Are you a tight wad?

A tight wad with your client's money, we mean. Do you make every penny count when you buy radio time? Well, in Baltimore, the station for you is WITH!

Because WITH's rates are low—and WITH's audience is big, big and responsive. Even SMALL appropriations do a BIG job for you on WITH.

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!

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJEO & COMPANY
Woodrow Wilson served mankind

Thomas Woodrow Wilson, distinguished Virginian and 28th president of the United States, was a practical idealist. After leading the nation through the grueling years of World War 1 he fought tooth and nail to build the League of Nations as a worldwide Gibraltar of democracy.

His age predated commercial broadcasting by a few scant years. But we suspect that had radio and television been available he would have used them to the full. The persuasiveness of voice broadcasting, the remarkable ability of radio and TV to be of service, would have meant a great deal to Woodrow Wilson.

Havens & Martin Stations broadcast in the Wilson tradition -- they broadcast to serve.

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
Socko!

...They SELL!...they knock inventories down to size

Every Edward Lamb Enterprise is geared to produce sales for its advertisers. Lamb Stations move the goods and cut down inventories and this spells Profit for our Sponsors. Getting distribution and quick retail sales for advertisers entering the market is a primary obligation of an effective medium!

First Prize in the 1951 Colgate-Palmolive-Peet Merchandising Contest was granted to “Ted” Lamb’s famous WICU-TV Station, Erie, Pa. WICU has now increased its power more than 1,000% and becomes one of the most powerful TV stations in the world!

The proven ability, facilities, experience ... and enthusiasm ... in delivering to advertisers the utmost in merchandising cooperation is the earmark of an Edward Lamb Station.

Ask our representatives for full information.

EDWARD LAMB ENTERPRISES, INCORPORATED

Representatives

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

WHOO—Orlando, Fla.—John E. Pearson Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WIKK—Erie, Pa.—H-R Co.

Full Future Is Foreseen For Industry Area of City

Reserve Bank Points To $500,000,000 Expansion Since War as Proof Of Prophecy; Construction Of Homes, Plants Cited

The Wilmington industrial area is "bursting at the seams" with activity, and is "vibrant with expansion," the Federal Reserve Bank of Philadelphia said today.

In a survey of Wilmington by its monthly Business Review, the Federal Reserve Bank prophesied that "Wilmington is in midstream between a proud past and a full future."

More than $500,000,000 has been spent in the city since World War II on new plants, commercial buildings, hospitals, schools, churches, and private homes, the article pointed out.

Many Plants Expanding

A number of leading concerns in the "chemical capital of the world" are expanding their plant capacities, the bank noted in its report, naming the DuPont Company, Allied Chemical and Dye, Hercules Powder, Atlas Powder, Claymont Steel, Ethyl Corporation, Continental Diamond Fibre, Pyrites Company and National Vulcanized Fibre.

The article stated that the Wilmington Chamber of Commerce had in its active files approximately 400 industrial prospects which are seeking refuge from higher-taxing neighboring states.

Leads in Chemists

The article states that Wilmington probably has more chemists per mile than any other...
CLOSED CIRCUIT

"S NOW definite that British Broadcasting Corp., sorely in need of funds, is going to sell time, boost radio, and TV. Approach, to be made gingerly at start, probably will constitute watered-down spots. Emissaries in U.S., it's learned authoritatively, already observing our techniques and commercials will be smuggled to public innocuously at first. Eventual plan, it's said, is to make BBC self-sustaining which would mean transition from "British system of state monopoly" to modified American plan being used in Canada and other dominions.

ANY CONFUSION regarding meaning of FCC's oft-quoted waiting period, following issuance of final TV report, is clarified by explanation from FCC sources: Waiting period was meant to mean that for a period of time (now believed to be 90 days) no action will be taken by Commission, which would discriminate in favor of pending applicants. There was no thought of making end of that period a cutoff date. It will be recalled that Commission in March 1951, "Third Report" asked that applications be withheld until after final decision was declared, and that "reasonable period of time" would be provided for the filing of new applications and revisions of pending ones.

BIGGEST change in temperament of broadcasters at NARTB, it was generally noted, was that they had "gotten over their TV scare." In contrast to 1951 convention, broadcasters, instead of denouncing and fearing TV "ogre," generally sought information on when and how they could enter video field.

ASSOCIATED PRESS television news service will be announced soon. Many stations have signified their interest on basis of plans discussed privately at NARTB convention.

NBC AFFILIATES besieged network representatives at NARTB sessions in Chicago last week over failure of network to carry President Truman's sensational Jackson Day "I shall not be a candidate for re-election" speech. Network didn't pick up speech because it was classified as political and contrary to its policy in an election year. CBS, on other hand, picked it up and scooped the world, though other networks had it minutes after closing of sensational address.

THOUGH he feels he should give up chairmanship of Affiliates in 30-60 days to concentrate on operation of WTIC Hartford (story page 29), Paul W. Morency is agreeing to serve on til Radio Affiliates by-laws and constitution are prepared, system for perpetuating committee is devised, and new chairman is picked. Some members of committee have asked to be relieved, due to pressures of station operation, but most are agreed on serving for another year.

BOTH NBC and CBS found themselves confronted with clearance problems during NARTB convention. NBC met resistance from

BANNISTER IS V.P.; HEADS STATION RELATIONS

ELECTION of Harry Bannister as NBC vice president to head station relations department was announced by NBC President Joseph H. McConnell following meeting here Friday. Move had been expected since March 12 announcement that Mr. Bannister, colorful radio figure identified with WWJ Detroit for last 20 years, has left WWJ general management to join NBC in "executive capacity" on April 14 [B&T, March 24, 17]. As station relations head, he succeeds Carleton D. Smith, who becomes director of operations for NBC owned and operated stations division [B&T, March 31].

TELECAST SPORTS GAINED ATTENDANCE

ATTENDANCE at sports events in 1951 equaled pre-television year 1947—only slightly below the biggest year in history, according to figures released to RTMA today by Jerry Jordan, originator of three years' study of subject, which has been completed through operation of N. W. Ayer & Son Inc. [B&T, Dec. 3, 1951].

The survey indicated that hundreds more TV channels should help, not harm sports, and said "gloomily predictions" that video would cut heavily into radio and other media and threaten sports, movies and other recreation, "have not proved true."

Many records were broken in history both in numbers of sets and total income, the report said. Major league clubs telecasting regularly gained 224,169 admissions over 1950 and those reducing or eliminating TV lost 1,485,070.

CBS-TV SALES UP 95.7%

CBS TELEVISION business at all time high, Fred M. Thrower vice president in charge of CBS-TV network sales, announced today (Monday). Time sales for first two months of this year were 95.7% over last year's Mr. Thrower added. He pointed out that this does not include additional $6 million new business, including the over-run purchased by Lever Bros. and Pillsbury Mills. Mr. Thrower made statement after widespread reports of TV sponsor cancellations.

P&G Renewes Three Strips on CBS Radio

PROCTER & GAMBLE has renewed its three evening quarter-hour strips on CBS Radio, concluding protracted round of negotiations in which its future sponsorship of these 15 quarter-hours per week hung in balance while sponsor pressed for lower time costs [B&T, Feb. 26, et seq.].

CBS radio officials said renewals are "a big shot in the arm for radio." They are effective July 1, when present contracts expire.

Terms of contracts, which in 1951 represented more than $3.5 million in gross billings, were not divulged. There had been reports that possible expansion of CBS Radio's "transition period" rate, one of all these shows had been considered, but neither CBS Radio nor P&G officials would comment Friday after contracts were signed. "Transition" rate applies to stations broadcasting on current New York time from 6:6:30 p.m. and to Pacific coast stations 10-10:30 p.m. and amounts to two-thirds of nighttime rate.

It was understood that P&G is considering reduction in talent costs in programming the periods involved, as means of reducing over-all expenditures. Programs now are Lowell Thomas 6:45-7 p.m.; The Beflah Show, 7-7:15 p.m., and The Tide Show, 7:15-7:30 p.m., all Monday through Friday. Agency on Lowell Thomas is Compton Adv.; on Beflah, Dancer-Fitzgerald-Sample, and on Tide Show, Benton & Bowles.

BUSINESS BRIEFLY

DODGE CAMPAIGN • Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, starts a national radio saturation spot announcement schedule ranging from two to four weeks, effective April 28. The new Dodge agency, Grant Adv., doesn't take over until August 1.

NEWS AND PARTICIPATION • National Biscuit Co., New York (Honey Graham crackers), through McCann-Erickson, New York, lining up 5-10-15-minute news and participation programs to start in May in limited number of radio markets.


DURSTINE NAMED • Pacific Can Co., San Francisco, names Roy S. Duratine, N. Y. and S. F. to handle its advertising.

FORD ANNIVERSARY • Ford Motor Co. expects to celebrate its 50th anniversary on June 15, 1953 with a two-hour network television show on both NBC-TV and CBS-TV,

WINCHELL TO BE OFF AIR INDEFINITELY

WALTER WINCHELL, who has been off the air temporarily following virus infection, has, on advice of his physicians, arranged for indefinite suspension of his Sunday evening ABC broadcasts and of his contractual relations with both network and his sponsor, Lowell Hudnut Inc. He will return to air only if his health permits. In recent weeks Mr. Winchell has been replaced by guest newscasters. On April 15 Drew Pearson, currently 6-6:15 p.m., will take over Winchell 8-9:15 p.m. spot for Carter Products. George E. Sokolaty, currently 10:30-10:45 p.m., will be heard at former Pearson time.

for more AT DEADLINE turn page

April 7, 1952 • Page 5
CANADIAN NEGOTIATIONS

MEETING of FCC officials with Canadian Broadcasting Corp. executives in Chicago last week resulted in no major upheavals in proposed U.S. northern border TV allocations, it was learned Friday. It was understood that negotiations would work out final arrangements and agreed to recommend to respective governments. Official announcements of agreement are not expected to be issued until after FCC final TV report comes out (scheduled for April 14). The U.S.-Canada allocations will be noted as temporary pending official confirmation, in the final report, it is understood. Some reassurances recommended by U.S. broadcasters in comments filed during "hearings" last 1951 quarter were accepted by Canadians, it was learned, but others were not (e.g., proposal to move VHF channel from Windsor to Detroit was opposed by Canadians).

Meanwhile, FCC prepared to meet this week to decide method of processing applications following 90-day waiting period after final report is issued. So far it still looks as if frequency-by-frequency method will be chosen.

MINORITY APPEAL

PROGRAMS PRaised

NEED for additional programs with minority appeal was underscored by Louis N. Brockway, retiring president, American Assn. of Advertising Agencies, told spring meeting at Greenbrier Hotel, White Sulphur Springs, W. Va. (early story, page 22).

Mr. Brockway, also executive vice president, Young & Rubicam, stressed necessity for enlarging this kind of programming, though, he added, pattern of TV, like that of radio, is quite properly built around commercially attractive programs.

“Our association with the industry,” he said, “makes it a part of our responsibility to the future of television to cooperate in working out plans to make public service shows possible.”

LEVENSON WINS

CHARGES brought against CBS-TV network and Irving Mansfield, producer of The Sims Levinson Show, by Society for Prevention of Cruelty to Children dismissed Friday by mid-Manhattan court Judge Charles Murphy after he had seen film of disputed Feb. 17 program. Judge ruled no criminal intent in employment of three children, aged 14, 9 and 7, who, although appearing with parents, had been denied work permits on technicality of New York laws.

STUART MACARRIE DIES

STUART A. MACARRIE, salesman for Everett-McKinney, New York, until ill health forced his retirement last August, died Thursday in New York. He was 45. In radio sales since 1935, Mr. Macharrie had been associated with WSSR Stamford, WJZ New York, WLW Cincinnati's New York office and WDOX Cleveland before joining Everett-McKinney. He is survived by his wife, Isabella, his mother and a brother, Lindsay, radio-TV production manager of Calkins & Holdren, Carllock, McClinton & Smith, New York.

In this Issue

Broadcasters came away from NARTB's highly attended 30th convention at the Conrad Hilton Hotel, Chicago, with renewed faith in the broadcast media and a feeling of stronger unity. Out-of-shoot of actions taken was the new Radio Affiliates, successor to the all-industry Artic (Page 87). And Broadcast Advertising Bureau is on its own (Page 87). A highlight at the convention was FCC Chairman Peter W. Brockway, speaking at the TV freeze has another two weeks to ro which brought a comment from Sen. Ed Johnson that he would hold Mr. Walker to that promise (Page 76, 88). There were the usual exhibits by heavy and light equipment manufacturers interest whetted by impending thaw (Page 18, 52).

While NARTB delentudes were busy assaying the future of their business, the American Assn. of Advertising Agencies meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., saw TV as a non-stop growing medium and threshed throug in growing the best use out of it for the moneys spent. And the agency executives found to their surprise there's more to TV than ever before (Page 85).

There's something new added to NBC: A new director of its National Spot Sales, Thomas McPadden, of KNBH (TV) Hollywood (Page 29) and out as Chicago, a new-affiliate group, known as NBC-TV Affiliates Assn., struck out on its own (Page 76).

Today marks the anniversary of long distance television Page 82. But there will be in Washington, D. C., on the question of height—in antenna towers. For the latest on this, and an editorial, see Page 77.

Former FCC Chairman Wayne Coy, now a new hirer of NBC, warned a group of New York educators that their greatest lift to the broadcast arts would be to help improve and develop private broadcasting. Page 89.

A master global TV plan to span North Atlantic Treaty countries is gaining adherents. Page 80.

AB-PT Inc. wants no part of Paramount Pictures Inc.'s anti-trust violation burdend, it was revealed at FCC hearings. Page 109.

On Capitol Hill, a House threat to investigate radio-TV programming was caught in the bud. Page 88.

Upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.
April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Education by Radio-Television, DePauw-Wallick Hotel, Columbus, Ohio. (Other Upcomings page 36)
For you, the whole industry...

A. C. Nielsen Company announces the most exhaustive survey of Radio and TV audience circulation ever made:

**NIELSEN COVERAGE SERVICE**

A giant measurement of the weekly day and night audience coverage of radio and TV stations and networks

Ever since the last BMB report, the industry has urgently needed a comprehensive study of the true dimensions of station and network coverage.

Now, such a study has been launched. Using the meticulous accuracy that is a rigid policy of the world's largest marketing research firm, Nielsen Coverage Service will fill that pressing need...and then some!

To give stations and networks* the most comprehensive, up-to-date audience circulation data, NCS will report on the size of weekly audiences...their composition...cumulative monthly audiences...homes reached per minute...out-of-home listening and viewing...home and automobile set ownership.

Complete, accurate and timely, NCS Reports will be the definitive answer to your coverage measurement problems. Just as so many leading networks, advertisers and agencies have long depended on Nielsen services for factual data, so can you. Call your nearest Nielsen representative for more details.

* NBC has already subscribed.

**NIELSEN COVERAGE SERVICE**

2101 Howard Street, Chicago 45, Ill.
HOllycourt 5-4400

500 Fifth Avenue, New York 36, N.Y.
PEnnsylvania 6-2850
THE WASHINGTON, D.C.
METROPOLITAN NETWORK

THE SMART WAY TO BUY
THE WASHINGTON, D. C. MARKET

These are some of the experienced buyers of time
who know the value of the Washington MET NET.

ACCOUNT
Bayer Aspirin
Pertussin
Jelke Margarine
Chesterfield
Manischewitz wine
Ford Dealers
Florida Citrus Commission
Adam Hats
Griffin Shoe Polish
Charm, Living, Mile.
Musterole

AGENCY
Dancer-Fitzgerald-Sample, Inc.
Irwin, Wasey & Company, Inc.
Batten, Barton, Durstine & Osborn
Cunningham & Walsh
Donahue & Coe, Inc.
J. Walter Thompson Company
Walter Thompson Company
Hirshon-Garfield
Bermingham, Castelfranco & Pierce
Peck Advertising
Erwin, Wasey & Company, Inc.

THIS IS THE
MET NET

5 independents,
with individual audiences,
combined
to give the second
daytime
Metropolitan Washington audience
Monday-Friday) Pulse, January, 1952.

WARL
WFAX
WGAY
WPIK
WUST

1220 KC, 250 W.
Silver Spring, Md.
Alexandria, Va.
AM & FM, Bethesda, Md.
730 KC, 1000 W.
1120 KC, 250 W.

METROPOLITAN NETWORK
Munsey Building • Washington, D. C.
Represented Nationally by
FORJEE & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and circulation Offices:
870 National Press Blvd.
Washington 4, D. C.
Telephone ME 1022

DEPARTMENTS

Agency Beat • Artists • Allied Arts
Editorial • FCC Actions • FCC Roundup
Feature of Week • Film Report
Front Office • New Business
On All Accounts • Open Mike
Our Respect to • Programs, Promotion, Premiums
Strictly Business • Teletatus
Upcoming

TELECASTING Starts on page 73

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BRYAN ROBERTSON, Senior Associate Editor.

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TORONTO
417 Harbour Commission, Eempire 4-4777, James Montagnes, Assistant Editor; William Ruchti, Los Angeles Editor.

Annual subscription for 52 weeks issues $7.00.

Annual subscription including BROADCASTING Yearbook (52nd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING TELECASTING including 52 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue $5.00 per copy; 52nd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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

* Reg. U. S. Patent Office

Copyright 1932 by Broadcasting Publications, Inc.
"They never missed an issue!

"Just look at that mess!"

"That's what a fire, a few axes, and a couple of tons of water can do to a place. But you've got to give Editor Grimes and the boys a lot of credit... they didn't miss an edition, fire or no fire.

"They're over in their new home now... still printing the news, telling the truth and fighting for the people's rights like they've been doing for the last forty-two years.

"Y'know, when I look at that boarded-up door, the broken windows and the 'closed' sign, it reminds me of how newspapers in some other countries get closed down... for keeps... by governments that hate the idea of free press... that can't take criticism... that don't believe in free speech.

"Well, that's what happens when government, by and for the people becomes government of, by and for the government! It's 'Goodbye, Freedom' then... and with it go Free Worship, Free Elections, Free Enterprise... all those Freedoms that make you glad you're a citizen of this country instead of a socialistic or communistic one.

"Praise the Lord, we're still a free people over here. We can still choose our own churches, our own friends, our own jobs (like mine at Republic) and our own political parties. We can praise our government for wise decisions or criticize it for reckless spending of taxpayers' hard-earned dollars... without fear of secret police or concentration camps.

"But... let's not get careless about it. After all, the people in those dictator-plagued countries used to enjoy a lot of these Freedoms. Unfortunately, some of them got careless and handed over their rights, one by one, to governments which promised to 'take care of them."

"Me... I'll take my Freedoms with no 'hand-out' strings attached. How about you, Friend?"

**Republic Steel**

Republic Building • Cleveland 1, Ohio

* Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. An America whose people, farms, homes and businesses are all enriched by the chemist's magic. And, through the Chemical Industry, Republic serves America. Many tons of carbon, alloy and, especially, stainless steels... much of it from Republic's mills... are needed each year for chemical vats, work tables, acid tanks, centrifuges, ventilation ducts, autoclaves, tubing and countless other types of steel equipment by which steel, through chemistry, helps tap Nature's unaided wealth of better living for all America.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or teletext, write Dept. M, Republic Steel, Cleveland 1, Ohio.
ANY ADVERTISER CAN AND MOST ADVERTISERS SHOULD... USE Spot Radio

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Quick as a flash...

The word has gotten around that SPOT radio is the quickest to start, quickest to act of any national medium an advertiser can use.

Want to start your spot commercials tomorrow afternoon? You certainly can, if you’re quick about it and if there’s a real need to get that fast start. And, just as you can buy it fast, you will discover that Spot is a mighty quick way to change people who are only prospects into people who become in-the-flesh cash customers.

What better way to get that fast start than on the country’s great stations you see listed here.

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<td>&quot;Also represented as key stations of the TEXAS QUALITY NETWORK</td>
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488 MADISON AVE.  
NEW YORK CITY 22  
MU 8-0200  

CHICAGO • LOS ANGELES  
DETROIT • ST. LOUIS • DALLAS  
SAN FRANCISCO
feature of the week

INTERPRETATIVE commercials as well as interpretative reporting of news events have built an enviable record for Paul Bolton, news editor of KTBC Austin, Tex., and won him a state public office, to boot.

