Mich.

March 18 Decisions . . .

BY FCC BROADCAST BUREAU

Granted Licenses

WMPA Aberdeen, Miss.-Granted license new AM station: 1290 kc, 500 w. untl.

WAXL -FM Hasletto, Pa.-Granted license new FM station: 91.7 mc (Ch. 222) license.

WINR Blenheim, N. Y.-Granted license covering new installation of DA-AM, new trans. and change location of DA.

WCMU Limpys, Pa.-Granted license covering facilities change, in hours of operation and installation of DA.

WRRB-Hutchinson, Kan.-Granted license covering facilities change.

Changes in hours of operation and installation of DA.

Granted CPs

WJRM -TV Detroit, Mich.-Granted CP to change ERP from 16.5 kw to 8.3 kw aur., to 3.0 kw viss, 1.5 kw aur., change trans. location, type of ant. and make other changes.

WWAY-AM Greensboro, N. C.-Extended completion date to 6-30-62.

WWBN-TV Atlanta, Ga.-Granted mod. CP for extension of completion date to 4-12-62.

KDGJ Fergus Falls, Minn.-Granted mod. CP for extension of completion date to 4-12-62.

WWAY-AM Wheeling, W. Va.-Granted extension of completion date to 5-30-62.

Following granted mod. CPs for extension of completion dates as follows:

WWVQ Logan, W. Va., to 9-12-62.
WOCM Wyandotte, Mich., to 9-12-62.
WFRM-FM New Haven, Conn., to 10-10-62.
KFVS-FM Cape Girardeau, Mo., to 6-25-62.

Granted Request

Mutual Broadcast System, Chicago, Ill.-Granted request for cancellation of foreign program broadcast authorization in Chris and other Canadian Nations; effective Feb. 28.

CORRECTION

In March 11 Actions (B.T. March 17) item relating to WICU corrected by FCC to read:

WICU (TV) Erie, Pa.-Granted STO for extension of completion date in accordance with current CP, except viss. output power of 5 kw and aur. of 2.5 kw for period ending April 24, 1962.

ACTIONS ON MOTIONS

By Commissioner Robert J. Kean
KHTM Houston, Tex.-Granted petition to extend completion date in accordance with current CP, except viss. output power of 5 kw and aur. of 2.5 kw for period ending April 24, 1962.

WGBK Charleston, W. Va.-Granted petition for extension of time to March 50 for reply to exceptions to initial decision re its application and that of Capitol Best, Corp. (WCAW), Charleston, W. Va.

WBIN Clearwater, Fla.-Granted petition to amend its application to request changes in location of station from Glenwood to St. Petersburg, Fla., and to specify new frequency in lieu of present request to specify new frequency which is better at St. Peter-

burg as location of WPIN: application as amended, to file and answer exceptions and hearing and to return to processing line in accordance with filing date of original application.

By Hearing Examiner Elmer C. Smith
WBOC Charlotte, N. C.-Ordered that record in proceeding be closed.

By Hearing Examiner Leo Bennett West Springfield, Calif.-Granted petition for extension of time to

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121, Vermont Ave., Wash. 5, D. C.

Sterling 3626

TOWERS

AM, FM, TV - Radio Antenna Installs

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineers on duty all night every night

JACKSON 5302

P. O. Box 7037

Kansas City, Mo.

DAVID & BARBEE

TELEVISION PROJECT CONSULTANTS

STATION PLANNING AND OVER ALL GUIDANCE

P.O. BOX 994

NEW YORK, N. Y.
Help Wanted

Salesman

2V-AM time salesman: Medium size, mid-western market. Compensation, opportunities, etc. to stimulus. Prefer young man with good sales ability and city basis. Excellent salary. Box 569M, BROADCASTING • TELECASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary $700 per month. Apply Box 560M, BROADCASTING • TELECASTING.

Salesman—New station in unscathed territory for career salesman and salesmen. Length of experience second only to ability. Must be familiar with sales. Box 563M, BROADCASTING • TELECASTING.

Salesman with first class license. Good voice. Experience necessary. Salary $800 per month. Full details. Box 559M, BROADCASTING • TELECASTING.

Salesman—Exceptional opportunity for man familiar with city, county, state and out of state sales, copy and account service. Salary or salary and commission. Full application or personal interview. Immediate opening. KEILN, Carson City, Colorado.

Albuquerque is open for a good salesman. Unlimited opportunity. Desirable location. Beautiful climate. Chance for growth. Opportunity to take over present business and make it your own. Must be able to sell ideas and time. Strong voice, neat, clean appearance, good health and public relations. No experience necessary. $750 per month. Box 565M, BROADCASTING • TELECASTING.