KTBC, CBS affiliate in the Texas capital, feels that it has a "sure-fire" selling formula in the technique developed by Mr. Bolton three years ago.

Mr. Bolton concocted the formula for Austin's T. H. Williams Co., one of Central Texas' largest women's fashion stores. Results have been so successful that Williams' radio budget is now spent almost exclusively on Mr. Bolton's 7:30 a.m. newscast, aired five times weekly.

By his own admission, Mr. Bolton did not know shantung from chamomile skin. However, years of serving as head of a newspaper wire service bureau at the State Capitol had forged a reporter's approach. So instead of simply reading ad copy, he decided to use "reporter's approach" on commercials.

He interviewed Williams' salesgirls, buyers and executives to get the "story" behind each advertising feature. And, in the reportorial tradition, he quoted each authority for his ad statements.

With this technique, Mr. Bolton now covers the full field of feminine fashion—perfume to foundation garments. His commercials make it clear that he is delivering a first-hand report on Williams' offering, just as he delivers a first-hand report on interpreting local news.

Mr. Bolton joined KTBC 10 years ago. He pioneered local "beat" coverage of Austin's news sources for radio, and today an estimated 80% of KTBC's local newscasts is the product of his personal legwork.

When first making newscasts, Mr. Bolton decided to include a regular interpretative feature on local and state issues. In these "explanation" segments, he gave listeners the "a-b-c's" on how tax rates were calculated and on school problems.

His broadcasts over KTBC about public school problems resulted in his being elected—without a campaign—to represent a 10-county central Texas district on the State Board of Education.

strictly business

A man who is "not just interested in producing good advertising, but more interested in what good advertising produces" is George Oliva of the National Biscuit Co., New York. Another belief is that a good advertising man should know all media, so that each advertising form "can pull its own load and so that all media, together, do a complete job."

Mr. Oliva's evaluation of radio in these terms is obvious: National Biscuit will spend $2 million on radio broadcasting this year.

The executive is one of those successful careerists who did not have to travel to New York. He was born there in 1891. Mr. Oliva started work young and finished his education by attending night high school after he had taken his first job. That first job was as an office boy with National Biscuit Co., and, except for overseas service as a machine gunner in World War I, he has been there since.

His early work with National Biscuit was clerical, but in 1908 he transferred to the advertising department where, as he explains it, he had a few ideas and let his boss know about them. The result was that his boss, Alfred C. Mace, soon turned all promotional responsibilities over to the young man.

"He was glad to get rid of them," the quiet Mr. Oliva observes today.

National Biscuit, one of the big-

(Continued on page 106)
get the New Word in the Carolinas...

This is the Spartanburg Market

..... a market of half million people

In most all of these cities and towns there are one or more textile mills surrounded by fertile farm lands. High wages from the mills and high farm income from cotton and peaches in the thickly populated Piedmont Section make Spartanburg a top market.

And... the New Word blankets the Spartanburg Market

Now 910 KC with NBC

WDXY—FM Duplication • Walter J. Brown, Pres. • See Hollingbery
TWO TOP CBS RADIO STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

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

National Representatives

JOHN BLAIR & CO.

FRANK W. HALL and JOHN T. HANEMAN Jr., account executives with Albert Frank-Guenther Law Inc., N. Y., elected vice presidents.

HENRY FLARSHEIM, account executive with Ruthrauff & Ryan, Chicago, appointed vice president in charge of direct sales at Bozell & Jacobs, same city.


HERSCHELL GORDON LEWIS, producer-director, WKY-TV Oklahoma City, to Gershuny Assoc. Inc., Chicago, as radio-TV director.

ROBERT H. McKENNEE, Erwin, Wasey & Co., N. Y., and BENJAMIN J. MOODIE, Geyer, Newell & Ganger, that city, to Campbell-Ewald, N. Y., as assistant account executive and copy writer, respectively.

C. MURRAY CRUMMINS, WNEW New York, to Erwin, Wasey & Co., same city, as radio-TV writer-producer.

RICHARD I. CLARK, radio and television timebuyer for the San Francisco office of Brisacher, Wheeler & Staff, has an ambition which is shared by many men in his position: "To find a newspaper that ads newspapers and magazines are still being read."

The business responsibilities of Mr. Clark's job call for the recommendation and actual purchase of all radio and television time for San Francisco as well as western media recommendations for the New York office of Brisacher, Wheeler. For such a position, he has the advantage of advertising experience on both coasts.

He was born in 1917 in Westchester, N. Y., and his education was split evenly between Champlain College, Plattsburg, N. Y., and the College of the Pacific, Stockton, Calif. His interest in advertising began at Champlain when he worked during recess periods in the merchandising department of Young & Rubicam, New York, and for a short while in the media department of Pedlar & Ryan there.

Mr. Clark's career was interrupted by 2½ years of service with the Army medical service. He had two years of overseas service in North Africa, Italy and Okinawa.

In April 1950, he joined the staff of Brisacher, Wheeler as the Pict Sweet "Telephone Quiz Man," then moved to the checking department. A year later he became director of research and space buyer for the organization. While in the media department he became assistant to the head space buyer. His next appointment was to the radio and television department.

"The deciding factor as to media selection ultimately remains in the individual market problem and in the nature of the client's product," Mr. Clark said. "However, we have found that radio and television have become increasingly more important. For that reason, we feel that the radio-TV department of this agency will expand with the growth of these media."

Among the successful campaigns with which Mr. Clark has been associated are: Rainier beer (1951), the Van Camp Sea Food Co., Pabco floor coverings and the Contadina tomato paste, said to be the largest campaign of its kind in the country. Mr. Clark is not married and lives in San Francisco. He is a good skier and when the snow is hard on the nearby Sierra slopes, it's not difficult to guess where he is. He is the son of Stanley J. Clark, vice president of Sterling Drug Co., New York, one of the heaviest radio and TV buyers in the country.

HOWARD J. DOYLE, TV copy writer, Compton Adv., N. Y., to Ellington & Co., that city, in same capacity.

JOHN M. HOWARD, Cayton Inc., N. Y., to Humm & Johnston, same city, as writer.


NEIL O'BRIEN, head of radio-TV copy department, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, same city, in radio-TV copy department.

JAMES J. MCCAFFERY, media director, Anderson & Cairns, N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.


GORDON G. AGNEW Jr., executive producer-director, West Hooker Productions, to Ben Sackheim Inc., N. Y., as radio-TV director.

DAVID ANSON joins Tlds & Cants Adv., Hollywood, as copy writer.

MITCHELL EPSTEIN appointed chief copywriter at Emil Mogul Adv., N. Y.

STANLEY GOLDSTEIN promoted to head of radio-TV department of Feigenbaum Adv., Phila.


AL PETCAVAGE, time buyer, BBDO, N. Y., to Ted Bates Inc., that city, in the same capacity.


NATHANIEL C. DOUGHTY, Ward Wheelock Co., Phila., to N. W. Ayer & Son as service representative in Detroit.

RICHARD TALMDGE, formerly head of own agency, and SAM NUS-PLIGER, Moser & Cotins Inc., Utica, N. Y., to G. M. Banford Co., N. Y.

RYDER & INGRAM Ltd., Oakland, Calif., elected to membership in National Advertising Agency Network.

TELEVISION ADV. ASSOC., N. Y., moves offices to 1710 Broadway.

RUSE & URBAN Inc., Detroit, moves to 921 Book Tower, same city.

WIL ROBERTS Adv., Phila., moves to 1403 Fox Bldg., that city.


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

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

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, corn, produce and vegetable prices... news, music and lively interviews. Monday through Saturday. It's a friendly and profitable marketplace to sell your product or service.

Ask Petry about availabilities on WBEN's Daily Farm Program

WBEN

NBC in Buffalo

April 7, 1952 • Page 15
Your sales in Michigan can be bigger this summer!

SEND for this important booklet today!

GET THE FACTS CONTAINED IN THIS BOOKLET—THEY MEAN MONEY IN YOUR POCKET

the GREAT VOICE of the GREAT LAKES

WJR

RADIO STATION WJR—Dept. 30
Fisher Building
Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland booklet.

Name_________________________Title_________________________
Company______________________
Address________________________
City___________________________State_______________________
MICHIGAN—ALWAYS GOOD
IS TWICE AS GOOD IN THE SUMMER

BECAUSE MICHIGAN IS THE MIDWEST'S
NUMBER ONE VACATIONLAND!

WJR
THE GREAT VOICE OF THE GREAT LAKES
Coffee Sales at All-Time High
For Fulton Lewis Sponsor

For the past twenty-five years at the Woods Brothers Coffee Company, Roanoke, Va., they have been roasting, blending, packing and selling coffee. And, since using radio for the last two years, sales are at an all-time high.

“We have been well repaid in sponsoring Fulton Lewis, Jr. on Station WROV,” says Mr. Harold Woods, Sr., manager of the firm. “We feel that it is one of the outstanding programs on the air.”

The Fulton Lewis, Jr. program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 16 food companies), Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your local Mutual outlet — or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, New York City 18, or Tribune Tower, Chicago 11.

Spot . . .


CAMEO CURTAIN Inc., N. Y., using 15 TV stations in 14 key markets for 12 weeks. Company is sponsoring 15 minute film package titled CAMEO CURTAIN, which includes commercials, offers of free booklets and samples and one two-reel film classic of oldtime comedians featured on each show. Agency: Product Services Inc., N. Y.

OHIO POWER Co., Canton, Ohio, begins first radio campaign today (Monday) with 15 announcements weekly on WHBC Canton and 15 other Ohio stations for 13 weeks. Schedules are placed directly.

COTY COSMETICS, N. Y., effective today (Monday), starts radio and television saturation spot announcement campaign in New York only. Approximately 30 spots per week on radio and 25 live spots on TV will be aired by WNBA and WNBT (TV) N. Y. If campaign is successful, expansion nationally will most likely follow. Agency: Franklin Bruck, N. Y.

GENERAL ELECTRIC Co. sponsoring weekly half-hour musical show on six stations of Intercollegiate Broadcasting System. Shows will vary depending on local schedules. Agency: BBDO, New York.

OLYMPIC RADIO & TELEVISION Inc., Long Island City, N. Y., using 50-second film TV spots on four stations in three major TV markets. Plans call for 13 insertions two or three times a week on each outlet with expansion into New York and other markets if results are successful. Agency: Hicks & Greist, N. Y.

FLEX-LET Corp. (watchbands) began expansion of TV campaign on March 15 in several cities with new markets being added continually. Agency: Ben Sackheim Inc., N. Y.

Network . . .

PHARMACO Inc., Kenilworth, N. J. (Feen-a-Mint and Chooz), is sponsoring quarter hour segment of Cavalcade of Stars Fri., 10-11 p.m. on DuMont Network effective April 4. Agency: Doherty, Cliffor and Shenfield, N. Y.


A. C. WEBER & Co., Chicago (distributor of Pfaff Sewing Machines), starts This Is My Song on ABC-TV stations, Fri., 7-7:30 p.m. EST, for 52 weeks from April 11. Agency: Bozelli & Jacobs Inc., that city.

PEARSON PHARMACAL Co., N. Y. (Ennés, chlorophyll tablets and Eye-Gene eye drops), on April 7 begins sponsorship of Lights Out, NBC-TV, Mondays, 9-9:30 p.m. EST, program dropped by Admiral Corp. fortnight ago. Agency for Pearson: Harry B. Cohen Adv., N. Y.

Agency Appointments . . .

ZENITH RADIO Corp., Chicago, names Robert Otto & Co., N. Y., for company’s overseas advertising.

RUSTAWAY Corp., N. Y. (metal cleaner), names Duane Jones Co., same city. Radio and TV included in advertising schedule.

PERVO PAINT Co., L. A., names Hixson & Jorgensen Inc., that city. TV is being used.

PACIFIC-MERCURY TELEVISION & RADIO Corp., L. A. (radio and TV sets), names Edwards Agency, that city. Radio and TV will be used.


new business
It’s not a big story, but a long one. It began in Dallas at a little restaurant on Akard Street. The year was 1933.

A salesman for Radio Station WFAA who often had lunch at the B & B Cafe was paying his check. From behind the counter, Pappa Lucas, the owner, said, “Al, I want you to be my agency! In here too many fellas come to sell me advertising—I wanta be able to tell them ‘See Al, he’s my agency!’ If you do it for me, I buy some time on your radio station.”

From that conversation evolved one one-minute radio spot a week over WFAA-820. Every week since then, for 19 years, Lucas’ B & B Cafe has advertised over WFAA-820. Today Pappa Lucas has three one-minute spots each week—and a full house of customers 24 hours a day.

"You be my agency, Al..."

...and the first chapter of a success story was written

It’s not a big story, but a long one. And there have been many just like it written during the thirty years WFAA-820 has been broadcasting—all of them ending on the same note of success.

The Radio Southwest story makes interesting reading, too. That’s the name given WFAA-820’s primary coverage area—116,000 square miles of Texas, Oklahoma, and Arkansas, including the two big metropolitan centers of Dallas and Fort Worth. With the power of 50,000 watts, WFAA-820 reaches out into 1,143,500 high-income radio homes, and sells your product to Southwesterners with over $7 billion to spend.

Begin your own success story today—over Radio Southwest—WFAA-820, Dallas!
Out on Bond
EDITOR:

Last week we were approached by [name deleted] in connection with a promotional scheme entitled "Bond a Week Club"

After thorough setting up the machinery for the "Bond a Week Club" promotion and making sure that neither our advertisers nor listeners could be hurt, we authorized Mr. —— and a crew of his salesmen to go ahead and sell the "Bond a Week Club" in our area.

Imagine our chagrin when after securing some 17 accounts, our checkbook showed that Mr. —— had offered as inducement for sales, not the plan previously worked out, but practically not the plan previously worked out, had checkback showed securing "Bond a Week Club" in our salesmen to ized Mr. ——

When we had secured these accounts, we learned that machinery for the "Bond a Week Club" promotion and making sure that neither our advertisers nor listeners could be hurt, we authorized Mr. —— and a crew of his salesmen to go ahead and sell the "Bond a Week Club" in our area.

Imagine our chagrin when after securing some 17 accounts, our checkbook showed that Mr. —— had offered as inducement for sales, not the plan previously worked out, but practically all of the time on the radio station. Immediately upon learning the true state of Mr.

"Bond a Week Club" promotion we tried to contact this gentleman, only to find that he had disappeared for parts unknown.

Since then, we have found that he had collected cash payments which have not been turned over to us, making it necessary for us to turn the matter over to the authorities. Sheriff Bill Eddins of Winkler County holds a felony warrant for his arrest and will extradite should he be apprehended...

We feel it is our duty to inform our fellow broadcasters of this man's activities...

Victor King
Station Manager
KERR Kermit, Tex.

Helpful Offer
EDITOR:

I noticed in ... Broadcasting Telecasting that the networks are planning a big "Get Out the Vote" campaign this year. WLOW

NATIONAL SPOT ADVERTISER PLACES
$20,000
ANNUAL CONTRACT ON WLOF, ORLANDO, FLA.

PROOF OF WLOF RESULTS!
Place your schedule now and watch results come in.

CONTACT US DIRECT OR
PAUL H. RAYMER COMPANY, INC.

WLOF
"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

has started the same kind of drive here.

I have written letters ... to all the announced Presidential candidates, together with a "Get Out the Vote" announcement, with a request that they record the announcement for broadcast here in the Tidewater area. I have heard from them, and they all think it a great idea. They will make the records as soon as time permits.

The announcements urge the people to use their American privilege of the right to vote... regardless of their party preference.

When the records are cut by these distinguished people, WLOW will be happy to send copies to all stations requesting them. The announcements to be recorded do not mention any particular section of the country.

I believe these discs, with other discs on the subject recorded by local civic leaders, will make quite an impression on the "lazy" voters of this nation.

Bob Drepperd
Program Director
WLOW Norfolk, Va.

Another Man's Poison
EDITOR:

I have received several calls from radio stations wanting to know whether d-Con and Dianol are the same company. They are not of the same company. They are entirely two different corporations in different parts of the country. Mr. Barnett Friedenberg is the account executive on the Dianol account and has nothing whatsoever to do with the d-Con account. Therefore we are calling your attention to the fact. Please correct the impression that people may have from reading the article [B*T, March 24].

H. A. Friedenberg
President
Marfree Advertising Corp.
New York City

[EDITOR'S NOTE: Nowhere in the story was it said that d-Con and Dianol were the same companies, but B*T is glad to publish Mr. Friedenberg's request for further emphasis.]

Commercial Plug
EDITOR:

Advertisements in your publication are quite effective. I have been besieged by requests for a set of books my outfit presumably offered in Telecasting Yearbook.

I say "presumably" because I have not seen the ad, nor has the home office been kind enough to tell me what it's all about.

Apparently my copy of the Yearbook was lost in the mails. How about sending me a copy?

W. B. Varnum
Broadcast Equipment Sales
RCA Victor
Kansas City
ENCOMPASSING ALL

ANYTHING ANYBODY

ANY TIME ANYWHERE

for the ASSOCIATION OF AMERICAN RAILROADS

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NORTH CAROLINA IS THE SOUTH’S NUMBER ONE STATE

NORTH CAROLINA’S
Number 1 Salesman is
WPTF
50,000 WATTS • 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA
FREE & PETERS, NATIONAL REPRESENTATIVE
R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER
By J. FRANK BEATTY

RADIO and television broadcasters took stock of their advertising and program resources last week at the annual NARTB Convention and drew up plans to live together in the coming period of TV expansion.

Though it was the first no-crisis convention in many years, with few of the usual feuds, an all-time record was set in attendance at meetings.

The Chicago convention of 1952 took few unexpected actions that are likely to change the framework of radio and television to any considerable extent. Rather it was a “think session” and a consolidation of facilities in preparation for the media battle ahead.

Broadcasters acted to solidify their position in the media field by strengthening their two sales weapons—Broadcast Advertising Bureau and the new Radio Affiliates that grew out of the affiliates committee.

Telecasters, soon-to-be-telecasters and hope-to-be telecasters used their convention days and nights to advantage, learning the tricks of this new and fast-blooming advertising art from their brother broadcasters who already are adding pictures to their sound services.

Developments Denote Strength

The association itself emerged from the Chicago meeting as a stronger organization, having the support of a heavy share of the television industry. The achievement of bringing TV stations into the association during the past year and developing association unity was credited to Harold E. Fellows, who assumed the presidency last June.

These are the main developments of convention week:

- Groundwork was laid for station association structure.
- Industry lined up to put on a “Get-Out-The-Vote” campaign.
- New TV board of directors elected.
- Quick TV thaw and opening of UHF band promised by FCC Chairman Paul A. Walker.
- Panictry fears about sound broadcasting’s future largely dispelled.
- Facilities set up to keep sound broadcasting strong.
- FM stations will expand promotion campaign.
- Association will fight to protect right to report legislative and judicial proceedings by microphone and camera.
- Affiliates association formed by NBD-TV station group to protect own interests.
- Record interest shown in TV equipment and Engineering Conference.
- Many of the projects that received industry support last week will require board action. Others can be put into operation quickly by NARTB’s President Fellows. Radio and television boards are not expected to meet before late spring or early summer.
- There were a few partially “forgotten men” that received minimum attention. These included:
  - TV code, in which little interest was shown because it is only a month old.
  - Sports broadcasts—telecast rights, and there are troubles aplenty in this field.
  - Research apathy, with the convention sidetracking a resolution though the new Radio Affiliates called for a frontal attack on this deep-rooted and serious media problem. The late Broadcast Audience Measurement Inc. was quietly interfered.
  - Interest ran high in the newly-formed Radio Affiliates. Paul W. Morency, WTIC Hartford, chairman of the All-Industry Affiliates Committee, hastily formed a year ago in the panicky moments of network rate cutting, agreed to serve temporarily as head of Radio Affiliates during the organizational days. His services during the past year drew an ovation from broadcasters.

BAB too, captured substantial support from delegates as it set out on its own, completely independent from NARTB. The BAB Sales Roundup Monday afternoon drew some 1,500 broadcasters. It was open to all stations. The Roundup was staged with elaborate trappings and used spectacular production tricks to point up the practical selling material.