Salesman—One who is capable of selling. We have a small but growing station. Must be able to sell ideas and time. Strong voice, neat, clean appearance, good health and public relations. No experience necessary. $750 per month. Box 565M, BROADCASTING • TELECASTING.

Two announcers. Only those sending complete information need be considered. KSCB, Liberal, Kansas.

Immediate opening for experienced announcer who is able to radio and TV. Must also be able to write and produce in any TV programming. Will also do news. Apply Box 565M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. Must have 500 watt license. Excellent salary. Apply Box 566M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for east Texas station. Must have five full years experience radio and TV. Excellent opportunity. Apply Box 566M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for network affiliated, highest rated small city on east coast. Must have experience in network time sales. Excellent salary. Apply WACR, Wilmot, Maryland.

Wanted, young college man to procure, write and announce local news plus station identification on station's peak. apartment opportunities. Apply WACA, Camden, S. C.

Radio announcer, preferably with 1st class license. WHRF, Oregon.

Kilowatt daytime station needs experienced announcer that's good on news and commercials. Salary depends on ability and experience. Write WDMX, Springfield, Tenn.

Need immediately, a combination engineer-announcer-engineer for network affiliated, highest rated small city on east coast. Must be capable of announcing and performing. Excellent salary. Apply WACA, Camden, S. C.

Immediate opening for experienced announcer-engineer-engineer for network affiliated, highest rated small city on east coast. Must be capable of announcing and performing. Excellent salary. Apply WACA, Camden, S. C.

First class engineer. No experience necessary. WHBF, Davenport, Iowa.


Immediate opening for engineer with first class license. WCNJ, Jersey City, New Jersey.

Combination announcer-engineer for progressive, mid-western city. Excellent salaries. Excellent advancement opportunities. WFRF, Verdigris, N. C.

Announcer-engineer. Excellent opportunity. Starting salary $175.00. Telephonic writing and announcing experience. Station WSIN, Charleston, S. C.

Technical

First class engineer. No experience required. Virginia network station. Box 236, BROADCASTING • TELECASTING.

Immediate opportunity for first phone engineer. All NTC-ABC Stations in Michigan, 40-hour, 3-day week, with overtime possibly. Send references and complete infor- mation. No replies. We will contact those we are interested in. Box 596M, BROADCASTING • TELECASTING.

First phone operator, no announcing. Experience not required. Starting salary $50.00. Telephonic writing and announcing. Box 596M, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of midwest 5 kw directional. Excellent opportunity for engineer with first class license and experience. Full salary for full time. Send complete information. Box 596M, BROADCASTING • TELECASTING.

First class engineer wanted by 1000 watt AM independent near Chicago. 40-hour week. Good salary and complete infor- mation. Personal interview necessary. Box 577M, BROADCASTING • TELECASTING.

Engineer for 5 kw network in south. Must be experienced control operation and maintenance. $80 for 5-day forty hour week. Send full information first letter with photograph and sample of handwriting. Box 597M, BROADCASTING • TELECASTING.

Engineer—First ticket. Experience not necessary. Box 594M, BROADCASTING • TELECASTING.

Licensed engineers—With and without experience. Apply Lobdell Associates, Box 598M, BROADCASTING • TELECASTING.

General


Production-Programming, Others

Production director for 1000 watt讯音station in northeastern part of state. Must be capable of establishing and producing a quality program for a progressive station. Salary to be determined by qualifications and experience. Send complete resume. KUSD, Vermillion, S. Dakota.

Production-Programming, Others

Help Wanted (Contd)
Situations Wanted

Managerial

General manager, available, 18 years experience, sober family man, top record will invoice. Box 5245M, BROADCASTING • TELECASTING.

Thoroughly experienced all phases AM- FM. Presently in charge of entire operations on our new station. Desire opportunity to help build and take over a station. Can show many time and money saved by proven methods. Box 491M, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Thoroughly experienced in selling and programming. Best of reference. Box 54455, BROADCASTING • TELE.

Manager, proven record, long experience all phases; only interested in rea.

Available, a manager with experience: Air traffic controller, city manager, station owner, builder. Man, age 42 years, with exceptional background and experience. Located near Chicago. Wire collect: Al Gale, 222 South Isle Bluff, Palatine, Ill.

Situations Wanted

Salesmen

Midwest—Sales and sales promotion man in energetic thirties wants full-time sales challenge. No travel. Radio copy and visual layout experience. Knows retailing, packaging and merchandise experience. For personal brief contact Box 5255M, BROADCASTING • TELECASTING.

Fifteen years newspaper, radio, proven selling ability, university, sales experience. Located near Des Moines. Box 5315M, BROADCASTING • TELECASTING.

Announcers

Sportscaster, baseball. Box 5155M, BROADCASTING • TELE.

Sportscaster, staff—Top grade, play-by-play all sports, news, newscast, etc. Prefer Chicago or St. Louis area. Box 5065M, BROADCASTING • TELECASTING.

Technical

Chief engineer seeks position with engineering ability and willing to pay for same. 17 years experience. Box 5075M, BROADCASTING • TELECASTING.

Combination man.plenty experience, including chief. Permanent Arkansas station. Needs western location. Box 5085M, BROADCASTING • TELECASTING.

Desire staff position in midwest or southern station. Good DJ, newsman, and on interviews. Can write. Box 5095M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience a must. Position to be built up from zero. If you're a radio or newspaper salesman, build up three salesmen yourself. If you like TV and have enough imagination you can sell TV. Character and reference your must. Contact our staff. If interested please give complete history and indicate your sales experience. Every detail is important to us. Must be in good health; wants to work with us and become a citizen of rapidly growing city. Excellent climate, schools, churches, culture. Come for a vacation, stay for a week and commission. We want our second and third salesmen by July 1. Send small photo. Box 5225M, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General manager, available, 18 years experience, sober family man, top record will invoice. Box 5245M, BROADCASTING • TELECASTING.

Thoroughly experienced all phases AM-FM. Presently with major network station. Desire opportunity to help build and take over a station. Can show many time and money saved by proven methods. Box 491M, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Thoroughly experienced in selling and programming. Best of reference. Box 54455, BROADCASTING • TELE.

Manager, proven record, long experience all phases; only interested in sales opportunities. Box 5255M, BROADCASTING • TELECASTING.

Situations Wanted

Salesmen

Midwest—Sales and sales promotion man in energetic thirties wants full-time sales challenge. No travel. Radio copy and visual layout experience. Knows retailing, packaging and merchandise experience. For personal brief contact Box 5255M, BROADCASTING • TELECASTING.

Fifteen years newspaper, radio, proven selling ability, university, sales experience. Located near Des Moines. Box 5315M, BROADCASTING • TELECASTING.

Announcers

Sportscaster, baseball. Box 5155M, BROADCASTING • TELE.

Sportscaster, staff—Top grade, play-by-play all sports, news, newscast, etc. Prefer Chicago or St. Louis area. Box 5065M, BROADCASTING • TELECASTING.

Technical

Chief engineer seeks position with engineering ability and willing to pay for same. 17 years experience. Box 5075M, BROADCASTING • TELECASTING.

Combination man.plenty experience, including chief. Permanent Arkansas station. Needs western location. Box 5085M, BROADCASTING • TELECASTING.

Desire staff position in midwest or southern station. Good DJ, newsman, and on interviews. Can write. Box 5095M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience a must. Position to be built up from zero. If you're a radio or newspaper salesman, build up three salesmen yourself. If you like TV and have enough imagination you can sell TV. Character and reference your must. Contact our staff. If interested please give complete history and indicate your sales experience. Every detail is important to us. Must be in good health; wants to work with us and become a citizen of rapidly growing city. Excellent climate, schools, churches, culture. Come for a vacation, stay for a week and commission. We want our second and third salesmen by July 1. Send small photo. Box 5225M, BROADCASTING • TELECASTING.

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**RELIGIOUS PROGRAMMING POPULAR**

**WKY-AM-TV Devotional Shows Prove Merits**

APPEARING on panel during a Your Bible telecast are (1 to r) Rabbi Israel Chodosh, Mayr. J. M. Conner, Rev. G. Raymond Campbell, Rev. Horace Casey and Rev. Ken Abernathy.

**TWO NEW religious programs have evolved enthusiastic response and have proven to WKY-AM-TV Oklahoma City that such programming need not be limited to sermons, hymns and scripture readings.**

Entertaining as well as inspirational, the new shows are Pastor's Bible Quiz, aired 8:30 p.m. Friday over WKY, and Your Bible, presented on WKY-TV at 5:30 p.m. Sunday.

Panels for the shows are composed of lay leaders and representatives of the three major faiths. Queries are submitted by the audience.

From listeners’ and viewers’ letters more than 200 a week—WKY officials deduce that a good portion of the shows’ popularity may be traced to the audience reaction that they are not being lectured.

Approval stems also from the fact that each show is actually planned with the audience whose chairman and questions as guideposts. Even criticism of the shows has for the most part been gratifying, the general complaint being that the half-hour shows are too brief.