NARTB and BAB both emerged strong, from a membership standpoint.

At 30th NARTB Convention

**AFFILIATES COMMITTEE**

By RUFUS CRATER

VOTING without exception to perpetuate their radio-wide Affiliates Committee, some 200 representatives of affiliated stations last week reaffirmed their faith in their medium, went on record against off-card sales, and called upon networks to help “re-establish the essential dignity, prestige and stability of network radio.”

Acting on the recommendation of the 13-man committee set up to meet the crisis precipitated by network rate cuts a year before, the affiliates, meeting Monday in Chicago, also proposed the creation—via BAB’s research committee—of an industry-wide group to pass on the “acceptability” of radio research.

Paul W. Morency of WTIC Hartford, who has headed the Affiliates Committee during the past year, won a long ovation with his report on committee activities to date. He expressed a wish to be relieved of the committee chairmanship in order to concentrate on WTIC affairs, but agreed to serve for “30 to 60 days” while a successor is being chosen.

“There is no doubt that the coming year will be a critical one in the history of radio,” Mr. Morency declared in his report, calling upon all affiliates to “examine their operations critically and carefully” and to give support to the activities of both NARTB and BAB.

By unanimous action, the affiliates endorsed the four resolutions offered by the committee:

- Petitioned the networks to do nothing that “might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates,” without first discussing the move and the reasons for it with affiliates.
- Denounced off-card deals and acceptance of advertiser pressures for reductions in rates, calling upon stations individually to protect their own cards and to “use such methods of persuasion as seem most desirable” to get other broadcasters to do so, too.
- Recommended that the BAB Research Committee take steps toward “formation of a committee composed of representatives of affiliated stations, independent stations, station representatives, networks, advertisers and advertising agencies to pass on the acceptability of any research to be undertaken to insure acceptability on the part of all interested parties.

- Commended NARTB and BAB, and urged affiliates to “support both of these associations financially and through constructive help in committees and through a united industry front.”

The affiliates left it to the present 13-man committee to devise the method of perpetuating the organization, suggesting only that it prepare “a simple constitution and by-laws.” Any idea that it should be a one-year organization was affirmatively rejected. When Paul H. Goldman, KNOE Monroe, La., proposed from the floor that the committee be continued and used the term “for a year,” the time limitation was deleted.

The committee consists of Mr. Morency; Edgar Kobak, WTWA (Continued on page 71)
30TH YEAR FELLOWS ASKS MEMBER SUPPORT AGAINST INDUSTRY’S SHACKLES

SUPPORT of the 30-year-old NARTB for common protection against those who would shackle the industry with legislative restraints and economic burdens was advocated by President Harold E. Fellows at a luncheon marking the association’s anniversary.

The ceremony was held Tuesday during the NARTB Chicago convention. William S. Hedges, NBC vice president and one of the association’s founders, was presented a plaque in honor of his participation in the event. Presentation was made by Judge Justin Miller, NARTB board chairman.

Judge Miller introduced Mr. Fellows, paying a tribute to his record of achievement in less than a year—a period in which television has been integrated into the association.

President Fellows recalled the five reasons behind formation of NAB three decades ago and said they apply in the same form today. The reasons, he said, were:

To oppose unseemly demands for music licensing fees.
To encourage development of an orderly system of licensing stations.
To resist through unified action any unfair or burdensome legislation.
To offset unfair public criticism and instillations.

With NARTB having about half of AM stations a higher ratio of FM and over 80% of TV stations, President Fellows said the financial position also is stronger. He said pressure of regulatory and legislative problems requires sound financing and support so the association can do its normal job without special appeals for help.

In the struggle of broadcasting and television stations for survival in the 60-cent dollar era, he pointed out that the expense surge is rising faster than income. “We must continue the situation in radio,” he went on, “and we must never let it happen in television.” Taxes, too, are creeping upward around the nation and broadcasters must resist these local government levies.

The final menace, he added, is resection of “the margin of profit in radio and television to such risk limits that there will be no compelling reason to stay in business. No person can stand alone in meeting this difficulty; we have learned the hard way that independent action establishes precedents jeopardizing each of us.”

Mr. Fellows referred to rising costs of equipment and said broadcasters must make their own decisions after careful study and exchange of opinions. As to legislation, he referred to 86 bills in Congress that directly affect the industry and called it “a continuing battle.” He commended work of the state associations.

In concluding he called on broadcasters, as custodians of a “great, living instrument of good for mankind, something that belongs to the people,” to protect this “immensely priceless” property.

Free in ’53

FREE trip to the 1953 NARTB convention, to be held in Los Angeles was won at last week’s convention by John W. Boler, president and general manager of KCJB Minot and president of KSJB Joliet, Ill. As holder of the right coupon, Mr. Boler will be the guest of the Southern California Broadcasters Assn., which passed out a coupon to all registered NARTB members at the Chicago convention.

Miss Truman Signs

MARGARET TRUMAN will make nine guest appearances on NBC radio and TV shows during the 1952-53 season under a contract renewed last week, NBC reported. James Davidson, Miss Truman’s personal manager, and Charles C. Barry, NBC vice president in charge of radio programs, nego- tiated the new contract; financial details of which were not disclosed.

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WEB. SUND.
By EDWIN H. JAMES

TELEVISION—how to produce it, how to measure it, how to pay for it—occupied a major part of the annual meeting of the American Assn. of Advertising Agencies last week.

One whole afternoon of the April 3-5 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was set aside for discussion of TV. When the subject of television research came up, radio got into the talk too.

Whereas a year ago, the AAAA might easily have dismissed radio as something about which everybody knew all there was to know, last week agency research experts said there was an appalling lack of facts about it.

This change in advertiser-agency attitude was also noted earlier this week by Paul W. Morency, chairman of the all-radio Affiliates Committee, in Chicago (see story page 23).

Need for Research Dominates

As at the convention of the Assn. of National Affiliates last month [B+T, March 24], the topic that dominated media discussion at the AAAA meeting was the need for better research for all media and the expressed hope that the revived Advertising Research Foundation would be the instrument to accomplish that objective.

TV costs also figured prominently in the AAAA speeches.

Television will be advertising’s No. 1 medium, but not if its costs rise beyond a guarantee of reasonable return, J. Hugh E. Davis, vice president and director, Foote, Cone & Belding, said during the Thursday afternoon session.

“We know only too well that $5 a foot for rent for a Frigidaire showroom at Fordham Road and Grand Concourse in the Bronx is a very fair price,” said Mr. Davis.

“And we also know that five times that price, or $25, is impossibly out of line ... there just aren’t enough prospects who might be sold to make the $25 rent pay off.”

So it is with television, said Mr. Davis.

A lot of people are worrying about the TV rent going up. But will it go beyond reach? Mr. Davis thinks not.

The reason that TV costs will be kept in line with TV advertising returns is that agencies and advertisers will not permit costs to rise that high.

“We are the buyers,” said Mr. Davis, “and, as always, it is the buyer who ultimately sets the price.”

He said that even when the freeze is lifted and many new stations take the air, TV rents will not go too high because, though the total bill for true national coverage may be higher, the cost per thousand will not.

“Sure,” he said, “we may pay some very high prices. Maybe $5 million annually may be the time and talent bill for a half-hour of nighttime. But we are not going to pay that price unless we get our money back and a good profit besides.”

Obviously, said Mr. Davis, big-time television could be afforded only by the big advertisers. The way TV will be used, he thought, was this:

“If you are already in the big-time—that is, if you have a mass consumed product that is a leader—you will be using television in a big-time manner, just as many of your clients are now doing. If not, you will compete with your low budget in low-cost television or in other media with less coverage and less impact. . . .

“But if you do have something to offer, you can speak and even pass them (the leaders) by starting small and growing to where you, too, are in big-time. . . .

“So if you have a superior product, it is the same old story. You will go from small space to large space and a bigger and bigger sales volume. You will also go from none or small-time television to big-time television. And if your product is still better than the competition, you will be out in front.”

TV Must “Get Sales”

Now if TV costs begin to go beyond even the big money that the leaders can afford, advertisers will have to pull out. If enough do, the costs will be brought down.

“You and I are not going to let the rent go too high,” said Mr. Davis. “If it (TV) gets us the increased sales that we need to justify its great cost, then we will pay the price and use it.

“If it does not, the answer is simple. We won’t use it.”

TV networks may very well emerge from the developmental period in far different form from that of radio networks which until comparatively recently, used live programming almost exclusively. N. Neil Reagan, vice president of McGann-Ericson, Hollywood, told the AAAA.

Film, he said, will make the difference.

Though he cautioned that he was not predicting that live programming was in its death throes, Mr. Reagan advanced a number of reasons why, for many shows, film is up to live performance.

“Experience has shown,” he said, “that the television advertiser can do a better job of tailor-making his coverage by spot buying ... this of course means filming his show.”

Of as much importance, film also has these advantages. . . . Low cost once second and third runs have amortized production expenditures; high quality in attaining effects not possible in live production; ease of handling for the client and agency who are freed from fear of fluffs, and shortage of live studio space.

Hollywood’s production facilities are huge, Mr. Reagan pointed out, and are being expanded. Additionally, “Hollywood is a beehive of activity in the field of technical development relating to television,” he said.

Mr. Reagan reported the development of a new film camera “that will do to large air in the field of television commercials,” one which keeps both foreground and background in sharp focus.

Developed by Ralph Hogue, who invented the camera used in “Citizen Kane,” the Orson Welles movie that was noted for its depths of focus, the new camera has produced sample TV commercials which Mr. Reagan said illustrated its unusual qualities by showing a close-up of detail of a ring held almost up to the lens while persons across the street in the background were in sharp focus.

Aside from technical advantages, (Continued on page 88)

Head Table at NARTB’s 30th Anniversary Luncheon Included These Four Groups:

William Foy, WHAM Rochester; Orin Towner, WHAS Louisville; Harry Bannister, WWJ-TV Detroit, soon to join NBC; Campbell Arnoux, WTAR Norfolk, Va.; E. M. Johnson, MB5.

Goar Mestre, CMQ Havana; Frank White, MB5; Paul Raibourn, KTLA (TV) Los Angeles; William B. Quarton, WMT Cedar Rapids, Iowa; William B. Ryan, BAB.

Raymond Guy, NBC; W. D. Rogers Jr., KEYL (TV) San Antonio; A. James Ebel, WMBD Peoria, Ill.; James C. McNary, engineering consultant; Richard M. Fairbanks, WIBC Indianapolis.

Chris J. Witting, DuMont TV Network; James D. Shouse, WLB Cincinnati; Harold E. Fellows, NARTB; Judge Justin Miller, NARTB; Henry H. Fowler, National Production Authority.

April 7, 1952. • Page 25
RESOLUTIONS

THREE-FOLD campaign to bring out the largest vote in history was endorsed last week by NARTB at its Chicago convention in a series of resolutions. Industry leaders said the campaign will be "Get Out the Vote." NARTB President Smith challenged the industry to set up an advertising campaign designed to "get the vote out" next year. He said "Get Out the Vote" is a campaign that "every broadcasting station in the country this year." Congress to pass a measure to provide television programming for local radio stations, said Mr. Marshall. Mr. Marshall, President of the National Association of Radio and Television Broadcasters (NARTB), said the measure would enable local radio stations to provide television programming for their viewers. He said the measure would provide a new source of revenue for local radio stations, and would also help to ensure the future of local radio. Mr. Marshall said the measure would provide for the development of television programming for local radio stations, and would also help to ensure the future of local radio.

NARTB Endorses Get-The-Vote Plan

Panel on management problems at NARTB convention moderated by Chet Thomas (back row, center), KKOK St. Louis. Panel members were: seated, le t to r: Richard P. Doherty, NARTB; Leslie C. Johnson, WBHF Rock Island, Ill.; Simon R. Goldman, WJTN Jamestown, N. Y. Back row, William B. McGrath, WHDH Boston; Mr. Thomas, and Robert T. Mason, WMRN Marion, Ohio.

The session was on a question-and-answer basis, after a brief introduction by Mr. Bannister. In answer to a query, Mr. Mailes expressed belief that, by and large, AM experience by TV employees is often very helpful. But others, particularly Mr. A. T. Fair, felt that "routine" TV experience is helpful in "routine" TV jobs, often it is easier to train beginners in TV than to "convert" oldtimers. This view appeared to be shared by Mr. Holt and others.

Mr. Marshall advanced the estimate that a station can be operated at a cost of $5,000 per week, a figure that coincided with those of other panel members including Mr. Kelley, who emphasized the need for "cooperation" among broadcasters who could not be "divided" in thinking that they had to hire "prime donnas." At WFMY (TV), he said, some of the best employees were insecure throughout their careers. Mr. Mr. Marshall noted that the question of costs and number of employees depend upon the type of program which is undertaken. He also felt that many cases radio-experienced personnel help comparatively little in TV.

Local Events More Interesting

On programming, he was confident that independent stations can compete successfully with network affiliates. Mr. Mr. Damm cautioned prospective telecasters to "stay all on one floor." with the back entrance level to move out of the downtown area, and, as most other panel members insisted, to have as much storage space as possible.

He also advised that separate contracts be written, in every case, for (1) time, (2) all other station services.

Mr. Mr. Damm particularly advised upon stations making sure that they had adequate space, asserting that his station spent $24 million and discovered it still didn't have space enough.

On the source of income, Mr. Mr. Damm said WMJ TV's last year came 12% from the network.

Similarly differently, Mr. Kelley said WFMY's (TV)'s came approximately one-third from network, one-third from local spot and one-third from local and regional business.

When Mr. Damm reported, in answer to a question, that WMJ's floor and network holding this year with last year's while national spot was down 6% and network business down 22%, Mr. Bannister noted that WMJ is in (Continued on page 108)
BAB BOARD of directors met before opening of NARTB convention. At meeting were (vertical row at left, front to back): Martin Campbell, WFAA Dallas; Frank White, MBS; H. Preston Peters, Free & Peters; Lou Hausman, CBS; Clockwise around table: George Harch, KALL Salt Lake City; Gene Cogles, president, Texas State Network; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Donald W. Thorsburgh, WCAU Philadelphia; T. C. Streibert, WOR New York; John F. Pott, Goodwill Stations; Ed Kobak, retiring BAB chairman; Charles C. Caley, WMBD Peoria, Ill., new chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen Woodall, WDAK Columbus, Ga.; Robert D. Swezy, WDSU New Orleans; William B. Quarten, WMJ Cedar Rapids; William B. Ryan, BAB president; Gene Higgins, BAB; Adrian Murphy, CBS; William Mcgrath, WHDH Boston; Simon R. Goldman, WJTN Jamestown, N. Y.; John F. Meagher, KYSM Mankato, Minn.

Severs Tie With NARTB

BROADCAST Advertising Bureau marked its final divorce from NARTB March 31 with a "Sales Roundup" that occupied the first afternoon of the NARTB Chicago convention. The roundup was conducted with a Wild West theme, during which over 1,500 broadcast- ers filled the main ballroom of the Conrad Hilton Hotel.

The program's purpose was threefold: Sales assistance, BAB membership solicitation and entertainment. Edgar Kobak, retiring BAB board chairman, presided before an Indian-style feathered headdress. Charles C. Caley, WMBD Peoria, made his first appearance as new board chairman. William B. Ryan, BAB president, and other staff members took part in the program.

Preceding the BAB roundup, James D. Shouse, WLW Cincinnati, retiring NARTB director-at-large and chairman of the 1952 NARTB convention committee, formally opened the convention. Mr. Shouse welcomed members of NARTB and BAB as well as non-members invited to appear on the program. He spoke on behalf of the full committee, which included George B. Storer, Fort Industry stations; Harold Wheelahan, WSMB New Orleans, and Merrill Lindsay, WSOY Decatur, Ill. NARTB President. Harold E. Fellows greeted delegates.

In opening the BAB program Mr. Kobak called for more and better radio salesmanship. He cited a series of arrows up the middle of a rate card supplied by David Kimble, promotion manager of WBBM Chicago. Mr. Kimble later acted as volunteer stooge for Doc Conrad, whip cracker.

Mr. Caley, garbed in 20-gallon hat that said BAB has $485,000 in sight for the next fiscal year compared to $345,000 in BAB's first year, but declared this was "only a good start." He said $700,000 will be needed by Oct. 1 and compared the budget to the million-dollar-plus budget of the newspaper Bureau of Advertising. "Radio is not nearly big enough," he said.

BAB President Ryan was introduced as "Bronco Bill Ryan" by Bob Atcher, WLS Chicago artist, who served as m.c. Mr. Ryan diagnoses radio's troubles as "only a head cold" and not "cancer" as implied by competitive media. He noted a marked change in attitude toward broadcasting, calling it "the renaissance of radio advertising." Radio is growing 50 times as fast every year as newspapers, he claimed, referring to the continued public demand for sets.

Mr. Ryan urged broadcasters to hold the line on rates, even if sacrifices are required. Forty-two BAB clinics will be held this year, starting on the West Coast in April, he said.

A feature of the afternoon was a drawing for door prize. Winner was D. L. Croddock, WLOE Little ville, N. C. who was presented a live calf.


BAB sales services were spectacularly described by Kevin B. Sweeney, vice president, and John F. Hardesty, director of local promotion. Blow-ups around the balcony were described as Jerry Amster shot arrows, timed with a spotlight. The young archer showed uncanny precision in the case of a blow-up showing photos of a girl with bare midriff and another depicting a bull.

Mr. Ryan wound up the program with a review of BAB's plans for the coming year. BAB will hold its first convention, including a breakfast for state membership chairman and a board meeting at which Chairman Caley assumed office.

At its March 30 meeting the BAB board, besides electing Mr. Caley chairman, took the following actions:

(a) Established a special membership category to enable universities and colleges to have access to BAB's sales services for institutional purposes.
(b) Approved plans for promotional services and membership solicitation during the fiscal year beginning April 1, 1952.
(c) Voiced appreciation to Mr. Kobak and commended him for his service as board chairman.
(d) Appointed BAB auditor William L. Morrison as assistant secretary-treasurer of the incorporation.
(e) Confirmed appointment to the board of Adrian Murphy, president, CBS Radio, as replacement for Howard S. Meighan.
(f) Commended BAB president William B. Ryan and his staff for their service.

RAPID-FIRE narration of BAB services, aided by a sharp-shooting anchor, was given by Jack Hardesty (l.), local sales promotion director, and Kevin Sweeney, vice pres.

COWBOY DECOR prevailed at BAB sales roundup during convention. Fifty-gallon hat toppers (1 to r): William B. Ryan, BAB president; Harold E. Fellows, carefully adjusting tie, NARTB president; Charles C. Caley, WMBD Peoria, Ill., new BAB board chairman, and Big Chief Edgar Kobak, retiring board chairman and an honorary member of the Pawnee tribe.

"NOW you're on your own," said Bob Atcher, WLS Chicago, and m.c. at BAB's sales roundup, to D. L. Croddock, WLOE Levinston, N. C., winner of this calf as door price.

April 7, 1952 • Page 27
Media Coverage Plans Outlined

POLITICAL broadcasting was discussed by Tuesday afternoon panel consisting of (seated, l to r) William McAndrew, NBC, chairman of radio pool committee for 1952 political conventions; Sig Mickelson, CBS-TV, chairman of television pool committee; Clair R. McCollough, Steinman Stations, panel chairman; standing, Edward T. Ingle, radio-television director, Republican National Committee; Kenneth Fry, radio-television director, Democratic National Committee.

RUG was pulled from under a House "sleepy" last week which would have established a select, 15-man committee to probe radio-TV programming. At least temporarily, the proposal is in deep water with faint chances for swimming.

Turnabout on the resolution (H Res 597), introduced by Rep. E. C. Gathings (D-Ark.), came about at the close of the week.

These were the developments:

- House Interstate & Foreign Commerce Committee huddled on the resolution which had been approved by the House Rules Committee March 28 [B6T, March 31]. It had been placed on the House calendar with chances ripe for action this week and subsequent appointment of a select committee.

- However, Rep. Robert Crosser's (D-Ohio) Commerce group noted in a session with Rep. Gathings, the resolution's sponsor, that it had not been notified that the Rules committee was reporting out the measure. Members of the commerce unit pointed out that because of radio-TV subject matter in the resolution, the legislation rightfully came within purview of Rep. Crosser's committee and it should have been consulted.