Much enthusiasm has been exhibited also for the WKY-TV sign-on program, The Pastor’s Study, new in Informal Devotional Period. This show is conducted by the Rev. T. Williams, Oklahoma City minister. A large segment of viewers feel that watching this show “is an ideal way to begin the day.”

As The Singing Pastor, the Rev. Williams also presents a series of daily broadcasts and a weekly telecast, which, unlike other religious programs carried by the stations, are sponsored.

The Singing Pastor telecast follows Your Bible. Many viewers feel that the two programs “make an excellent preparation for evening church services.”

In addition, Sunday morning church services are carried over both stations. NRC-TV’s Frontiers of Faith and CBS-TV’s Lamp Unto My Feet also are telecast by WKY-TV.

**Radio Pioneers**

OFFICIAL ballots for the election of officers of Radio Pioneers for 1952 were mailed to members last week by the organization’s nominating committee. President is William S. Hodges, NBC vice president. As no competitive nominations were made, the following nominees presumably will be elected in the mail voting, which concludes April 2: J. R. Poppele, WOR New York, president; Paul W. Morency, W37C Hartford, first vice president; Arthur B. Church, vice president; Martin Campbell, WFAA Dallas, vice president; Raymon Guy, NBC, vice president; O. H. Caldwell, Caldwell-Clements, vice president; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

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**An Invitation . . . . . . . . . . . to meet our general manager at the NAB Convention (or elsewhere)**

**WITHIN two years, this man tripled the market value of our station . . . nearly doubled its gross . . . vastly increased its audience . . . expanded its selling area . . . enabled us now to sell our station at a profit after coming out of the red and into solid black. He has proved himself beyond question as to ability, drive, stability and integrity. Built on a varied background of nearly 12 years in several phases of this business.**

We think he would make a valuable man as general manager . . . sales manager . . . or key executive in an organization with room to grow or one that wants to hold its leadership. Arrange for interview at NAB convention or elsewhere. Replies confidential. He is currently director of sales of company, Box 608M, BROADCASTING TELECASTING.
Docket Actions

DECISION AND ORDER

In February, Consol., a CBB Co., FCC granted CP for Class B stations at 1340 kc, 8 kw and antenna height above aver-
ground of 1550 ft. for new AM station at 911,000 k. A grant-
petition to withdraw exceptions filed by WGAJ, Hannibal, Mo.,
this proceeding and adopted same. Insofar as it concerns WGAJ
applications, as filed on February 13, 1951.

PUBLIC OPINION

Baton Rouge, La.—KJAN-Best Co., F. is granted permission by KJAN for further hearing and reconsideration of

FCC action on applications filed by KJAN. ROUNDPAC, Date 1951). This deci-
sion, denial of application for KJAN for new AM station and approve for FM
on 1010 kc, 25 kw and antenna height above aver-
ground of 250 ft; and simultaneously granted applic-
ation of All. permitted to file in change frequency and power of WLCB Baton Rouge, La., 1490 kc and 1200 ft to 910 kc, 1 kw, fulltime; conditions.

Non-Docket Actions

AM GRANTS

Redmond Best Co., Redmond, Ore.—Granted CP to change antenna from 350 ft to 400 ft, fulltime. Estimated construction cost $1,880.

Designated for Hearing

Vanango Bearts, Franklin, Pa., and O. is granted permission by O. for new AM station and change frequency from 500 kc to 620 kc and Rennekamp, both requesting new sta-
tions.

Transfer

Jerrell A. Shephard, Jefferson City, Mo. is granted permission by KMWW Inc., Columbia, Mo. for new AM station and change frequency from 1500 kc, 1 kw, fulltime to 1560 kc, 1 kw, fulltime.

Designated for Hearing

Grants of license to C. R. and S. Co. for new AM station at 930 kc, 5 kw, fulltime with conditions.

FM GRANTS

Florence C. Sundine, Bp. Co., Florence, Ala.—Granted $9.3 mc (Ch. 522), ERP 250 w., antenna, estimated construction cost $2,650, first year oper-
tional cost $1,600, with 5 kw, fulltime; conditions.

KJAN-Best Co., Redmond, Ore.—Granted to KJAN, Bp. Co., license to change frequency from 1340 kc to 1320 kc and 8 kw and antenna height above aver-
ground of 1550 ft, conditions.

KJAN-Best Co., Redmond, Ore.—Granted to KJAN-Best Co., for new AM station at 911,000 k.

KJAN-Best Co., Redmond, Ore.—Granted to KJAN-Best Co., for new AM station at 911,000 k.

FM GRANTS

KMO Tacoma, Wash.—Granted as-

signment of license from Pacific of

Wash., Inc. to KMO Inc., Tacoma, Wash.

KXQ Alexandria, La.—Granted as-

signment of license to KXQ Inc. for FM

station at Alexandria, La. Estimated con-

struction cost $54,000.

WRC Racine, Wis.—Granted assign-

ment of license to Racine-Wisc. Inc. for

FM station at Racine, Wis. Estimated con-

struction cost $3,000.

Transfer

KXQ Alexandria, La.—Granted tran-

fer of license from KXQ Inc. to WRC Inc. for

FM station at Alexandria, La. Estimated con-

struction cost $3,000.

KXQ Alexandria, La.—Granted tras-

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Radio No Sitting Duck

(Continued from page 28)

the whole media evaluation problem on the line last week as they showed results of a just-completed study. This study shows what advertisers, agencies and media want to know about their industry.

Speaking at a session billed as "Advertising White Hope," Fred Manchee, executive vice president of BBDO, and Henry Schachte, director of advertising, Borden Co., told what the foundation plans to do in its effort to step up advertising's effectiveness.

Mr. Manchee, as chairman of the ARF project committee, told about the group's findings.

Basic in all research, Mr. Manchee said, is "validation." Otherwise the data will not be accepted as reliable and unbiased, he pointed out in announcing results of the ARF survey.

Now, he said, ARF has enough subscribers to go ahead. The projects committee reached first decisions just a few days ago, deciding to ask the ARF board to consider four projects—two of them long-range and two short-range.

Projects to Study

First the committee wants ARF to study "accurate measurement of magazine ad readership," in line with the historic lack of facts on how many people actually read individual publications advertising.

Second major project recommended by the committee is a "study of radio-television ratings services." ARF definitely would not go into the radio-TV ratings business, Mr. Manchee said, since this is illegal. Rather it would try to get the answers to the industry's constant questions about present radio-TV methods and techniques, without attempting to prove that there is one best service.

"We feel," Mr. Manchee said, advertisers would be better able "to interpret the data we are now getting and, in addition, might possibly lead to improvement of some of the techniques presently being employed."

Recalling the report prepared last year by the special test survey committee in which a field test of broadcast research techniques was advocated, Mr. Manchee said the ARF project promises to take the matter "out of the conversation and into the research.

The special test committee had been set up following an advertisement inserted in BROADCASTING • TELECASTING by Stanley G. Breyer, KBX Los Angeles. The ad pointed to the confusion in broadcast research and proposed pitting respective techniques against each other. The report was made last year by Dr. D. Kenyon H. Baker as committee chairman.

One of the most serious problems facing those who control advertising purse-strings, Mr. Manchee said, is the rising cost of television. Describing TV as "a great advertising medium," he asked "how great" in the light of its cost. He contended research has an obligation to the industry to do its part in helping get the answer. "Work has been done in this area," he added, "but perhaps there is need for a objective study under ARF auspices?"

Mr. Manchee called for support of the ARF project, explaining that 122 subscribers have paid $125,000 to start it rolling. This sum will be used for nine agencies, $51,400; 45 advertisers, $41,300; 20 media members, $17,400; and American Assn. of Advertising Agencies, $7,500 each. CBS is the only radio member.

As new members come in, he promised, new research studies will be undertaken. "The foundation can be our most important single vehicle for the improvement of advertising," he declared. Its primary objective is to make advertising dollars "work harder, and then harder.

"ARF's new figures on what its subscribers want projects in this order: Media, agencies and advertisers mention research techniques first in importance; magazine evaluation second; advertising craftsmanship third, and economic-market data fourth."

"Breaking down the findings by rating on specific items, he said 75% want accurate measurement of magazine ad readership; 65% want a study of radio-TV ratings services; 62% want magazine audience characteristic evaluation study; 55% are concerned about the effect of TV on magazine and/or newspaper reading; 54% they are interested in recognition technique; 50% want a manual on copy testing and research methods. These were the principal projects desired by members."

Besides the magazine readership and radio-TV research studies which are major projects, the ARF committee has also recommended two short-range projects—analytical tabulation of findings from continuing studies and a study of advertising expenditures related to sales and national income. Subcommittees are drafting objectives for all four of the immediate projects.

The ARF committee survey of wanted projects showed that agencies want the radio-TV ratings project most. They have rated the study of TV's effect on magazine and/or newspaper reading seventh. Media, on the other hand, are most anxious for the TV impact study in relation to magazine and newspaper reading, media ranked the radio-TV ratings study fifth. Advertisers want TV's impact study most, followed by magazine audience characteristics, recognition technique, radio-TV ratings, and TV impact on magazines and newspapers.