- Rep. Gathings told Broadcasting it would have to sound out the Commerce group.

Orange Market Test

FLORIDA Citrus Commission will use radio and newspaper campaign between April 7 and May 3 in Memphis and Louisville for special marketing test to determine whether consumer buying habits can be changed to buying oranges by the pound instead of by size and count. J. Walter Thompson Co., New York is agency.

PORTLAND LICENSE SUIT

Stations Protest City Code

SEVERAL Portland, Ore., radio stations and individuals have filed a suit in circuit court contesting part of the constitutionality of the Portland license and business code. The contested section requires a $250 annual license fee for radio stations and $15 annual fees for radio advertising solicitors, plus a $1.40 levy on each $1,000 gross receipt by such businesses.

The stations, KGW KEX KOIN KPOJ KPAM KWJJ KKL KKKO, maintain the city is violating the U.S. Constitution in taxing the stations, which the plaintiffs claim are engaged exclusively in interstate commerce. New Mexico's tax on revenue from national advertising was upheld last year as constitutional by the Supreme Court, which held that an advertising contract between parties in different states is not interstate commerce.
MERCHANDISING as a vital step in the selling cycle, profitable to both station and sponsor, was urged upon four experts in the field during a special session at the NARTB Convention in Chicago last week.

"Every radio station which does a good merchandising job is a profitable—profit to the owners—and used with profit by the advertiser," G. Richard Shafto of WIS Columbus, and WGN Chicago; Spalding S. C., WOST Charlotte, N. C., told the group.

In addition to Mr. Shafto, who presided, were Lester W. Lindow, WFDP Flint, Mich.; F. C. Sowell, WLAC Nashville; and Jack Zinselmeier, WLW and WLWT (TV) Cincinnati. Robert K. Richards, director of NARTB's public affairs department, presented Mr. Shafto.

"This is the era of selective network buying—selective spot buying—selective station profits, and selective station policies," said Mr. Shafto. "Your local advertiser and your regional advertiser want results—and they are going to evaluate both of you, good stations, on what advertising results you produce, not on what advertising offers you make.

"The trend of station income is non-network. To bolster this income you must do outstanding doing for local and regional advertisers the same merchandising practices that have made radio economical and profitable in the sale of soap, soup, and Wheaties."

"Must Stretch Efforts" Asserting that "the product hasn't been sold until the consumer walks out of the store with it," he told the broadcasters that they were in the business of soliciting commissions for local advertisers to bridge the gap between the advertiser and the consumer—and in doing so, radio will profit more.

Mr. Lindow said WDFD regards merchandising, advertising, and promotion as a necessary extension of sales activity.

He displayed examples of the station's work in this field, noting that they were true direct mail, regular bulletins to the drug and grocery stores, window displays, display advertisements in trade and general newspapers, bus and card, and announcements, surveys and market studies, and the checking of product sales and distribution for the advertiser.

Most of the cost, he noted, "cost very little in dollars."

He advised station men to acquire themselves especially with the product categories which supply the majority of their revenues; to develop market data, and to make sure that their customers are aware of radio's values and know how to use it to the best advantage.

Mr. Sowell held that "it is the obligation of the medium which accepts [a sponsor's] advertising appropriation to do everything within reason to fulfill his expectations" that the advertising will produce sales. WLAC, he said, spends approximately 3% (not counting manpower) of the billings figure in merchandising and promoting the advertiser's products.

WLAC concentrates its promotion work primarily on (1) direct mail, mostly open-faced cards, with one or more mailings to 450 druggists and 650 grocers each week, and (2) use of radio itself, with plugs calling attention to specific programs, and on-the-scene broadcasts when clients open new stores, etc.

Keep Advertisers Informed "It occurs to us," he observed, "that any event that will attract great crowds of people to a given location may rightly be considered of general public interest."

Mr. Sowell stressed the importance of keeping advertisers acquainted with merchandising and promotion activities in their behalf: "There's no profit in hiding your light under a bushel."

"This lies not in how many listen, but how well you sell those who are listening."

Cities WLW, WLWT (TV)

Mr. Zinselmeier reviewed the merchandising and promotion activities of WLW and WLWT, which have a staff of 26 assigned to this work.

"The management of the Crosley Broadcasting Corp. believes that radio and television should offer to a client, in addition to the best in facilities and talent, assistance in bringing the consumer and product together at the point of sale," he said.

WLW - WLWT merchandising field work, he explained, is handled by "trained personnel [who] make regular calls on the retail grocery, drug, drug house, wholesale drug, drug chains, and grocery chains in the major marketing centers in the four-state area covered by WLW [and] WLWT.

These field men build displays in retail stores, counter, floor, shelf and window displays, featuring the products of the month as featured by the merchandising department of WLW and WLWT.

Other services among the 26 evolved in the 12 years since WLW's merchandising operations were started, he said, include:

- Checks on in-stock position of products as found at the time of field representatives' calls; surveys of dealers with respect to their attitudes toward the products involved; mailings announcing special offers, promotions, or media tie-ins; publication of two merchandising newspapers a month: (one to the drug trade, one to grocers);
- Preparation of display material used by some 2,500 grocery and 1,000 drug stores each month;
- Special promotions, as in "WLW Advertised Brands Week" (which brought a 26.5% gain in sales of the products involved); trade and general newspaper advertising; window displays; cab covers and car cards, and maintenance of a complete research department.

Additionally, clients and their agencies are given detailed reports on each merchandising or promotional project in their behalf.

"Radio . . . More Secure"

In opening the panel discussion, Mr. Shafto reported that the subject originally had been "Rates—Is There a Formula?", an apparent reference to NBC's attempt to adjust the rates of its radio affiliates according to formula. But, he added:

"The leading advocate of applying the slide rule to radio rates declined to participate and excused himself by stating that discussion on rate formulas would only open up old wounds."

"Thereby died the last embers of that configuration. Radio's house is much more secure. . . ."

NBC POSTS

McFadden Is Successor To James McConnell

APPOINTMENT of Thomas McFadden, general manager of NBC's KNBH (TV) Hollywood, to succeed James V. McConnell as director of NBC National Spot Sales was announced last Wednesday by James M. Gaines, vice president in charge of NBC's owned and operated stations.

Mr. McFadden, transferred to NBC radio network sales as assistant manager of sales planning.

Carl Nielsen, West Coast television representative, NBC National Spot Sales, was named TV representative, and Heber Smith of the sales staff of KNBC San Francisco, was appointed to handle radio spot sales in that area.

Maurice E. McMurray, CBS-TV network salesman, and Thomas A. Wright Jr., vice president and radio-TV director of Dun- dee Frank Inc., New York, join NBC- TV as salesmen.

Mr. McFadden, with NBC since 1934 when he joined the guide staff in New York, has been general manager of KNBH since April 1950. Before that time he was successively assistant manager and manager of WNBC and WNBT (TV) New York.

HIX GREEN (seated l) of Hix Green Buick Co., Atlanta, signs year's contract for weekly sports show, Bobby Dodd Reports, on WGST Atlanta. Onlookers are Bobby Dodd (seated). Georgia Tech's head coach; John Fulton (standing l), station manager, and Don Vance, sales manager of Hix Green Buick.
**AFR SUBSCRIPTIONS**

Total Now Reaches 123

**ARF SUBSCRIPTIONS** from 18 more advertising agencies to Advertising Re- search Foundation, for the first time during the beginning of the year bring total participants to 123, B. B. Geyer, board chairman, announced last week.

New members—nine advertising agencies, five media concerns and four advertisers—include Bartow Ad Co., G. W. Basford Co., Blow Co., Harold G. Fox Co., Poller & Smith, Roger H. B. Humphrey-Alley & Richards, C. J. Lashoeco & Co., Needham & Graham and C. A. Tyson & Co. in all agencies. Also Fortune, Life, National Geographic, this time, have signed up. In all, advertiser-subscribers are John H. Johnson'sEbony, multinational pharmaceuticals—Pharmaco Inc. and U. S. Steel Corp.

**ARRF SUBSCRIPTIONS**

**PECK TO WISN**

**Named Station Manager**

APPOINTMENT of Harry D. Peck to the newly created post of station manager of WISN Milwaukee was announced Thursday by John C. Gטור, vice president and general manager of the Hearst-owned CBS affiliate. The appointment is effective May 1.

Mr. Peck was vice president and manager of WDGY Minneapolis until his recent resignation. He is a 20-year veteran in radio, having served before that as station manager of WOC in Des Moines and WOCB in Eau Claire, Wisconsin.

Mr. Peck is the former WISN advertising and sales manager and was on the board of the Minnesota Broadcasters Assn.

**Circus Promotion**

RINGLING Bros., Barnum & Bai-
ley Circus on March 31 launched its annual saturation radio spot announcement campaign to lure one and all to the circus which opened Wednesday in the State Garden in New York and runs through May 11. The circus named Blaine-Thompson, New York, to handle its advertising, with utilized spots on the following New York radio stations: WNBC WCBS WJZ WOR WMGM WMCA WOY.

**ARF SUBSCRIPTIONS**

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**Recruiting for AFR**

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**FORMER Sen. Wallace H. White Jr., 74, whose stamp on communications history is the FCC and the Communications Act under which it operates, died in his sleep Monday at his home here.**

Sen. White, who had been seriously ill with a heart ailment for about a year, was co-author of the Radio Act of 1927 and a prominent figure in communications through-out his 32 year tenure in the House and Senate. A Maine Republican, he retired from the Senate four years ago.

Words of tribute were sounded in both the Senate where he had been majority leader and in the House where he had been an active member before being elected to the upper chamber.

Many Senators, recalling their association with Sen. White, included reference in their speeches to his ability in the radio legislative field.

President Truman said he was "saddened" by the death of Sen. White, describing him as "an old friend ... with whom I served in the Senate for 10 years. He was a gentleman, a fine American citizen and a good public servant who made a great contribution to our country."

**Senate Resolution**

The Senate unanimously adopted a resolution expressing "profound sorrow and deep regret" for the death. Vice President Alben Barkley and Sen. Margaret Chase Smith (R-Me.) joined in the tribute on the floor of the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), now chairman of the communications subcommittee of the Senate Interstate & Foreign Commerce Committee noted:

"Wallace White was an expert on the subject of communications. He co-authored the legislation in the 1927 act which set up the Federal Radio Commission to bring order out of chaos that had demoralized the broadcast industry and which also was invested in the Dept. of Commerce."

This radio law, which was co-authored by former Sen. Clarence Dill of the state of Washington, was basis of the Communications Act of 1934. Repeatedly, as a key member of the Senate Commerce Committee and later as its chairman, Sen. White urged revision of the act to keep pace with the progress and modernization of the broadcast arts.

Sen. White, who first entered Congress as a member of the House in 1917 and subsequently entered the Senate in 1931, sponsored the White-Wolverton bill in 1947 and its predecessor, the White-Wheeler bill of 1948. Both bills would have brought FCC functions up to date (some of these, in addition to the division of operations, are now in effect).

"Throughout the McFarland bill (S 658) of 1962 is a successor to the earlier White bills. Sen. McFarland, then third ranking minor-

ity member of the Senate Commerce Committee, said at the time of Sen. White's announced retirement in 1948, the following:

"If questions of public interest are considered in succeeding Congresses, with current bills developed, questions of control, the views and opinions of the public, as expressed in the bill authored and reported by him in this Congress, will be reflected in the Senate legislation ..."
WHO ACCLAIMED NATION'S BEST
RADIO NEWS OPERATION IN 1951!

NATIONAL ASSOCIATION OF RADIO
NEWS DIRECTORS MAKE AWARD AT
ANNUAL CONVENTION IN CHICAGO

Shelley and Veteran Staff Praised

Des Moines, Iowa (Nov. 18) — This
city's famous 50,000-watt Station WHO,
has been awarded one of the broadcasting
industry's most coveted prizes — the 1951
Distinguished Achievement Award for
Radio News, sponsored by the National
Association of Radio News Directors.
The presentation was made on November
17 at the NARND's Annual Convention
in Chicago.

In making the award, Baskett Mosse,
chairman of the judges' committee, said
"...we are happy to announce tonight that
radio station WHO, Des Moines, Iowa,
was selected as the outstanding radio news
operation in the United States for 1951.
... The committee felt that special
recognition should be given to News Di-
rector Jack Shelley and his very fine and
veteran news staff."

BEST EQUIPMENT, VETERAN
STAFF, BIG BUDGET

The WHO News Bureau has an im-
pressive physical plant: seven leased-wire
machines; a portable battery-operated
tape recorder; a telephone recorder; three
short-wave monitors for state and city
crime and fire department broadcasts;
a number of subscription services; and
a library which includes several special-
ized news encyclopedias.

The seven leased-wire machines include
two Associated Press, two United Press
and three International News Service
machines. This is by far the greatest num-
ber of leased-wire machines servicing any
radio station in this section of the coun-
try, and exceeds the leased-wire service
available to many of the country's leading
daily newspapers. Only two of the seven

wire services do not clear this type of
information until too late for a 7:30 a.m.
or even an 8:45 a.m. — newscast. Telephone
checks also minimize the possibility of loss of news when events take
place in remote areas, distant from a
news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains
a morning and a night shift. There is a cer-
tain amount of specialization within each
shift in that one man may be assigned
Washington and foreign news, another
Iowa news, and a third miscellaneous
human-interest stories. Whatever the
assignment, the reporter stays on it for an
indefinite period, building up a back-
ground for that specific job, and becoming
a specialized reporter on that shift. Each
shift writes its news copy especially for
the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News
Bureau and to provide Iowa-Plus listen-
ers with unexcelled news coverage,
WHO spends more than $100,000 annu-
ally. This figure is believed to be one of
the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news ser-
vice, the WHO News Bureau provides
its listeners with a variety of public-
service extras. These include free an-
ouncements regarding public and private
meetings during periods of extreme
weather conditions, up-to-the-minute
reports on road and weather conditions
and emergency calls. The News Bureau
was one of the first to develop a system
whereby a copy of each newscast mentioning an Iowa
disaster victim is sent to the next of kin.
The service has required the use of
local postmasters in many cases be-
cause of the lack of a street address or
the name of the next of kin. Management
at WHO considers the public service
aspect of these extras "little things" that
WHO does for its listeners. WHO will
... be the difference between a routine
news operation and one that is contrib-
tuting to the welfare of the community. This
— then — is the difference between a good
news operation and the "Best Radio News
Operation in the United States."

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Ser-
vice is only one of many reasons why
WHO is Iowa's largest advertising
station. The 1951 Iowa Radio Audience
Survey, accepted by leading advertisers
and agencies as a completely authorita-
tive analysis of listening habits in this
state, shows that WHO is by far the
most-listened-to station in Iowa. Write
for your copy, or ask Free & Peters.

WILL WHO for Iowa Plus! +
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
NPA ADVICE

Proper Scheduling Urged In Station Building

THOUGH National Production Authority rules now permit broadcasters to “self-rate” purchase orders for construction materials up to certain amounts without NPA permission, materials available through self-authorization probably will not, in many cases, be sufficient for construction of new TV stations.

This was the prospect held out to a record-size group of engineers attending the sixth annual NARTB Broadcast Engineering Conference in Chicago last week by J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronic Division, of the Federal Communications Commission.

Self-authorization limits, Mr. Joseph noted, are 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum per calendar quarter. While these are enough for most alteration or small construction jobs, he noted, the average TV tower requires 100 or more tons of steel.

He pointed out that normally construction takes from nine months to a year, and if building a station can be scheduled so that steel usage will not exceed 25 tons per quarter, there will not be necessary to go to NPA for permission to start the job.

Overall, he felt that many TV and radio construction jobs might, if properly scheduled, be completed without needing specific NPA authority.

Peak Attendance

Mr. Joseph spoke Monday on the opening day of a three-day series of technical sessions, held in conjunction with the NARTB Convention. Engineers' registration and attendance at the meetings was record-setting, with peak attendance estimated at 500.

The Monday sessions heard, in addition to Mr. Joseph, nine outstanding TV engineers presenting technical papers on TV studio, transmitters, antennas, cameras and projectors, while Tuesday morning meetings were concerned with AM, FM and audio—the only non-television sessions of the conference—and Tuesday afternoon was devoted to studies of TV lightening, broad-band transmission research, TV construction and operational economics, a 35 kw TV amplifier, and planning and installation of Argentina as first TV station.

The Wednesday conference featured additional technical papers on TV sound and symbolism, TVP television and small TV operations. (For summaries of technical papers, see B&T, March 31.)

In a Tuesday speech, Robin Compton, associate of the George C. Davis firm of consulting radio-TV engineers, emphasized the "very large" technical costs of TV. Asserting that operating costs may be "fairly well defined" in relation to initial costs, he estimated that a $300,000 physical plant might expect operating costs between $200,000 and $240,000 the first year.

Rural or isolated operations (with at least one network feed) can expect the investment-to-operating cost relationship to approximate 2 or 2.5 to 1; he said, while metropolitan stations may anticipate a ratio of about 5 to 4.

Mr. Compton advised TV station planners to arrive at full understanding between engineering, management and programming personnel, recommended that adequate space be provided, and suggested that remodeling needs will probably arise after a station's first 90 to 120 days of operation.

MATERIALS

EXPRESSIONS of caution designed to dilute the heady air of optimism over eased materials restrictions characterized the views of top government allocations officials last week.

These views were expounded by three key authorities as manufacturers continued a round of meetings with the National Production Authority. Within the past fortnight, discussions were held touching intimately on the welfare of AM-FM-TV receiver output, flow of component parts, future of color-casting equipment and the technical manpower shortage.

Warning Sounded

Notes of caution were sounded by Defense Production Administrator Manly Fleischmann, National Production Authority Administrator Mr. Fowler, and Mr. Wilson, who resigned as defense mobilizer last Monday (see story page 72).

The consensus might be summed up this way: the controlled materials plan is "over the hump" but "must travel a long road" before vital materials are decontrolled.

Radio-TV set manufacturers face no critical cutbacks and should be able to supply receiver demand and reach the industry's collective goal of $500 million in TV set production this year. The radio-TV construction ban is "reasonably unfrozen," with prospect for approval of most applications "on a fairly regular scale," according to Mr. Fowler; however, at the NARTB Convention in Chicago last week (see separate TV story).

Manufacturers have apprised NPA of the small receiving tube picture, the progress of a salvage drive for materials used in radio-TV loudspeaker magnets and the shortage of highly-skilled technical personnel. Still another field—transmitting and cathode ray tubes—will be explored in a session tomorrow (Tuesday).

With respect to the views of top officials:

Mr. Fleischmann told the American Management Assn. National Packaging exposition and Conference that a sudden deluge of materials "is not in the cards," and that expanding output will be offset by expanding military needs in the months ahead.

Mr. Fowler said there won't be any real improvement until the end of 1953 and noted a strike—such as threatened in the steel industry (April 9) "could plunge us into a period of scarcity worse than any we have known to date." Copper and nickel will remain scarce and under controls, he said. The outlook is "undeniably brighter than it was a few months ago," however, Mr. Fowler added.

Mr. Wilson, in his fifth and final report on mobilisation, said "in no case has the lack of materials held up any military item," while military production is "beginning to roll"; the U.S. is two-thirds of the way toward peak production; all manpower requirements for the military and defense industry have been met.

Meeting Small Tube Demand

Small tube manufacturers told NPA authorities last Thursday that they are meeting all military and civilian demands. They estimated 1952 output at 310 million for small receiving tubes (video, amplifier systems, etc.) and 5.5 million for TV picture tubes. A trend toward electrostatic type-tubes also was reported.

Conference with set producers was called by NPA March 27 for the purpose of appraising the engineer scarcity problem in relation to the government's color TV manufacturing ban (B&T, March 31), and discussing materials outlook for monochrome sets during the last half of 1952.

Set-makers were advised of the quotas of steel, copper and aluminum.

(Continued on page 85)

WPTR NEWSMAN

Elected to Congress

LEO W. O'BRIEN, news commentator at WPTR Albany, N.Y., has been elected to Congress from the 32d Congressional District to fill a vacancy caused by the death of Rep. William T. Byrne (D-N.Y.). He will continue his newscasts on WPTR from Washington, reporting by direct line.

Mr. O'Brien, winner of three national radio news commentary awards, has been heard on a nightly news program on the Albany station for two periods. During this year, and the station's news director, Howard W. Maschmeier, have captured a first place Sigma Delta Chi national news commentary award and two Ohio State first place awards for their radio reporting.

The new congressman has been bureau chief for INS in Albany and is a featured columnist for the Albany Times Union, Syracuse Herald American and other New York state newspapers.
The Providence Journal-Bulletin Station in the Nation's 19th Market

announces the appointment of

O. L. TAYLOR COMPANY

as exclusive national representatives effective immediately

WPJB 5000 W • ABC AM & FM
KMOX audience larger than two stations in St. ... in metropolitan
daytime audiences are bigger than those of the next 3 stations combined.

* The Pulse of St. Louis, Jan.-Feb. 1952—6:00 a.m. to 6:00 p.m., Monday through Friday

* CBS Owned - Represented by CBS Radio Spot Sales
Monroe, Griffith, WMAQ Among Winners

Mr. Griffith, Mr. Monroe

City editor of the Kansas City Star. He began radio writing in 1935 at KCKN Kansas City, Kan., on a part-time basis. In 1944, he left the newspaper to be full-time KCKN news editor. He joined KCMO in 1945.

WMAQ was honored for the news broadcasts on "narcotics in Chicago" and particularly for the program, The Black Mark, and other tape-recorded presentations by Len O'Connor.

Citation for this award reads, in part:

"Universal interest, timeliness, and effective dramatization of this program not only held the listener, but also imbued him with a strong desire to counter the problem by firm civic action.

The staging of the case against narcotics, the manner of each interview of witnesses and experts, and the offering of answers to the difficulty, were carefully handled and appropriately emphasized. The technical qualities of the program were excellent."

POLITICAL LIBEL

Maryland Bill Is Signed

Bill safeguarding broadcasters and telecasters to some extent from suit as a result of remarks by political candidates was signed Tuesday by Governor Theodore McKeldin of Maryland.

As finally enacted, the law provides about 80% of the protection asked by the Maryland-District of Columbia Broadcasters Assn., which sponsored the original bill. The proposed measure had passed both House and Senate and was on the Governor's desk in time for his signature. After the Governor signed the measure, a law to prevent results from the broadcast association but since only a few hours were left in the session it was impossible to prevent a change.

Final version protects broadcasters against libel when a candidate libels his opponent. If the candidate libels others, the station can be held liable for compensatory but not punitive damages.

Joun Shulton Inc.

MAXINE ROWLAND, head of copy department of Abbott Kimball Co., New York, to Shulton Inc., same city (Old Spice, Friendship Garden and Desert Flower toiletries), as advertising manager. Miss Rowland succeeds Elizabeth Shoe maker Shenko, who has resigned to do freelance writing.

Levellng of Sales Dip Seen—PIB

NETWORK radio business seems to be levelling off after a consistent decline during the past year and more, according to February figures released last week by Publishers Information Bureau, Combined gross NBC radio networks for February, [B&T, March 17], PIB reported that in the opening month of 1952 NBC broadcasters took in sales of $5,301,479, CBS of $5,164,309, MBS of $1,678,409 and NBC of $4,357,383, with a combined gross for the four networks of $12,423,261.

Network-by-network breakdown for February and January-February, this year compared with last, shows:

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<td>ABC</td>
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<td>4,731,626</td>
<td>8,351,371</td>
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<td>$14,958,789</td>
<td>$28,662,498</td>
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**NETWORK GROSS**
We nominate for

THE ORDER of the BIG HEART

Jimmy Delmont of WTCN

The Case History:
This is the case history of Jimmy (5x5) Delmont of WTCN-Radio in the Minneapolis-St. Paul Market.

He belongs to that rare breed of men able ... through a big heart ... to submerge their own troubles and help others with theirs.

The tools of his trade are: a telephone, a husky voice, a turntable, sympathy, and a sure touch in using it.

His mail ... hundreds of letters and phone calls each week ... comes from couples on the marital rocks, from working men and women who listen as they drive to and from work. He has proof of over 30 couples happily re-united through his off-the-air help. How he does these things is Jimmy Delmont's secret. He doesn't moralize, and doesn't hang folks' troubles on a radio laundry line.

6000 members of his 5 o'clock Club tune him in on their car radios and drive home carefully because Jimmy Delmont asked them to.

One more example of radio personalities at WTCN who become part of the lives and loyalties of the folks who live here and who can sell your products to people who believe in them. In the case of Jimmy Delmont you don't sponsor him. HE sponsors YOU!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"
Radio, TV—People's or Broadcaster's Problem

Broadcasters have problems today which are an outgrowth of our rapidly growing technological advancements in the art of mass communication. Whether it was proper for the networks to alter their time charges on a nation-wide basis when the new art of television was available in only a relatively small area of the country is beside the point. The fact remains that the alteration of time charges by the networks has changed the value of all broadcasting, in the minds of advertisers and agencies, on a station by station and market by market basis across the whole country. In some cases this change has given the network, as the seller of station time, a decided advantage. All of the changes that will be made in broadcast rates have of course not been made as of this writing. The addition of more television transmitters, new techniques in the use of both TV and Radio, changes in coverage, changes in the size and prosperity of markets and, of course, the "inventors mind," will ever be a challenge to any competitive system to alter rates in its efforts to give an advertiser "his money's worth."

The immediate problem is a need for some sort of balance between what a network charges for a broadcaster's time and what the broadcaster charges for that time. This would seem an easy problem from the great amount of analytical data broadcasters have used to sell their wares but the actual solution thus far reached has, for the moment, pleased no one. Controversy has arisen from the advertiser and agency pertaining to "listenership" figures. These figures, outgrowth of acceptability because of use by broadcasters for years, are, on the other hand, contested by some broadcasters because of newer figures now available on "store traffic" created by advertising. These new advertising-created "store traffic" figures have been most complimentary to radio in its comparison with the printed word or with TV.

All of the above is purely the business side of broadcasting.

From the people's point of view, what comes out of their loudspeakers is the determining factor.

In radio broadcasting the networks have been the primary source of fine programs. It has been the network programs, in the main, which induced people to buy radios. True, the local stations gave local services of news, weather, civic activities, etc., but it has been the great events of the world plus the top entertainment made available by network radio, which put radios in homes and made those radios be used hour after hour. In effect, it was the QUALITY of the service which made American Radio different from all other.

At the close of major hostilities in 1945 the American Radio picture got its first change by a great influx of new Radio transmitters. Then came Television. The added competition of more than double the "time on the air" of radio programs plus "time on the air" of television programs has "watered" the radio "listening" market. The sparkle and ring of quality shows has been diluted by the great quantity of lesser shows on the air waves. Lower charges for time and announcements with constantly rising operational costs have made for a quantity instead of a quality handling of the commercial advertising messages. All this has taken place at the local and at the national level over the whole country. Local broadcasters have coped with it on a market by market basis. In growing markets prices have been raised and in some diminishing markets prices for time have been lowered. In too many markets the station has simply put into its schedule more and more commercial copy, the effect of which is merely a lowering of rates and from the listener view, a substitution of quantity for quality.

Over the quarter century of network broadcasting, stations have been affiliated with the networks in order to have available quality programs. This fine program service has been worth money to the stations affiliated with the network and they have in most cases given "free hours" to the networks for this service. Beyond the "free hours" the stations have allowed the networks to sell their time and have been compensated at a low rate for this time sold because it cost them less to operate during such network hours. Now, with greater radio competition, plus the tremendous impact of TV in areas where TV is available, we find the networks trying to find some way by which they can painlessly substitute a certain amount of "quantity" for "quality," just as most stations have already done.

This network "quantity" substitution has been and is being done in several ways. The quarter hour and three-quarter hour station break was taken from the station and became the property of the network advertiser who carried two separate programs from the hour to the half hour period or from the half hour to the hour period. Additional secondary products were run into an advertiser's program. Contiguous time was not necessary to be purchased to get a "rate." More and more short periods of 5 minutes duration are to be found in the broadcast schedule. Talent charges were sliced and even a form of participating show has been worked out where several advertisers with different products share program and talent costs. "Premium stations" are being added on a no charge basis. "Below the belt" products, previously shunned, are now heard as regular network sponsors. The low cost detective mystery and even the disc jockey is now common via network radio. On top of this, networks cut the rates of affiliated stations whether they have TV in their markets or not. The result has been less income for the stations to say nothing of less income to the networks and more and more advertising with less and less attractive programs for the listeners and the end is not in sight.

Over the years there has been talk of limitation of the amount of commercial copy in relation to the amount of time purchased by an advertiser. In fact, in our Nation's Capitol the politician has even talked about limitation of the amount of time devoted to commercial sale. Our American free enterprise system of radio can little afford political supervision of program content of each individual program and the radio people from their own selfish point of view should soon find an answer before the representatives of the people come knocking at their door.

The people's response to a program, an announcement or the printed word, whether it be on radio or in the press or on TV should be heeded in coming to a decision concerning the value of any advertising.
ARBIndex is the ratio of performance at the point of sale of a radio station and a newspaper. The ratio is based upon Certified ARBI surveys in which an equal expenditure is made in both media for identical merchandise and advertised simultaneously.

ARBIndex is the ratio of the radio station to the newspaper on the basis of traffic developed by each medium. The newspaper is the constant with a factor of 1. The radio station, based upon the relative performance of the two media, is in ratio to this constant. Thus, if an equal number of people respond to the advertising at the point of sale, the ratio of the radio station to the newspaper would be 1 to 1.

ARBIndex is NOT a rating of a station's popularity—it is a RATIO OF PERFORMANCE at the point of sale. ARBIndex is a MEASUREMENT OF RESULTS.

ADVERTISING RESEARCH BUREAU, INC.
Central Building
Seattle 4, Washington

KXL 1952 CERTIFIED
ARBIndex 1.5

KXLY 1952 CERTIFIED
ARBIndex 2.0

KXLX 1952 CERTIFIED
ARBIndex 1.6

KXLY 1952 CERTIFIED
ARBIndex 1.3

KXLJ 1952 CERTIFIED
ARBIndex 1.7

KXLK 1952 CERTIFIED
ARBIndex 1.1

KXLQ 1952 CERTIFIED
ARBIndex 2.9

The XL Stations

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXL L MISSOULA • KXL J HELENA • KXL K GREAT FALLS • KXL Q BOZEMAN

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

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

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

Chicago 1, Illinois
360 North Michigan
The Walker Company
FM OPERATORS

FM STATION operators looked their financial figures in the face, appraised results of three cooperative promotion campaigns and wound up a half-day meeting at the NARTB Chicago convention by calling on FCC to clear up the rights of such supplementary services as transit and storcasting.

Contrary to custom, FM delegates overfloved the Conrad Hilton hotel meeting room, with about a hundred people-tight traffic in the entire station area at the last minute. Many operators, acting on the principle that FCC's had not seen the light of day, were on hand in the evening to impress the FCC officers and members of the Congressmen to whom some representatives have been trying to explain FM's importance.

A program devoted mainly to the sales of promotion programs, soon to be expanded under auspices of NARTB and Radio-Television Manufacturers' Association, wound up in a brisk debate over resolutions. Members of the Resolutions Committee were Ed Wheeler, WEAQ (FM) Evans- ton, Ill., and Ray Green, WFLN (FM) Philadelphia.

Proposal Is Tabled

Oratory broke out all over the room where the resolutions had been proposed the FCC check FM license renewal applications of network owned stations and match applications against a computer printout of the station. The resolution was tabled after delegates suggested it amounted to an endorsement of FCC investigation of stations; that all stations would probably suffer were such an FCC policy adopted, and that it would arouse antagonism on the part of other groups.

Other resolutions asked radio station to develop auto FM sets and auto makers to install them; thanked RTMA and member manufacturers for cooperation in FM promotion and in production of FM sets, proposed FM tuners be installed in all TV sets and praised work of John H. Smith, Jr., NARTB FM director.

Benefits of the NARTB-RTMA FM promotion plan in North Carolina were described by E. Z. Jones, WBBB-FM Burlington, N. C., and Joe Pleasants, Wilson-Mitchell Co., Zenith distributor in Charlotte. Mr. Jones said FM sales were stimulated though many dealers did not cooperate nor was the home demonstration idea properly developed. He said the drive increased availability of FM sets at dealers and helped listening to some extent. Mr. Pleasants said 15 distributors took part in the North Carolina campaign, five of them actively. Despite a textile depression and other adverse factors, a good number of dealers cleared out solid sales in the five-week test period. This did not include such chains as Sears Roebuck, Montgomery Ward and other national auto. The total actually ran well over the 6,000 mark, he believed.

Sets in D. C. Cited

Everett L. Dillard, WASH (FM) Washington, D. C., said the District of Columbia has 140,000 FM-equipped sets in 40,000 families, with FM stations having wider range than most AM outlets as well as more network on the air. The Washington campaign, scheduled to start March 1, got under way slowly and has been extended to April 15. He played a tape of a “sales meeting of the air” conducted for the benefit of salesmen.

William Hills, managing director of the Electric Institute of Washington, said only four distributors had any FM sets in stock when the campaign started. Despite handicaps of federal income taxes, local income taxes, Easter and Pass FM TV sales, he declared, 2,300 FM sets were moved in March compared to 2,480 in the same period a year ago. He contended this record was maintained in view of the fact that appliance volume was down 25-35% at the time. He added that dealers appreciate the daily announcements by FM stations, which help FM “sink into the public mind.”

David Grigsby, advertising manager of Zenith Radio Corp. and member of the NARTB-RTMA Special FM Committee, gave Mr. Smith and other NARTB officials credit for their public relations job in the campaign and contended increased sales has been developed in the FM set field.

Henry Onorati, advertising director of radio- TV, Crosley Div. of Avco Mfg. Corp., pointed to definite sales gains in the promotion campaign and growing public awareness of FM.

Herbert Guerin Jr., advertising manager of RCA Victor Div., said manufacturer will do all they can to help promote sale of FM sets. He said the promotion drive has helped dealer distributor relations and showed how industry groups can work cooperatively with benevolent to all.

A letter from Kenneth F. Schmitt, WIBA-FM Madison, Wis., told of the promotion campaign in that state.

Mr. Smith predicted steady expansion in FM. The association is expanding its work, he added, with the set campaign a piece of evidence. He spoke of the growing spirit of harmony about stations, manufacturers and sellers of sets. More listenership is the target, he contended.

Next FM promotion drive will take place in New York state with others to follow.

West Coast NBC Salute

FOUR West Coast stations were scheduled to be honored on the 25th anniversary of their affiliation with NBC by a special radio network program from 10:30-11 p.m. EST Saturday. The broad- cast, originating in Hollywood, was titled Operation Pacific Coast and honored KMOO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland.

CBO Good Friday Policy

NO commercial programs will be aired on Trans-Canada and Dominion networks of Cana- dian Broadcasting Corp. on Good Friday. This marks first year CBC institutes same pol- icy on Good Friday that it has used for years on Christmas Day. CBC-owned stations will also carry no commercials that day, but no regulation has been issued regarding commercials on inde- pendent stations.

Golden Jubilee

IN HONOR of the publisher's golden jubilee, Santa Barbara News-Press, KTMS Santa Barbara and KCOY Santa Maria, all Calif., invited the public to an "informal open house" in the News-Press Bldg., Santa Barbara, Monday through Thursday last week. The News-Press Pub. Co. is licensee of both stations and KCOY. Building was formally opened and dedicated March 30.

NARTB GOAL

Is Outlined by Fellows

ORGANIZATION of the United States into an overall national association and 48 autonomous state associations is the goal of NARTB, President Harold Fellows told a joint NARTB-FCC luncheon of state presidents, held during the NARTB convention in Chicago.

Growing legislative and regulatory power of the states require careful study and cooperative action, Mr. Fellows said.

Carl Haverlin, BMI president, described progress of the BMI cam- paign to encourage young composers and performers. He said 800 stations averaged over 6 hours a week of concert music under BMI encouragement.

Dan E. Jayne, WELL Battle Creek, Mich., was elected chairman of the state association group. He succeeds Emmett Brooks, WBBJ Breton, Ala., chairman of state presidents; D. Moulton R. Hane, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

FCC Chairman Paul A. Walker, guest speaker, informed generally of FCC's budget problems. He re- called that Congressmen talk about cutting FCC appropriations in one breath, and then ask the Commission "When the blank are you going to get television down here. If somebody doesn't appropriate funds, many parts of the country will be in a bad fix far as television is concerned."

BMI was host Tuesday at a dinner for the BMI-NARTB boards. The BMI board met the previous Sunday, reviewing progress of the composers contests and other pro- motions.

The new BMI TV Clinics [B*7, March 31] will be held in New York May 23-20; in Chicago May 22-23, and in Hollywood May 26-27. Topics on the agenda will be program and production economies, public service disc jockeys, music- ians, communications, educational programs, local TV news, camera techniques, purchase of film, film features, film operation and package-spot programs. Some sessions are to be held in TV studios.

The annual series of BMI broad- cast clinics opens April 27 in Mis- soula, Mont., running through May 16. Forty-two clinics will be held, with two and three a day in differ- ent areas.

Page 40 • April 7, 1952
RADIO ALONE PULLED 25,000!

CLEVELAND PRESS, PAGE ONE
"... police reserves were forced to disperse a crushing mob of 25,000... 30 extra firemen... 40 extra police..."

STAN ANDERSON, PRESS
"... radio is not a dead medium when it can singlehandedly draw 25,000 to a dance."

CLEVELAND NEWS, PAGE ONE
"... doors closed... after turnstiles totaled 10,091 admissions and still more ticket holders began to storm the entrance."

CLEVELAND PLAIN DEALER
"People came from as far as Toledo..."

Using WJW only, Alan Freed, emcee of "The Moondog House," pulled an overwhelming 25,000 to the Moondog Coronation Ball. Here's proof that Cleveland's Chief Station is still Cleveland's best buy. Write, wire or call for available segments on this hottest show in town, "The Moondog House." Afternoon, 5 to 6; late-night, 11:15 to 2 a.m.

WJW
CLEVELAND'S CHIEF STATION
5000 W. BASIC ABC
WJW BUILDING CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY HR REPRESENTATIVES, INC.
CONGRESS

WITH an eye on the calendar, Washington lawmakers are hammering away at "must" measures for 1952 with remarkable force this spring. Legislators' aim on Capitol Hill is to fold the debate tent by July in time to stink the Chicago political conventions.

In addition, there is the campaign stretch which means in-committee need and was a time grace to return to their home states to campaign for the November elections.

In effect, this puts an unpredictable stop watch on pending legislation that is concerned with broadcasters' interests.

Most important legislative actions with which broadcasters have been concerning themselves are (1) the McParland bill (S 688), a major measure that would set up new operating guideposts for FCC, and (2) a projected study of political broadcasts, looking forward to a clarification of Sec. 315 of the Communications Act.

Capitol Hill's thrust toward adjournment has asserted itself in the past few weeks. The pace is unrelated in the House where that chamber has been passing appropriations bills methodically and bucking them over, to the Senate where it has been more haphazard.

Congressmen's strategy is to quickly get these "must" measures out of the way so that the slower-moving Senate can have plenty of time to consider them. Other "musts" are the Defense Production Act renewal or modification and foreign aid. There is no tax bill this session.