Chairman of ARF is B. B. Geyer, of Geyer, Newell & Ganger. Vice chairman is Mr. Schachte. Arno Johnson, J. Walter Thompson Co., is chairman of the ARF technical committee. A. W. Lehman is ARF managing director.

Story of 'White King'

In a discussion of ways to make sales of first ad "the giants," Robert C. Temple, executive vice president of Raymond R. Morgan Co., Los Angeles, told the story of White King Soap, a West Coast product that has gained tremendous acceptance against the competition of large numbers of other soap products and detergents by concentrating on radio.

Starting 13 years ago, the Morgan agency entered radio with the Frank Hemingway news program, blanketing 11 western states.

"People don't listen to networks but they keep bone and we can reach them," Mr. Temple said. With its small budget, he added, White King sells one out of every six or seven packages of soaps and detergents in its area. The agency does not use a great deal of newspaper space for White King, he added.

In his address to the radio-TV session Friday afternoon, Mr. Fellows challenged those who fear for radio's future, suggesting it actually is underpriced. "This much at least seems to be evident," he said, "confirmed by all of the acceptable studies which have been made, by the manufacturers who know the set distribution picture, and from the testimony of radio broadcasters who are enjoying one of their greatest first quarters in the industry's history—that the best is yet to come for radio by any manner of means."

Many TV stations are owned by veteran radio broadcasters, he pointed out, who neglected their radio "in TV's earlier years, only to find them in the position of the Australian bushman "who has a new boomerang, only to find it will not throw the old one away."

"PROJECTS—Television will expand gradually with optimum facilities for all parts of the nation at least five years away, perhaps farther, Mr. Fellows projected. Getting down to particulars, he took the following forays into TV's future:

TIME CHARGES—They'll go up as the medium becomes more valuable with better sets and viewer participation and as progress is made in selling even more merchandise through TV; cost-per-viewer will go down as the medium grows.

ADVERTISERS ROLE—Sales beget production but advertising begets sales. The advertiser will supervise television because TV will do its share of supporting business.

THE PRICE—The price of talent will always be high for extravaganzas productions but will come down because TV will produce new sales deals and hit the broadway of video, and because TV broadcasters, agencies and advertisers will find new ways to produce effective lower-cost programming.

OTHER MEDIA—"In the history of the world no medium that has captured the interest and imagination of the people has failed as an industry."

PROGRAMMING—TV will contribute to making better men and women of our children by spreading knowledge and culture. TV broadcasters are keenly aware of their programming obligations and there is no danger that our children will "grow up to be gangsters."

In his address to the radio advertising session, he declared it can't be overpriced "if one can read any significance into the fact that hundreds of advertisers are standing in line to get to this medium."

That thought inspired his rhetorical question, "I wonder if it could mean that radio is underpriced?"

"The giants," Mr. Fellows, among a leading radio and television advertiser, is
TELEVISION has had a measurable impact on the amount of time people spend reading magazines and newspapers but it will in no sense eliminate them as basic media, William E. Steers, vice-president and secretary of Doherty, Clifford & Shenfeld, told the Assn. of National Advertisers convention in Hot Springs, Va., meeting last week. (See main ANA story page 23).

TV is not forcing newspapers and magazines into bankruptcy and there is no real evidence that total circulations of print media have suffered, according to Mr. Steers, who offered a roundup of research on the subject of TV's impact.

Conceding available material is not as clear or complete as needed, he said the data suggests newstand circulation is off in TV areas to a greater degree than in other areas. The extent of the drop varies with the publication and with the periods being compared.

"I would like to assure space readers of this magazine that I am not going to recklessly cancel out magazines and newspapers the instant they show some signs of being influenced by television," Mr. Steers said. "This is not the new order in which the degree of immunity from TV becomes an absolute by which we select or reject media."

Citing specific studies, Mr. Steers said a survey in Chicago in January 1951 showed a 6% loss in "percent reading yesterday" for newspapers in TV homes, and 9% loss in minutes spent reading newspapers, compared to non-TV homes; for magazines 15% loss in "percentage reading yesterday" and 32% drop in minutes spent reading magazines. TV owners read 20% less time reading magazines, with no difference in time for newspapers.

He referred to a BBDO study in November 1950, showing less than 10% reduction in newspaper reading, and a little under 30% for magazines. Sunday newspapers were down 9% and Sunday comics showed a 19% gain in time spent with comics. Samples were not matched, he said.