Resume of Bills

Item by item, the Congressional radio-TV picture looks like this:

**M c F A R L A N D B I L L—House Interstate & Foreign Commerce Committee has reported the Senate-passed measure [B+T, March 17]. However, the House version of the bill has not yet been completed. A report, which may be more of a document, will accompany it. Later is guess that the committee will attempt to have both these items out of the way before the House Easter recess. Next steps probably will be House approval, then a joint conference between the houses.**

**POLITICAL BROADCASTS—Although the House Commerce Committee chairman, Rep. Robert Crosser (D-Md.), has signedified his give this subject a hearing, the committee's agenda is crowded [B+T, March 31]. There has been no hearing in the Senate.**

**RADIO-TV BANT—There has been no indication that the House will amend the rules so as to permit radio-TV live or tape coverage of its committee proceedings [B+T, March 10]. It appears at this date that Speaker Sam Rayburn's (D-Tex.) ban is here to stay at least until the 83d Congress convenes next year.**

**"DRY BILL"—The clock ran out on the proposed banning of liquor advertisements on radio or TV. The Johnston-Caesar bill (S 2444) has been defeated in the Senate Interstate & Foreign Commerce Committee [B+T, March 31].**

**PROGRAMMING—In the House, the rug has been slipped from under a proposed investigation by a select committee of radio and television programs [B+T, March 31] (see story, page 2). But in the Senate, apparently Sen. William Benton's (D-Conn.) call for a radio-TV review board has been languishing.**

**CAPEHART PLAN—This concerns the cost-allowance formula in the pricing structure as spelled out in the Defense Production Act. It is one of many issues to be considered as Congress proceeds with a study of the Act in its roll toward adjournment.**

**FCC AND RECRUITING FUNDSS—FCC is striving for additional funds to help it break the expected application workload when the TV freeze lifts. The House has passed its recommendation, the Senate is next on the agenda. Recruiting funds for radio-TV—money to be spent by the Army and Air Force—also is included in consideration of the general appropriations.**

**NARBA—A Senate Foreign Relations subcommittee has not yet considered the North American Regional Broadcasting Agreement that is pending Senate ratification.**

**NBC ISSUES NEW CARD**

Formalizes 1951 Reductions

NBC last week issued a new rate card (No. 34) for its radio network, formalizing the 10% reduction in afternoon and evening rates and the elimination of the 5% premium. The change for the 8-10 p.m. time which NBC put into effect July 1, 1951. Failure of some readers of the new card to note the effective date led to a flurry of excitement over what they thought was a new series of rate reductions which quickly subsided when the date was brought to their attention.

The new NBC radio network rate card groups the network's affiliates into "primary" and "supplemental" stations under the plan adopted last fall [B+T, Oct. 8], in which the network is still vainly trying to persuade its affiliates to accept.

ACCORDING to Frederic W. Wile Jr., NBC vice president and director of TV production, Life of Riley, starring William Bendix, will be produced as both a radio and TV program broadcast from Hollywood commencing next fall.

**Batista Interview**

FORT INDUSTRY Co. has claimed for its owned radio stations the only personal interview thus far granted to any U. S. station by Gen. Fulgencio Batista since his coup d'etat in Cuba. The interview, company spokesmen reported, was secured and recorded by Mrs. Ida Faulk, Latin-American commentator of Fort Industry's WGBS, Miami, for broadcast by WGBS and other Fort Industry outlets.

**AWRT SESSION**

Held at Detroit

SECOND annual national convention of American Women in Radio & Television, April 4-5 at Statler Hotel, Detroit [B+T, March 31], was to feature a series of workshop sessions on television, agencies and public service. According to Convention Chairman Edie Fern Melrose of WXYZ-AM-TV Detroit's House O' Charm, sessions included the following:

"You Gotta Develop Your Vision in Television," was to be presided over by Miss Melrose, with panel including Anne Gleason, president, Gleason Agency, Detroit; Gladys Blair, Young & Rubicam, Chicago; Betty McCabe, Sherman & Marquette, New York; and Beatriz Zachary, producer of Kubla, Evan and Ollie, NBC-TV Chicago.

Other Activities

In public service category, "The Public Be Served!" was to be led by Natalie Flattow, Girl Scouts of America, New York. Serving on the panel were James Hananhan, vice president and general manager, WJWS Cleveland; Henriette Harrison, radio-TV director, WMCA New York; Kay Lardie, manager, WDTR (FM) Detroit, and supervisor of radio-TV for Detroit public schools, and William Hedarp, executive director, Teleprograms Inc.

A plaque honoring American Women in Radio & Television for its help to U.S. homemakers was to be presented at the convention by the Kellogg Co. of Battle Creek, Mich. The plaque was to be presented by Detroit's Mayor Albert E. Cobo on behalf of Kellogg's to Edythe Meserand, president of AWRT.

Each member of the AWRT receives a replica of the award suitable for framing.

**AWRT SESSION**

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Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!

BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL
50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.
SUCCESSFUL selling of radio cooperatively by stations in the same city and the continuing need for audience promotion on the air and in sales presentations was outlined to NARTB conventions Tuesday afternoon.

Keynoted by Lee Little, general manager of KTUC Tucson, the audience promotion session concerning “The Tale of Three Cities” attracted an estimated audience of 60 broadcasters. Mr. Little, commenting on the small audience in contrast with the “3,000 attendance,” termed the session “one of the two top-level discussions” at the convention.

After remonstrating broadcasters for not forwarding their successful promotion ideas to NARTB so the entire industry would benefit, Mr. Little pointed out that many stations neglect to promote good shows which they put on the air. He cited the instance when a network aired a sustainer to its affiliates for 13 weeks, learning afterwards that no stations had ever picked up the show simply because “they had not been advised the thing was available.”

“Good, solid” promotion gets an audience for bad programs, and can also improve them. “When we tell people to listen to a radio program, they do. We in the radio business have found out that people do what we tell them to do,” he said, referring to sale of products, collection of funds and tabulations on mail.

At KTUC, Mr. Little uses audience promotion schemes with every sales presentation, outlining what the station will do for the show and the client and what the client, in turn, should do to bolster the radio effort. He recommended advising the sponsor’s employees through meetings or letters that radio is being used, inclusion of a box in newspaper space and display of store and window cards.

Detailing combined radio campaigns among stations in the same city were John Essau, vice president and general manager of KTUL Tulsa; Jack Knabb of the advertising agency of the same name in Rochester, N. Y., and Worth Kramer, general manager of WJR Detroit. Richard M. Allerton represented NARTB, of which he is research director.

Stress Own Assets

Broadcasters need to remind themselves of radio’s assets, Mr. Essau said, naming flexibility and adaptability as primary. His station, among six radio stations and one TV outlet, helped organize the Tulsa Associated Broadcasters and hire a paid secretary.

The group initiated a radio week, blew up the mayor’s proclamation for backgrounds and displays in retail store windows throughout the business district and organized all-station basketball and softball leagues with the call letters getting frequent mentions on newspaper sports pages.

The stations offered $1,000 cash to anyone who could find more than a 5% margin of error in a Tulsa radio and television survey. They also helped to revive the state radio association. Despite the group’s “solid front,” however, each station sells and promotes individually to retain its identity, Mr. Essau said.

KTUL has reinstated the last-minute copy change, “although it’s a bit of trouble,” uses a lot of names in chats with listeners and block programs the schedule with numerous giveaways, which include “giving away” as announcer to a housewife every other Thursday and a local variety of “Lonesome Gal” to women’s clubs and civic groups.

Some 60 new residents in the city weekly receive personal letters from Mr. Essau, followed by another from the program director and a program schedule, and all staff members take active part in most of the local civic, fraternal and cultural groups.

“We’ve thrown out the word sustaining,” Mr. Essau said. “The station that is never missed never dies —the station that dies is never missed.”

Mr. Knabb, public relations counsel for the Radio Broadcast Management Council of Rochester, referred to the broadcast “nightmare in 1960 when ghosts of the competition haunted dreams of almost every radio man.”

Purpose of Council

The group, organized to “make headway with use of headwork,” has worked to maintain and improve the audience size and to sell better and more radio time. Because public relations “was the first job,” speakers were sent to talk about radio positively rather than apologetically before local groups.

A screening committee was formed to handle all requests for free time, followed by approval of the Rochester Advertising Committee and various civic groups of the concept that stations were entitled to be paid the same amount as spent for newspaper space by organizations such as the Community Chest.

Mr. Knabb failed initially in convincing council members they could successfully sell one group to an advertiser, although he later proved his theory by making two sales of four stations to a single sponsor.

“Takes courage to make a profit and to try new ideas,” he said, “and profit is the only thing that keeps us in business.”

Mr. Kramer, also co-organizer with six other station men of the United Detroit Radio Council, asks broadcasters for “alert programming, vigorous audience promotion and strong sales efforts to get the other media dollars as well as competitive radio dollars.” Station management can retain its place in the advertising picture and gain here the respect of its audience and advertisers by reflecting the strength and integrity of broadcasting concepts in their individual operations, he said.

Detroit Activities

To “re-awaken listeners and advertisers,” the Detroit group conducted weekly meetings and spent $6,000 in a three-month car card and newspaper campaign backed intensively by radio, using 400 car cards, and 115 cartoon ads rotating among three papers. The seven stations aired 24 radio promotion spots daily, mentions in local shows, in direct mail pieces, on envelopes and in advertisements.

The Detroit group originated the slogan which is used by industry elements throughout the country, “Wherever you go there’s radio.” The slogan is the title of a song written by a WJR staffer which has been recorded and distributed at cost to other stations.

Mr. Little, in recapping comments of the panelists, outlined a few of his promotions. Among them were free brake-testing and lining replacement for all residents of Tucson, use of acetate tape with “As advertised on KTUC” in sponsoring stores, gummed wrapping tape for outgoing packages in retail concerns, letters to sponsors’ employees and purchase of the sponsors’ merchandise.

He advised station men in smaller towns to keep promotion plans simple, recommending also that network promotion men in New York send out “down-to-earth” audience material adaptable to “people west of the Hudson.”

“They should get out and see what goes on there,” he said.

“There is no reason for anyone to be a bad broadcaster. No matter what you do, you should do it well.”

SINGER Peggy Taylor pins carnations on NARTB delegates, inviting them to visit facilities of WGN-AM-TV in Chicago. With her are Charles Sherburne (L), KCBQ San Diego, and Van C. Newkirk, KJU Hollywood.
38 STATES

Salesmaker to the Central South

Two contests* on Double Cola's Double Pleasure Party (6:15-6:30 P.M. Saturdays) drew a total of 64,186 pieces of mail in 18 weeks. Cards and letters were received from 38 states and Canada.

This sets an all-time station record for a once weekly quarter hour program on WSM.

*1st Contest - Oct. 27 - Dec. 15, 1951
2nd Contest - Jan. 12 - Mar. 15, 1952

WSM Nashville 650

CLEAR CHANNEL - 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
Everything's humming here!

And there's plenty in it for you. Because the new BEEHIVE RADIO NETWORK is busy providing advertisers with exhaustive coverage of a billion-dollar empire (annual retail sales: $1,024,809,000) honeycombed with farms and factories. The BEEHIVE—a combination of 50,000-watt KSL plus four other busy CBS Radio affiliates in Utah and Idaho—has a potential audience of 45,740 more radio families than any competing regional network. Now, thanks to the five stations of the new BEEHIVE RADIO NETWORK, you can get blanket coverage of the entire Intermountain America market plus intensive local merchandising of your product in key population centers. To gather in the riches that are waiting for you throughout this 576,000 square-mile territory, just buzz KSL or CBS Radio Spot Sales and ask for complete information about . . .

THE BEEHIVE\* RADI0 NETWORK
Frank B. McLatchy, Manager

KSL, Salt Lake City
KSUB, Cedar City
KEEP, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

*Symbol of the early territory of Deseret (Utah, Southern Idaho, parts of Nevada and Wyoming)
HEAVY EXHIBITS - those of station transmission and studio equipment makers—were lighter this year at the NARTB convention, with RCA again leading the field in amount of floor space and number of items displayed.

The company sent more than 60 representatives from its custom recording, engineering products and tube divisions. At the opening of its extensive display was a revolving platform with a new combination studio-field camera operated by a plaster male model before a life-size ballet dancer.

Equipment available for inspection included AM, FM and television transmitters, audio equipment, monitoring units and test apparatus for all kinds of stations. Items for TV stations included mobile equipment, cameras, control room units and distribution amplifiers.

RCA also showed AM, FM and TV antenna systems, transmission line equipment, tower lighting units and accessories.

The camera, described as TK11A for studio use and TK31A for the field, features a view-finder with a seven-inch kinescope, superior-yoke design, a video amplifier with adjustable blanking and rugged construction.

Andrew Corp. featured as the central attraction of its display the new skew antenna based on an engineering principle which provides for mounting on the sides of buildings, eliminating necessity of a tower on top. Company manufactures transmission lines for VHF and UHF, antennas and mounting, dehydrating and tower lighting equipment.

Representatives of Collins Radio Co. from five cities showed convention visitors the complete line of AM and FM broadcasting installations, transmitters ranging in power from 250 watts to 50 kilowatts, FM antennas, 10 watt FM educational broadcast systems, studio and accessory equipment, remote pickup amplifiers, speech input consoles, transmitter control consoles, transmitter monitoring, test and accessory equipment and custom-built studio installations.

Fully-equipped television station, with transmitter, cameras, studio, control room, film projection room, transmitter room and client's booth was installed by the Allen B. DuMont Labs. Other exhibit features—a 5 kw "Oak" air-cooled transmitter and console, a director's desk for audio and video switching and line amplifier designed to make programming more flexible and to handle special effects with one-finger controls.

Fewer Big Products Shown at Chicago

Graybar's delegation included (l to r) Bob Uhrig, J. W. LaMarque and Larry O'Connell.
INTRODUCED at the convention for the first time was General Electric's 12 kw UHF Klystron tube. Heading the GE delegation were William J. Mor- 
lock (l), general manager of the commercial equipment division, and Frank P. 
Barnes, sales manager for the broadcast equipment section. The new tube, 
which has been operated at more than 15 kw power at 750 mc during develop-
ment tests, will soon be installed at GE's plant in Syracuse for propagation 
tests. If FCC authorizes maximum effective radiated powers above the present-
tly proposed 200 kw, the basic design of the Klystron will make 50 kw 
tubes "entirely practical," company claims.

displayed, in cooperation with 
Graybar Electric Co., the com-
pany's new distributor. Showing 
items from camera to antenna, the 
exhibit stressed installations based 
on successful stations which Fed-
eral has equipped in North and 
South America. The company 
manufactures transmitting, recti-
fer and picture tubes, as well as 
magnets, Lo. 
Graybar also distributes for Con-
tinental Electronics Mfg. Co., 
Blaw-Knox Co., Ampex Electric 
Corp., and Altec Lansing Corp., all 
NARTB associate members. Pro-
ducts include transmission and 
studio equipment, speech input 
units, tubes, tape recorders, test 
and measurement equipment and 
metal cabinets. Continental ex-
hibited three broadcast trans-
mitters for AM.

Switching equipment wiring de-
vices and switchboards for TV 
studios, as well as related engi-
neering services, were featured in 
the display space of Kliegl Bros. 
Universal Electric Stage Lighting 
Co. Another manufacturer of 
switchboards, lighting and equip-
ment, remote controls and mike 
booms was Century Lighting Inc.

Broadcast Music Inc., cooperat-
ing with the NARTB, set up Free-
dom Hall with a large collection 
of historical documents and the 
original manuscript of the "Star 
Spangled Banner." BMI, now in 
its 12th year, also featured a mini-
ture theatre with hit songs. It also 
displayed promotion material on 
the program encouraging broad-
cast of concert music and the young 
composers radio awards. The award 
program is conducted cooperatively 
with state broadcasters' associa-
tions.

Other exhibition hall booths 
were occupied by the Broadcast 
Advertising Bureau, Armed Forces 
Information Center, National Pro-
duction Authority and NARTB 
Station Relations.

FCC LEGISLATION
Reaches Floor of Senate

SENATE Expenditures Committee 
last week approved and sent to 
the Senate floor a bill providing 
that an FCC Commissioner can be 
removed from office only for cause, 
that is, for inefficiency, neglect of 
duty or malfeasance [BPT, Feb. 
25]. The bill (S 1189) also would 
permit Commissioners to stay in 
ofice after their terms expire until 
a successor is named and confirmed 
by the Senate, and place a 90-day 
limit on extra service.

"KLZ...a splendid servant of the 
people...a great asset to our state!"

Phillip X. Daniels, president, 
Colorado Chamber of Commerce, recently 
quoted: "KLZ is a splendid servant of the 
people and a great asset to our state."

Mr. Daniels was analyzing 
KLZ's 30 year record of public service to 
the Rocky Mountain area and the dis-
tinguished list of national honors that KLZ has 
brought to its area. Leading Colorado citi-
zens—U.S. Senators, Congressmen, Gov-
ernors, Mayors—have joined publishers, 
businessmen and clergymen in praising 
KLZ's unparalleled public service record.
'DUPLEX' DATA

Hooper Extends to Set Use

C. E. HOOPER Inc. is now using "Duplex Coincidental" data for "sets-in-use" figures as well as for "ratings" and "share-of-audience" data. Advantage of the "duplex" data, which are obtained by asking "What were you listening to 15 minutes ago?" as well as "What were you listening to when the phone rang?", is that the sample size is doubled with no increase in cost, the research firm explained.

Extension of the "duplex" data, according to a Hooper spokesman, followed extensive research authorized by Dr. Matthew N. Chappell during his analysis of methods of measuring broadcast audiences. "This research showed that there was no sacrifice of accuracy when compared with the industry standard method, namely coincidental," it was stated. The full research on "Validation of the Accuracy of the Duplex Coincidental" will be published in booklet form as the other parts of Dr. Chappell's study have been.

A sample test study conducted in New York in January showed little difference between station audience rating figures and sets-in-use data obtained by the "Duplex Coincidental" method and those obtained through the pure "coincidental" system. Morning radio sets-in-use were reported as 12.53 by the coincidental method, 12.79 by the duplex method. Afternoon radio sets-in-use were 9.97 (C.) and 9.82 (D.). Evening figures were 8.99 (C.) and 8.88 (D.).

ZENITH INCOME OFF

'SI Gross and Net Lower

ZENITH Radio Corp. had net sales of $110,025,780 for 1951 with a net income of $5,370,740 ($10.90 per share) after provision for federal income taxes of $6,400,000, company has reported in its annual statement. This compares with sales of $134,012,595 and a net of $8,479,-390 ($17.22 per share) in 1950.

Total current assets as of the end of 1951 was $34,588,640, of which $12,942,172 was in cash, the report showed. Total current liabilities was $13,868,381.

Bowling Green Meet

COMMUNICATIONS Institute at Bowling Green State U., Bowling Green, Ohio, June 20-21 will feature as main speaker and consultant Dr. Dallas W. Smythe, research professor at the U. of Illinois Institute of Communications Research and former chief of the economics division of the FCC. Dr. Smythe's convocation address will be, "Mass Communications: What Are They Doing for Us and to Us?" The two-day program is offered as an area public service to educators and professionals in communications.

Graybar recommends

THE NEW ALTEC 250A SPEECH INPUT CONSOLE

Here is the latest addition to Altec's new and enlarged line of speech input equipment -- the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

- Two main program channels which can be operated simultaneously on separate programs.
- A nine-channel parallel mixer — any combination of nine inputs can be used at the same time on either channel.
- All necessary monitoring, cue, audition, and signaling circuits.
- Controls, keys, and pots conveniently arranged for maximum accessibility.

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type. are compact... easy to change and service. (The pre-amplifier unit, for instance, is only 1¼"x4½"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.
NATIONAL Nielsen Ratings

<table>
<thead>
<tr>
<th>Program/Station</th>
<th>City, Time (Station)</th>
<th>Rating</th>
<th>Share</th>
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<td>[Column for each city]</td>
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**MERCHANDISING CLINIC**

**Set by N.Y. A.M.A., SEC**

**TWO-DAY Merchandising Clinic,** planned by New York chapter of American Marketing Assn., with the Sales Executives-Club of New York, has been announced for April 29-30 in Manhattan’s Hotel Roosevelt. Ted Cott, NBC vice president, will speak at the opening day luncheon.

Media and other merchandising services will be discussed by panels in both afternoon and morning sessions, with chairmen to include W. Parlin Lillard, General Foods Corp.; J. Sidney Johnson, National Biscuit Co.; Ronald Welch, McCann-Erickson; H. Ford Perine, Time-Life Inc.; and John E. Shepherd, Fletcher D. Richards Inc.

**Anti-Inflation Drive**

**RADIO**, car cards and three-sheet posters are being used in an antinflation campaign inaugurated Monday as a public service campaign by the Advertising Council. Advertising materials identify inflation as a “wage-price leapfrog” and call on you to take it out of hand, inflation can hit America, wreck our economy and crush us as individuals.” Advertising materials were prepared on a volunteer basis by Dancer-Fitzgerald-Sample under direction of Samuel C. Gale, vice president of General Mills and volunteer campaign coordinator.