American Research Bureau figures showed newspapers with a 3% loss in percent reading, with 15% loss in minutes per reader. Magazines suffered an 11% loss in percent reading and 14% loss in minutes spent, with newspapers again affected less than magazines.

A Puck survey (BWT, March 17) showed 5% greater readership of newspapers by TV respondents, while newspaper-reading TV owners spent 14% less time with their papers than those not having a TV set. Magazines showed little loss in this study, with Sunday newspapers of the average family. The TV effect was about 10% less time with newspapers than non-owners; magazine reading is down about 10%. All TV owners spend about 15-20% less time reading than non-owners, and when this is related to exposure and reading time the net effect is about 25% fewer reading minutes per week in all TV homes contrasted to non-TV homes.

Study Non-TV Cities Now

Sunday newspapers, too, are down about 10% in reading minutes, he explained.

Mr. Steers said surveys should be made in such non-TV cities as Denver for use after the TV freeze ends.

Taking the NBC study as analyzed by Tom Coffin, of NBC research, Mr. Steers said the time spent on TV, radio, newspapers and magazines, "is about the same regardless of how long the set has been owned." He cited the analysis finding that among high come TV owners, time spent watching the set is about the same regardless of how long they own a set. The sample applies to radio, he said, but older set owners spent more time with newspapers and magazines than recent purchasers. In the case of low-income TV owners, people for whom a TV cost longer spent more time with both radio and TV; magazine activity was about the same; less time was spent on newspapers by those who had bought their set earlier.

TV is getting its audience from many sources, and not exclusively from radio, Mr. Steers said, suggesting other media, movies, visits and other activities. He said the present group of non-owners of TV sets may show a completely different pattern.

TV will mainly hit media habits which had little intrinsic strength, he concluded.
INDIANA GROUP ELECTS RICHARDSON PRESIDENT

O. E. RICHARDSON, president of WASK Lafayette, elected president of Indiana Broadcasters Assn. at group’s Friday meeting in Indianapolis. Dan Park, WIRE Indianapolis, retiring president, is secretary-treasurer. Other officers: Dee O. Roe, WWCA Gary, vice president for radio; Harry Bitner, WFBM-TV Indianapolis, vice president for FM and TV; Edward Thomas, WKJG Ft. Wayne, assistant secretary, and Joe Higgins, WTHI Terre Haute, assistant treasurer.

Board members in addition to officers are W. F. Craig, WLVC Muncie; E. M. Jackson, WCNB Connersville; Ed Ogborne, WCTW (FM) Indianapolis; Dick Fairbanks, WIBC Indianapolis; and William Spencer, WISH Indianapolis.

Next IBA meeting is scheduled for May.

WBWW JOINS ABC

WBWW YOUNGSTOWN, Ohio, to become ABC radio affiliate May 1, network announced Friday. Owned and operated by Mahoning Valley Broadcasting Corp., WBWW operates on 1520 kc, 10 kw, John Cherpanski is president; Gene Trace, vice president and general manager, and Tony Ross, secretary-treasurer and program director. WFMJ Youngstown, formerly affiliated with both ABC and NBC, to become NBC only.

CLIPP TESTIFIES AT ABC-UPT HEARING

BENEFITS accruing to ABC affiliates if ABC-UPN merger is approved were related by Roger W. Clipp, WFIL Philadelphia and member of ABC Stations Advisory Committee, at Friday’s FCC hearing on the ABC-UPT merger (also see earlier story, page 61). He submitted resolution approved by SAC endorsing merger, pointing up better programs and competitive position it would give ABC.

Also in witness chair Friday were Robert M. Weltman, UPT vice president in charge of southern theatres, who will be programming and talent vice president in merged American Broadcasting-Paramount Theatres Inc.; and Edward H. Lytle, UPT vice president in charge of northern theatres, who also will be a vice president of merged company.

Cross examination of ABC and UPT witnesses on merger issues will begin today (Monday) by FCC Counsel Frederick W. Ford.

Johnson Backs FCC Funds

(Continued from page 5)

propositions subcommittee that it give FCC funds it needs to process TV applications (see early budget story, page 29).

What is needed, according to Senator who spoke in closed session were “new“ to handle application processing when freeze ends. Some 15 states now are without TV, he noted. Teams of processors must include at least hearing examiner, accountant, engineer, secretary, legal help and an troop personnel, Sen. Johnson said, pointing out that FCC now has only seven examiners.

Sen. Johnson limited his testimony to FCC’s TV problem only. Also appearing was Harada Prati, Telecommunications Advisor to President, for IRC, and all FCC Commissioners except Robert F. Jones.

P&G NEGOTIATIONS

PROCTOR & GAMBLE, Cincinnati, still in negotiation Friday on renewal plans for five shows on CBS Radio: "Beulah, Tide Show" and "Luke and Laura," for which it has been seeking lower time costs. Despite reports circulating to contrary, it had not cancelled or moved programs to another network. Final decision expected shortly.

WORCESTER DISTRICT 3

WILLARD C. WORCESTER, vice president and general manager of WIRE Indianapolis, elected radio representative of District 3 on NBC Board Planning and Advisory Committee, network announced Friday. Mr. Worcester elected by runoff vote, results of other district elections having been announced last week (8‡T, March 17). District 3 consists of Michigan, Illinois, Kentucky, Indiana and Western Pennsylvania.

POLICY ON CBC PROGRAMS

OFFICIAL announcement Canadian Broadcasting Corp.’s policy on sponsored TV programs to start in August to be made April 30 by A. D. Dunton, CBC chairman, at annual meeting of Canadian Advertisers. Unofficially understood CBC will devote 50-60% of its two stations to sponsored evening on CBC-TV Toronto, CBC-TV Montreal to sponsored programs. All shows to be produced by CBC, with full control of sponsored shows.

Business Briefly

(Continued from page 8) - summer campaign. Firm usually uses about 30 markets starting around April 18.

SINGER SCHEDULE ● Singer Sewing Machine Co., through Young & Rubicam, N.Y., considering radio schedule starting April 1 for 26 weeks with stations understood to be recommended by local Singer dealers, mostly in South.

TV Boosted Budweiser Sales, ANA Told

TELEVISION “has definitely helped Anheuser-Busch achieve large increases in Budweiser beer sales at relatively low cost,” R. E. Krings, director of advertising, told Broadcasting Telecasting Friday. Interviewed on closing day of Assn. of National Advertisers convention at Hot Springs, Va. (see stories, pages 22, 93) he described TV’s results this way:

Substantial increase in 1960 sales over 1949, with increase in TV areas almost doubled non-TV areas.

Increase in 1961 sales over 1950 three times as great as TV as in non-TV areas.

Sales in first two months of 1962 were 22% ahead of same period in 1961.

Thinking behind program, featuring Ken Murray on CBS-TV, is “to impel people to Budweiser, to pre-sell them,” Mr. Krings said. As to cost of series, he said bill is $25,000 per week of which $2,000 is for talent and $30,000 for time. However, he explained, program reaches 4,500,000 TV homes with average of 3.3 viewers, or 14,500,000 persons. This represents cost of $4.46 per thousand 4½% per view.

Elaborating on sales impact, he said in some TV markets there has been no increase and there, too, are cases where sales in non-TV markets increased more than those in TV markets. Promotion is not heavy since program is expected to carry itself. Main support consists of TV copy in other media and banners on 1700 Budweiser delivery trucks.

Discussing effect of program, he said Ken Murray has “worn well”; variety format has something to please almost anyone. Nelson Case is considered best salesman in field and finally, “our Clydesdale horses opening and closing the show bring almost fantastic quantities of fan mail.”

Mr. Krings spoke off-record at ANA Friday afternoon radio-television meeting, following NARTB President Harold E. Fellows. Budweiser agency is D’Arcy Adv., St. Louis.
“Old Rough and Ready” learned fast

Zachary Taylor, 12th President of the United States, was a political novice when he moved into the White House. But “Old Rough and Ready,” Virginia born and bred, wasn’t long in learning. In short order the hero of the Mexican War, by diligent study, was master of his new assignment.

In 1944 WMBG proclaimed its faith in television with a full page newspaper advertisement, an unparalleled action.

On April 15, 1948 WMBG’s sister station, WTVR, became the South’s first television outlet. Now almost four years old, WTVR is one of the real granddaddies of commercial television. And like Zachary Taylor, its owners have learned fast how to put it to good use for viewers and sponsors alike.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia’s first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
Move more merchandise in Northern Ohio...

Six sure-fire selling forces now combine to move merchandise for advertisers using the effective, new WGAR MerCHAINdising Plan.

1. Powerful 50,000-watt WGAR tells and sells more than four million listeners...
2. Two leading national grocery chains swing into action...
3. Exclusive point-of-purchase displays go up for one full week in 197 stores...
4. WGAR personalities appear at sales meetings and store promotions...
5. Product stories, pictures and news of sponsor activities are featured in WGAR's widely circulated merchandising publication...
6. WGAR promotes the plan continuously through “on-the-air” and newspaper publicity

Ask today for the WGAR MerCHAINdising Plan booklet that tells the complete story of six selling factors in one sales-building program that really moves merchandise!