April 7, 1952 | Page 51
"GET MORE for Your Dough on Radio" was the convention theme for Standard Radio Transmission Services and its representatives (l to r): Gus Magenah of the Chicago office; Lee Hart, Los Angeles; Alex Sherwood, New York, and Lewis TeeGarden, Los Angeles.

PITCHMEN for World Broadcasting System donned straw hats and called in conventions with canes plugging the new Judy Canova Country Fair show. Salesmen included (back, l to r) Hugh Grauel, Morag Marquardt, Bob Friedheim, Jim Weathers; front, Dick Lawrence, Pierre Weis and Cy Kaplan.

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, checks out-size badges of John Andrus, vice president and treasurer, and Andrew M. Wiswell, vice president and recording director.

HEAVY promotion was given to I Was a Communist for the FBI in the Frederic W. Ziv Co. suite at the convention. Promotion kits, checked here by W. Bennett Philley (l) and Al Unger, were distributed for each of the featured programs.

SNADER TELESCRIPTIONS showed conventioneers 800 of its short TV musicals. Hosts included (l to r) Al LeVine, Monroe Mandelsohn, Roub Kaufman, E. Jonny Graff and George Fisher.

LIGHT EXHIBITS

THE LADIES—and broadcasters blessed them—shared convention attention this year with a prize-winning steer named Nobull, Captain Video's proxy who paraded out "secret rings," and cane-swinging pitchman, in addition to some 40 "light" exhibits on the fifth floor of the Conrad Hilton Hotel in Chicago.

Convention eers, playing between the heavy exhibit section in the basement Exposition Hall and the populous Famous Fifth, toted carry-alls with paper openers from Ziv, Dick Tracy pencils from Nader, bottles of wine from Capitol and memo-books from SESAC.

World dispensed walking canes bearing a plug for Judy Canova's County Fair, CBS-TV Film Sales gave out miniature television sets of plastic with pictures of its stars and Standard Radio Transmission Services distributed a specially-cut record. WGN-AM-TV Chicago and the Caterpillar Co. provided carnations and daisies for visitors.

RCA Record Program Services spotted two models through the halls soliciting members for the $12 Key Club. Numbers on two lucky membership cards determined winners Monday and Tuesday evenings of a home freezer filled with some 200 pounds of beef. Plugging "Thesaurus—Your Steak in Programming," the company showed a blue-ribbon steer, Nobull, in a hay-filled pen in the exhibition hall. Models displayed packages labeled "Ready for Freddy," with reference to the new Freddy Martin Show.

Among the transcribed packagers was the Frederic W. Ziv Co., which decorated its suite with colorful wallboards calling attention to Bright Star, Cisco Kid and I Was a Communist for the FBI. Company showed promotion kits, including premiums and merchandising ideas, program features.

Lang-Worth Feature Programs queried visitors with a cardboard question, "Are You Confused!", answering that they need not in a series of disc-posters on the walls. Benefits of the transcribed service—"I'm tough, cue easily, reproduce faithfully and wear well."

Associated Program Service stressed sale of its library "for as little as $19.50" monthly on one-year minimum contracts. It detailed its catalog of 10 different library services suited to various economic, sales and programming requirements of station men.

Standard Radio Transmission Services, which recently signed Doris Day and the Billy May band, introduced a comprehensive sales, advertising and copy service. Sales brochures, written directly to the advertiser for use by stations, included five different plans on the new attention-getter series. Central theme of its exhibit was the slogan, "GET More for Your Dough on Radio."

SESAC, marking its 21st year with more than 4,000 selections in its library, was represented by (rear, l to r) Louis Tappe, Harold Fitzgerald and Robert Stone; front, Mrs. Kenneth Parker, Alice Maimone and John Casey.

Page 52 • April 7, 1952
WELCOMING guests in the Capitol Transcriptions suite were (l to r) Jim Strain, Bill Finkledey, Cliff Ogden, Jack Barton and Alvin King.

its library, called special attention to Stan Freeman’s jazz quartet in its convention suite. Representatives gave red plastic-covered notebooks to visitors.

World Broadcasting System salesmen wore a pitchman’s red-ribboned straw hat and carried canes, which were given to convention-goers. Its shows include Chapel by the Side of the Road with Raymond Massey, Steamboat Jambores with Lanny Ross, Forward America with Walter Houston and Freedom Is Our Business with Robert Montgomery.

Harry S. Goodman Radio and Television Productions featured a display of brochures on the custom-built spots, radio programs ranging in length from 3 to 50 minutes, radio and TV weather forecast jingles and 16mm television film.

Gives California Wine

Bottles of varieties of California wine went to guests of Capitol Records Distributing Co. which listed features of its custom libraries for AM and FM radio and television.

CBS Television Film Sales promoted the following programs: Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Files of Jeffrey Jones, Range Rider, Holiday in Paris, Vienna Philharmonic Orchestra, Hollywood on the Line and World’s Immortal Opera.

Snader Telecisions Sales, in a viewing room adjacent to its suite, showed conventiongoers a series of 800-foot short movies filmed for TV exclusively. A Dick Tracy pencil giveaway plugged a show of the same name. Others are This Is the Story, Alexander Korda feature films and Washington Spotlight.

Screen Gems Inc. sent representatives of its television department to the NARTB convention for the first time. The company packages shows for stations as well as films and commercials for sponsors.

Musicolor Inc. exhibited television color, “the light that dances,” light mobiles which are synchronized with music for film or live television. The device is used also for advertising promotion.

Representatives of the broadcast division of Allied Radio Corp. told station men about the company’s complete line of tubes, tape recorders, microphones, test units, monitor speakers, amplifiers, pickups, cartridges, turntables, pads and patch cords.

Altec Lansing Corp. featured a display of its exhibit of printed promotion on its speech circuits, input equipment, microphones, loudspeakers, amplifiers, transformers and intermodulation test equipment.

Ampex Electric Corp. featured its high-quality magnetite tape recorders and motion picture synchronizing equipment, while Andrew Corp. called attention to its transmission line for VHF and UHF, its multi-TV antenna, the multi-V for FM broadcasting and equipment for tower lighting, dehydrating and dehydrating.

Audio and Video Products Corp. for the first time, showed a console cabinet model of the Ampex portable series 400-A magnetic tape recorders. Company has standard as well as custom models.

Several items in the catalog of Eitel-McCullough were displayed.

(Continued on page 51)

MISS AMPLEX on poster eavesdrops on the convention discussion of this trio (l to r): M. M. Newman, E. G. Swanson and Harrison Johnston.

LANG-WORTH representatives, who attended the NARTB convention, are (l to r) C. E. Langlois Jr., C. E. Langlois Sr., John Langlois and Hugh Allen.

RCA THESAURUS representatives, who enrolled members in the S12 Key Club and awarded a steer to the membership card holder with the prize number, included (back, l to r) Greg Reeser, Bill Reilly, Monk Gillespie, Bob Fender and Al Sambrook; front, Bill Gertland, George Field, Jim Davis, Ben Rosner.

FILM REEL on “The Locomotive,” one of first in the series of CBS-TV Big Town programs which switched to film April 3, is checked in the convention suite of United Television Programs. Representatives of the TV film sales organization include (l to r): Aaron Beckwith, sales manager; Jerry King, president; Milton Blink, executive vice president, and John Rohrs, Chicago sales manager.

MAGNECord men at the convention were (l to r) Dick McQueen, A. L. Whyte, C. G. (Spec) Barker and Dick Hornbogen.

BROADCASTING * Telecasting April 7, 1952 * Page 53
Light Exhibits
(Continued from page 53)

with the company introducing Elmac's new external cavity Klystron for 5 kw output in the UHF for TV. Firm also manufactures power tubes, vacuum capacitors and air system pockets.

Another exhibitor was Dresser-Stacey Co., which makes steel towers.

Federal Telephone and Radio Corp. outlined details of its line of transmitting and rectifier tubes, television picture tubes and magnetrons, while Gray Research and Development Co. representatives explained the company's research and development facilities and services. Gray makes Telop, transmission arms, equalizers, multiplexers, camera turrets and sound-effects consoles.

Magnecond, which manufactures high fidelity magnetic tape recorders, designs all equipment for use interchangeably in portable, rack or console operations. Also available are single microphone input and multi-channel amplifiers as well as zero line level amplifiers.

Presto Recording Corp. salesmen described the firm's sound record and transcription equipment, disc and tape types, amplifiers, equalizers and blank recording discs. Magnetic recording equipment was exhibited also by Standard-Hoffman Corp., including the minitape, a self-contained battery-operated recorder.

Wincharger Corp., represented also, manufactures vertical radiator antenna towers for radio, antenna supporting towers for AM, FM and TV and tower lighting equipment.

Other exhibitors included Keystone Broadcasting System and Standard Rate and Data Service, as well as General Precision Lab., Broadcast Advertising Bureau and Graybar Electric Co., which had other displays in the "heavy" equipment section in the lower exhibition hall (see story, page 48).

URGES FULL NEWS
UN Official lauds Radio

BYRON PRICE, assistant secretary general of the United Nations, urged broadcasters, along with press and motion pictures, to do their utmost in keeping the American public informed about international affairs. Speaking Thursday to the Radio Executives Club of New York, Mr. Price said the fate of the world and the nation may well hang on decisions of the American voter and it is of the greatest importance that he be fully informed.

Mr. Price, who was head of the wartime Office of Censorship, lauded the broadcasters for their voluntary cooperation in suppressing news which might have harmed the war effort, saying their contribution to the national welfare has never been sufficiently appreciated by the general public.
RCA TELEVISION console and its units are examined by this group of NARTB convention delegates (l to r): Wiley D. Wenger, RCA, Dallas; Bob McKenney, WCBI Columbus, Miss.; J. F. Palmquist, RCA, Dallas; Paul Goode, KSWO Lawton, Okla.; Buck Lewis, RCA, Camden; Bill Buford, KSWO; A. R. Hopkins, RCA; Lynwood Lessig, J. Walter Thompson Co.; W. O. Hodlock, RCA, Camden.

... 

BOARD CHAIRMAN Kevin Mollen (2) of Ampex outlines innovations in his convention display with Russell O. Hudson, vice president in charge of sales for Audio and Video Products Corp., which distributes Ampex.

Van Devander Resigns
CHARLES VAN DEVANDER, publicity director for the Democratic National Committee, has resigned his post and will resume political writing and reporting. His resignation is effective April 15.

No successor had been named as of late Thursday. Mr. Van Devander formerly was Washington bureau chief for the New York Post before he joined the committee in September 1950.

GIFT OF WDET (FM)
Union Offers to Wayne U.

GIFT offer of WDET (FM) Detroit to city-owned Wayne U. was announced last week by the station owner, UAW-CIO. The station was the last labor-union-owned FM outlet in the country.

A union spokesman stated his group is "directing our energy and plan to use our finances for the processing of a television application in Detroit."

Emil Mazey, UAW-CIO secretary-treasurer, made the statement after Mrs. Millie Jeffries, WDET (FM) manager, reported that the union would dispose of the outlet.

Mr. Mazey said the union's relinquishment of control "does not in any way reflect diminishing interest on the part of the UAW in owning and operating radio and television stations."

Failure of the UAW-CIO to succeed in operating the FM station was blamed on inability to attract a sufficiently large audience and, thus, enough advertising to make the operation paying or sustaining.

The union previously had requested the FCC to allow suspension of operations April 1, but continuance another month was decided upon at the last minute. Mrs. Jeffries said the station's monthly expenses have been about $7,000, with a deficit of about $4,000.

The ONUS is On Us!

The burden of telling you about ourselves falls lightly on our Canadian shoulders, for we're good and proud of Canada's recent achievements.

The latest census shows that our population has increased by about 2½ millions in the last ten years: a rise of 22% to a total of over 14 millions.

This means that ever-increasing new markets are being formed at the rate of one city the size of Bridgeport, Conn. each year!

These new markets mean new money and more customers. Retail Sales have risen 290%, and Gross National Product 160% since the last census.

This means CASH customers for your products. In fact, for years Canada has been your best customer abroad!

Getting back to people again, most of us live within 200 miles of the U. S. border (closer to you than some of your best domestic markets); but the population is spread out along the border and only 38% lives in cities of over 30,000.

On the face of it, that may sound as though the Canadian market is hard to reach—media-wise. Not so! Radio will do the job—does the job every day:

Canada's primary entertainment is Radio and over 94% of all Canadian homes have one!

Radio is your best salesman in Canada.

"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.

April 7, 1952 * Page 55
Ready-to-use plans

NOTE: ALL WEIGHTS ARE APPROX.
...for any TV power up to 200kw!

The drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power
Concern over apparent network invasion of national spot field through acceptance of program units heretofore classified as spot, brings problem in nomenclature too. Formally, national spot is an abstraction of "national non-network." It can't be that if networks sell it as network business and at network rates. So, at NARTB session last week said Mr. White, there was no mis- sion, suggestion was made that such busi- ness (if accepted even on network owned-and-operated outlets) should be classified as "national spot network."

NARTB-No Headline

A BROADCASTER stopped us in a corridor of the Conrad Hilton Hotel last week and said: "Well, it isn't much like last year's convention, is it? No big news at all."

It all depended, we suggested, on how he defined big news. If he meant news that made splashy headlines, maybe he was right. Most big headlines are reserved for negative stories, the kind that report something unhappy or un- welcome.

But the size of a headline is not always a measurement of the quality of the story beneath. Especially this is so of the story of the NARTB convention last week. It is a story which could be misunderstood by anyone who measures it by the size of the headline.

Nobody dropped a bombshell, viewed with alarm, pointed an angry finger, or resigned in disgust. The convention consisted mostly of groups of businessmen, fully aware of the seriousness of the moment and of the problems facing them, intelligently trying to find solutions. This kind of behavior may not make headlines, but it does make sense.

There was a lot of difference between the atmosphere of the 1951 convention and that of the convention last week. In 1951, panic would not have been too strong a word to use in describing the reaction of the convention to the announcement of the first radio network rate cut. In 1952, though knowing that stability still had not been fully restored, the dele- gates were able to look upon their problems objectively.

This change in attitude was no more con- spicuous than at the meeting of the Radio Af- filiates, an organization which has held only two conventions in all its life. The first occurred when the network stations spontaneously banded together in a desperate effort to shore up their defenses against depreciation of rates. The second, held last week, was no less unified and occurred under no less challenging circumstances, but none of the emotionalism that obtained at the first was evident.

Panic had been replaced by sober considera- tion. The second attitude guarantees a greater margin of success.

What has happened in the past year is that most broadcasters have begun to think more realistically about their business. They have learned to know more about their business, as witness the resolutions passed by the Radio Affiliates calling for better research. They know they need equally to tell others what they know and will find out, as witness the interested and large audiences at the Broadcast Advertising Bureau hard-selling session Monday afternoon.

What kind of a headline would you write to say that in radio a significant transition has been occurring? To say that broadcasters are applying a new and more mature judg- ment to their trade?

Whatever headline you care to write, we suggest you write carefully and thoughtfully beneath. It is one of the most encouraging stories in the history of radio.
according to SALES MANAGEMENT figures...

CITIES WITH RETAIL SALES
OF $20 MILLION OR MORE DO
60% OF THE NATION'S RETAIL
FOOD BUSINESS

And—KDKA reaches more of these cities than any other medium in the Pittsburgh area.

If you want results in the tri-state Pittsburgh market-area, better make sure your advertising reaches these important cities, each with $20 million or more retail sales. The most certain, most economical way to reach them all is through KDKA. For details, check KDKA—or Free & Peters.

KDKA
PITTSBURGH  NBC AFFILIATE
50,000 WATTS

CHECK THE LEADING CITIES IN KDKA'S $706 MILLION FOOD MARKET

<table>
<thead>
<tr>
<th>City</th>
<th>Food Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh, Pa.</td>
<td>$211,894,000</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>92,799,000</td>
</tr>
<tr>
<td>Canton, Ohio</td>
<td>35,278,000</td>
</tr>
<tr>
<td>Altoona, Pa.</td>
<td>23,798,000</td>
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<tr>
<td>Wheeling, W.Va.</td>
<td>17,807,000</td>
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<tr>
<td>McKeesport, Pa.</td>
<td>15,815,000</td>
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<tr>
<td>Warren, Ohio</td>
<td>10,170,000</td>
</tr>
<tr>
<td>Youngstown, N.Y.</td>
<td>9,230,000</td>
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<tr>
<td>Cumberland, Md.</td>
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<tr>
<td>Hazleton, Pa.</td>
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<tr>
<td>Steubenville, Ohio</td>
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<td>Clarksburg, W.Va.</td>
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<tr>
<td>Wilkesbarre, Pa.</td>
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<td>Scranton, Pa.</td>
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<td>Alliance, Ohio</td>
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<td>Youngstown, W.Va.</td>
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<tr>
<td>N. Newington, Conn.</td>
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<td>E. Liverpool, Ohio</td>
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<td>Butler, Pa.</td>
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<td>Ashland, Ohio</td>
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<td>Uniontown, Pa.</td>
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<td>Millvale, Pa.</td>
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<td>Duncansville, Pa.</td>
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<td>Bradford, Pa.</td>
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<td>Beaver Falls, Pa.</td>
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<td>Cambridge, Pa.</td>
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<td>Cambridge, Ohio</td>
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<td>Cambridge, Ohio</td>
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<td>Warren, Pa.</td>
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<td>Irondequoit, N.Y.</td>
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<td>Ellicott, Ohio</td>
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<td>Lebanon, Pa.</td>
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<td>Mifflinburg, Pa.</td>
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<td>Conemaugh, Pa.</td>
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<tr>
<td>Connellsville, Pa.</td>
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<td>Salem, Ohio</td>
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<td>Indiana, Pa.</td>
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<td>Du Bois, Pa.</td>
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<tr>
<td>Harrisonburg, Va.</td>
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<tr>
<td>Homestead, Pa.</td>
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<tr>
<td>Carlow, Pa.</td>
<td>1,698,000</td>
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TOTAL: $706,979,000 Food Sales in KDKA's 97-county nighttime market

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM
OHIO STATE MEET
Panel Groups Scheduled

SYMPOSIUM on “Improvement of Television Programming” highlights the advance program agenda of the 22d Institute for Education by Radio-Television to be held April 17-20 at the Deshler-Wallick Hotel, Columbus, Ohio, under auspices of Ohio State U.

The general session the morning of April 18 will feature “Closed-Circuit Theatre Television—A New Medium?” Robert H. O'Brien, vice-president, United Paramount Theatres, is scheduled to discuss the theatre owner’s viewpoint.

In a discussion April 19 on new techniques in radio-TV news, Jim Bormann, director of news and public affairs, WCCO Minneapolis, and president of National Assn. of Radio News Directors, speaks on “Radio’s Defense of People’s Right to Know”; John Shelly, WHO Des Moines news manager, on “News and Special Events Coverage for Radio”; James Byron, WBAP-TV Fort Worth news director, on coverage for TV, and Charles Day, WGAR Cleveland news director, on “Public Relations Function of Radio-TV Newsroom.”

Another highlight that day is a session on education through commercial radio stations chaired by Gordon Hawkins, program and educational director, Westinghouse Radio Stations Inc. Participants in the TV symposium, which is slated to open on the general session April 17, have not been announced. However, speakers who represent commercial and educational TV, FCC, and the public have been invited.

Topics to be discussed during the Institute’s sessions also include, among others, broadcasting and international understanding, broadcast problems of teacher training institutions, broadcasting in school public relations, “What’s Doing in School Telecasting?”, progress report on teaching with tape, the writing and production, youth discussion broadcasts, training by television, educational TV, research, student training, government and religious broadcasting.

FCC Comm. Edward M. Webster is slated to speak the morning of April 19 on “How Has International Broadcasting Been Affected by Allocations Conferences of the Last Six Years and by the Most Recent Geneva Conferences? What Lies Ahead?” His talk on TV, FCC’s work-study of broadcasting to foreign countries. FCC Chairman Paul A. Walker also is scheduled to take part in a work-study panel on “Are Organized Listener Groups Really Doing an Effective Job?”

Annual Institute dinner will be held the evening of April 19 featuring a special one hour symphony program, illustrating both the Standard Hour and the Standard School Broadcast presented by Standard Oil Co. of California. Dinner speaker will be “Oliver J. Dragon” of NBC-TV’s Kukla, Fran and Ollie.

Registration will be from noon to 8:30 p.m., April 17 in the main lobby of the hotel and from 9 a.m.-8:30 p.m. during the remainder of the Institute’s sessions.

CHASE TAKES LEAVE

To Advise Eisenhower Group

HOWARD CHASE, public relations director for General Foods, has taken a leave of absence to serve as full time consultant to National Citizens-for-Eisenhower campaign, Paul Hoffman, advisory committee chairman, announced last week.

During past two years, Mr. Chase has served as consultant to the Secretary of Commerce, assistant to the first administrator of National Production Authority and assistant to the director of the Office of Defense Mobilization. He has taught international relations at Harvard, Radcliffe and Drake and has been an editorial writer for the Chicago American.

Mr. Chase still serves as a public relations committee member of the Association of National Advertisers.

When measuring up the St. Louis Market...

Remember...

KWK delivers listeners in the St. Louis area at the lowest average cost per thousand—15 out of the 18 hours of the broadcast day!

*Based on The Pulse, Inc., Jan.-Feb., 1952; and on SRD, Feb., 1952.

Globe-Democrat Tower Bldg.
Saint Louis

H. W. MAIER Jr., manager of Dallas office of John E. Pearson Co., station representative, named account executive for both CBS Spot Radio and CBS Spot TV in southwestern states, with headquarters in Memphis.

DUNCAN R. BUCKHAM, former eastern sales manager for MBS, to DuMont Network sales staff as account executive.

JACK D. FREW, commercial manager, WJPS Evansville, Ind., to KITO San Bernardino, Calif., in similar capacity.

ROBERT N. WOLD, promotion manager, WTCN-AM-TV St. Paul-Minneapolis, to WBEM Chicago as sales service and merchandising manager.

ARNOLD BENUM, program director-promotion manager, KITO San Bernardino, Calif., placed in charge of station’s Riverside studios and sales department. Succeeding him is FRED REINHARDT, station farm director.

DOUG FISHELE, assistant manager-farm director, KXO El Centro, Calif., to KGER Long Beach as account executive.

ROY MALONE, account executive of CKCK Regina, named commercial manager succeeding GIL SEABROOK, who resigned to become manager of CJIB Vernon, B. C.

POWELL ENSIGN, sales manager, Everett-McKinney Co., N. Y., elected vice president.

NATIONAL TIME SALES appointed station representative for WJET Erie, Pa.

Personals . . .

JOHN W. ROLLINS, president of WFAI Fayetteville, N. C., WJWL Georgetown, Del. and WRAD Radford, Va., elected vice president of Young Presidents Organization at March meeting in Boca Raton, Fla.

TED ARNOLD, local sales manager, WHBF-AM-TV Rock Island, Ill., elected exalted ruler Rock Island Elks Lodge No. 980.

JOE FISHER, sales manager of WENR-TV Chicago, father of boy, March 1.

RALPH J. ROBINSON, executive vice president and general manager, WACE Chicopee-Springfield, Mass., father of girl, Mary, March 13. . . JOHN AKERMAN, general manager of KMOX St. Louis, accepted award from Salvation Army on behalf of station’s annual fund raising drive for unfortunate in the city at Christmas Citation presented at annual dinner in St. Louis fortight ago. . . TED COTT, NBC vice president and general manager of WNBC and WNBC(TV) New York, awarded plaque last week for organization of Dean Martin-Jerry Lewis Telethon to benefit New York Cardiac Hospital.
FEE FORMULA
Canadian Court Test Seen
Canadian broadcasters are studying plans to court-test the ruling of the Canadian Copyright Appeal Board under which ASCAP’s Canadian affiliate, Composers, Authors & Publishers Assn. of Canada (CAPAC) has been given the right to examine the books of radio stations to determine gross revenue on which their 1952 fees are based.

The Canadian Copyright Appeal Board’s ruling was announced at Ottawa late March 27, last day of the annual meeting of the Canadian Assn. of Broadcasters at Toronto [B&T, March 31].

Under the new ruling, CAPAC will collect for 1952 from independent broadcasting stations 1.75% of gross revenue, which will amount to about $350,000, as compared to fees collected from these stations in 1951 amounting to $152,421. Canadian Broadcasting Corp. will pay CAPAC one cent per capita of population plus 1.75% of its gross commercial revenue. This will amount to $175,000 as compared to $152,421 in 1951. Previously the fees had been based on the number of licensed radio receiving sets at 14¢ per set, with the total divided evenly between CBC and independent stations.

Greatest increase in cost will be on the smaller independent stations, some of whose CAPAC fees will be increased tenfold. In other years under the licensed receiver formula, the major market stations had borne the bulk of the cost. The large number of small stations obtain half their revenue from non-musical programs, and Canadian stations feel that CAPAC is not entitled to revenue from such programs.

In a statement following an emergency meeting of CAB, the association stated that “the collection agency for these royalties is incorporated in Canada but is controlled abroad and is part of a gigantic international cartel of publishers. Consideration is being given by Canadian broadcasters to specific steps that might lead to litigation of this drain of Canadian dollars to foreign countries, including the decreased use of foreign music, especially that controlled in the United States.”

At the Copyright Appeal Board hearings held in January, CAPAC had asked for 2.25% of gross commercial revenue and 4/5ths of a cent per capita of population. This would have brought payments from independent stations to about $562,000 for 1952. The new payments are retroactive to Jan. 1, 1952.

At the same hearings, fees were set as asked by BMI Canada Ltd. at 2¢ per licensed receiver. Canadian broadcasters are expected to decide soon whether or not they will only play BMI Canada Ltd. music, which now has a large number of Canadian compositions on its list. They have been preparing for the current emergency by labeling all their music as under BMI, CAPAC or public domain. A number of stations are expected to start at once to use only BMI Canada Ltd. music, and will pay for CAPAC music used in the first three months of 1952 on a pro rata basis.

A test case is expected on the first request of CAPAC officials to examine any station’s books.

HERE is the 1952-53 board of directors of Canadian Assn. of Broadcasters, following election at CAB annual meeting at Toronto [B&T, March 31]. Seated (1 to r): Ralph Snelgrove, CKBB Barrie; Dr. Charles Houde, CKNC New Carlisle; Malcolm Neill, CFNB Fredericton; Gordon Love, CFCH Calgary; Wm. Speers, CKRC Winnipeg; standing, J. Arthur Dupont, CJAD Montreal; E. A. Rawlinson, CKBI Prince Albert; F. H. Elphicke, CKWX Vancouver, vice chairman; Finlay MacDonald, CJCH Halifax, and Henri Lapage, CHRC Quebec. Absent is Ken Sobie, CHML Hamilton.

RATING STUDY
BBM to Direct in Canada DECISION to set up an industry controlled rating organization under the Bureau of Broadcast Measurement, Toronto, was taken at a special meeting of the member stations of the Canadian Assn. of Broadcasters March 27 at Toronto.

The CAB went further than the research and development committee of BBM in its report, which recommended a research directorate be established at an annual cost of $25,000 to start to specify minimums for rating services in Canada [B&T, March 31]. Study is to be made with the Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies, which are also partners in BBM. BBM would establish a full-time research organization for ratings, and if necessary gather the ratings itself.

The BBM surveys on coverage are recognized as authoritative in Canada, having been worked out by a body representing advertisers, agencies and broadcasters. It is expected that such a BBM-operated service will cost about $40,000 annually.

NOW 5,000 WATTS PRIMARY ONLY
813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales

LANSING, MICHIGAN
SEE RAMBEAU
New York • Chicago • Los Angeles
IMPACT RADIO SALES, Detroit
April 7, 1952 • Page 61
TELEPHONE STATUS
Strike Would Complicate
NATIONAL telephone strike, a possibility if CIO Communications
Workers are required to cross patio lines of installations and sales divi-
tions of Western Electric Co., may add considerably to broadcast-
ing headaches, it seemed last week, but would not disrupt radio and television reception.
Western Electric workers--set to strike in 45 states today (Monday) --as well as any strike sympa-
thizers would be replaced by non-
union supervisory personnel. Al-
though television's use of telephone lines is generally handled by net-
work personnel and would there-
fore be free of stoppages during this strike, radio use of telephone facilities for remote plot might be affected, American Telephone & Telegraph officials reported.

In that case, networks would be asked to limit their number of re-
meaters which would, at worst, effect-
programming schedules but would not cause noticeable changes as far as the radio audience is concerned. Only real concern here is breakfast last week was that a full tele-
phone strike lasted some months, relay equipment breakdowns might take several days to repair.

WTIC Hartford, Conn., has begun broadcasting at 6:55 a.m. Sunday in-
stead of 7:30 a.m. News and music program 91 additional times.

Three $200 Wrist Watches for the Best Answers:

How Many Square
Miles Will KBIG Cover?

Simple, quick and easy! Fill in below, and mail to KBIG, your estimate of how many square miles of land KBIG will cover within its half-millivolt area. Here's some information to help you make your estimate.

- KBIG will focus 10,000 watts of sealed-beam power on 740 kilowatts of power are being directed at the great salt water route to Southern California from a triple-tower antenna atop Catalina Island.
- We have three beautiful $200 Chronograph wrist watches (or if you prefer, 17-jewel ladies' wrist watches)--one for each of those who make the most accurate and closest to the actual coverage, as determined by an independent FCC-approved surveying engineer.

Any principal or employee of advertising agencies or newspapers and advertisers may enter. Entries must be postmarked no later than May 1. Each entry may win only one prize. Winner announced within two weeks after start of broadcasting in early May.

LEGISLATION MARKS TIME AS STEEL STRIKEPENDS

Congressional consideration of economic controls reached an im-
- portant milestone last week as Senate and House committees marked time on the Caperheart cost allowance formula and other unfinished legislation of Regulation W and later proposed terms calling for 10% down and 24 months to pay on set purchases. Current terms call for 15% down and 18 months maturity.

Price Stabilizer Ellis Arnall has advised the Senate group that ceil-
ing price boosts resulting from the Caperheart cost allowance formula and other provisions of the steel control law. Chairman Burnet Maybank (D-S.C.) hopes to report out a bill by this weekend.

The House Banking Committee, under Rep. Brent Spence (D-Ky.), has postponed hearings until after the House Easter recess, slated to end April 21. Mr. Wilson originally was scheduled as leadoff witness.

An atmosphere of pessimism has pervaded both committee quarters and is all the result of the state of the strike situation for this Wednesday. There are predict-
ions that continuance of wage-
rate controls would make economic control extension difficult. Con-
- sensus now is that the production act will be renewed for another year, as voted unanimously by the committee, rather than for two years as sought by the admin-

- MANAGEMENT FORMULA

Fate of the cost-allocation for-
- mula, authored by Sen. Homer E. Caperheart (R-Ind.) as a method of permitting manufacturers to com-
- pute advertising, selling, administra-
tion and research costs, still hangs in the balance. Sen. Caper-
heart has shown no willingness to fight for retention of this amend-
ment.

The Republican Senator was ac-
tive, however, in attempts to ease credi-
- tor requirements for radio-TV buyers. His bid was beaten down in a committee by a 7-6 margin. Sen. Caperheart originally suggested abo-

- TEST AUTHORITY

FCC Claims Legal Right

ALTHOUGH WHIL Medford, Mass., has applied to change from 1560 to 1700 kilowatts which would eliminate its conflict with WMEX Boston--principle of the legality of FCC program test authorizations is still being argued in S. Court of Appeals in Washington [B 78, March 17, 3; Feb. 18].

FCC last week replied to WMEX petition that the Commission should withdraw program authority it granted WHIL (B 78, March 29). The Commission claimed that it has the proper legal issue to right program test grants and that WMEX's argument that such auth-
- ority is illegal has no foundation.

In answer to WMEX's argument that, since the Commission ac-
ccepted proof that overlap of both stations' 25 mv contours existed, (WMEX is on 1510 kc) program authority of WHIL should be re-
- voked, the FCC stated that it felt the public interest required that the status quo be maintained until the issues were decided at the scheduled WHIL license hearings.

These hearings were scheduled for today (April 7) but were postponed when WHIL applied to change its frequency.

Oral arguments on the questions are due to be heard by the Court of Appeals in the near future.

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- MANAGEMENT FORMULA

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- pute advertising, selling, administra-
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The Republican Senator was ac-
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- tor requirements for radio-TV buyers. His bid was beaten down in a committee by a 7-6 margin. Sen. Caperheart originally suggested abo-

- TEST AUTHORITY

FCC Claims Legal Right

ALTHOUGH WHIL Medford, Mass., has applied to change from 1560 to 1700 kilowatts which would eliminate its conflict with WMEX Boston--principle of the legality of FCC program test authorizations is still being argued in S. Court of Appeals in Washington [B 78, March 17, 3; Feb. 18].

FCC last week replied to WMEX petition that the Commission should withdraw program authority it granted WHIL (B 78, March 29). The Commission claimed that it has the proper legal issue to right program test grants and that WMEX's argument that such auth-
- ority is illegal has no foundation.

In answer to WMEX's argument that, since the Commission ac-
ccepted proof that overlap of both stations' 25 mv contours existed, (WMEX is on 1510 kc) program authority of WHIL should be re-
- voked, the FCC stated that it felt the public interest required that the status quo be maintained until the issues were decided at the scheduled WHIL license hearings.

These hearings were scheduled for today (April 7) but were postponed when WHIL applied to change its frequency.

Oral arguments on the questions are due to be heard by the Court of Appeals in the near future.

Three $200 Wrist Watches for the Best Answers:

How Many Square
Miles Will KBIG Cover?

Simple, quick and easy! Fill in below, and mail to KBIG, your estimate of how many square miles of land KBIG will cover within its half-millivolt area. Here's some information to help you make your estimate.

- KBIG will focus 10,000 watts of sealed-beam power on 740 kilowatts of power are being directed at the great salt water route to Southern California from a triple-tower antenna atop Catalina Island.
- We have three beautiful $200 Chronograph wrist watches (or if you prefer, 17-jewel ladies' wrist watches)--one for each of those who make the most accurate and closest to the actual coverage, as determined by an independent FCC-approved surveying engineer.

Any principal or employee of advertising agencies or newspapers and advertisers may enter. Entries must be postmarked no later than May 1. Each entry may win only one prize. Winner announced within two weeks after start of broadcasting in early May.

LEGISLATION MARKS TIME AS STEEL STRIKEPENDS

Congressional consideration of economic controls reached an im-
- portant milestone last week as Senate and House committees marked time on the Caperheart cost allowance formula and other unfinished legislation of Regulation W and later proposed terms calling for 10% down and 24 months to pay on set purchases. Current terms call for 15% down and 18 months maturity.

Price Stabilizer Ellis Arnall has advised the Senate group that ceil-
ing price boosts resulting from the Caperheart cost allowance formula and other provisions of the steel control law. Chairman Burnet Maybank (D-S.C.) hopes to report out a bill by this weekend.

The House Banking Committee, under Rep. Brent Spence (D-Ky.), has postponed hearings until after the House Easter recess, slated to end April 21. Mr. Wilson originally was scheduled as leadoff witness.

An atmosphere of pessimism has pervaded both committee quarters and is all the result of the state of the strike situation for this Wednesday. There are predict-
ions that continuance of wage-
rate controls would make economic control extension difficult. Con-
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Prentiss J. Stalin's statements about the imminence of a third world war—which were quoted widely last week and attributed to "a newspaper's questions"—were prompted by radioman Ronald B. Woodard of WONE, Mutual affiliate in Dayton. As president and general manager of WONE, Mr. Woodard was touring Europe with 40 other newspaper and radio editors, a group which had sought permission by wire from Istanbul to interview the Russian premier. At Mr. Woodard's suggestion, they also wired four questions from Rome, thereby cueing the official Soviet release.

**FRED GRIMWOOD**

**Gates Sales Mgr. Dies**

FRED GRIMWOOD, 42, vice president and sales manager of the Gates Radio Co., Quincy, Ill., died Tuesday.

Mr. Grimwood had been in Laurel, Miss., arranging for inspection and final shipment of military equipment. He became ill when returning and was hospitalized immediately upon his return to Quincy.

A consulting engineer, Mr. Grimwood went to Gates 10 years ago in the post of chief engineer. In 1946, he was made sales manager, then later the same year was elected a director and vice president.

Mr. Grimwood was a native of Terre Haute, Ind. He leaves his wife, Shirley Cleo, and his parents.

**KGW HONORS CITIES**

**Gains Local Acceptance**

CAMPAIGN of KGW Portland, Ore., to promote 13 communities in its area in a series of advertisements is gaining wide acceptance among local merchants, according to H. Quentin Cox, station manager.

First community so honored—Gresham—actively participated in the promotion with the mayor and city council proclaiming "KGW Days" for a two week period. Additionally, members of leading civic groups joined in broadcasts from Gresham saluting the city and KGW. Stores used window displays and street banners flew the legend, "KGW Comes to Gresham." The advertisements, which also appear in Broadcasting *Television*, will continue through the year with possibly additional "honor" series pointing up various Portland suburbs and Oregon cities.

**ARMED FORCES DAY**

**Promotion Kits Are Issued**

KITS containing suggested material for observance of Armed Forces Day May 17 are being mailed to radio and television stations, Charles Dillon, chief of the Radio-TV Branch, Dept. of Defense, announced last week.

In addition, the Office of Public Information is mapping plans with individual radio and video networks for paying tribute to the services, Mr. Dillon said. Information also is available from information officers at all military installations which will offer their assistance to local station managers.

Radio folders will include a 15-minute script, statements from top defense authorities and background materials. A slide and 20-second film trailer is being sent to TV stations.

**Foster May**

Foster May, 46, former WOW Omaha radio newscaster and commentator and Nebraska political figure, died March 31 in San Diego, Calif., after a lengthy illness. With WOW for many years, Mr. May's specialty was man-on-the-street interviews. He ran on the Democratic ticket for U.S. Senator from Nebraska in 1942 and was a candidate for Nebraska secretary of state in 1940. He served on the Omaha Bee-News before entering radio. Survivors are his wife, two daughters and his parents.
GUEDEL, CBS

Sign Five-Year Contract

IN A deal unprecedented in radio-television, John Guedel Radio Productions and CBS have signed a five-year contract involving more than $30 million in time and talent for the first half-hour daytime strip, coast-to-coast commercial "adjacentcast" emanating from Hollywood.

Starting Sept. 1, Art Linkletter's House Party, packaged by Mr. Guedel's firm, will be telecast live to the full CBS-TV network, with a radio version taped at same time and released to CBS Radio immediately following. Show will originate from the Earl Carroll Theatre.

Arrangement, pioneered by Gue\-del Radio Productions, in producing You Bet Your Life, radio and TV shows with Groucho Marx, gives the advertiser complete coverage in all markets via both media with sponsor paying only TV production costs. Pillsbury Mills and Lever Bros. will split the cost under the new House Party arrangement, with program continuing through summer on CBS Radio.

Change in billings starts May 5, with program going to full half hour June 1. Deal gives Mr. Linkletter six half-hours weekly on radio (including NBC People Are Funny) and five half hours on TV.

AIR-CASTERS

Mr. Wright

WALLACE G. RAY, assistant manager of KBLF Red Bluff, Calif., to KXJN Frisco as announcer.

PETER JAMIERSON to WTTG (TV) Washington on announcing staff.

GERALD A. PIERCE, production chief, WIBU and WDCF (FM) Fayetteville, Wis., to KRES St. Joseph, Mo., as program director.

ALLAN CURTIS, WFGM Fitchburg, Mass., to WWHI Rochester, N. Y., as announcer-disc jockey.

RUTH ANNE FLAHERTY, WTOP-TV Washington, to WMAL-TV that city, for daily show, Miss Ruth Anne's Kindergarten.

CHUCK CECIL, staff announcer, KARM Fresno, Calif., to KFI Los Angeles in similar capacity.

TOM CARY, KFNN Shenko, Iowa, to announcing staff of KMTV (TV) Omaha, Neb.

BLAINE HANKS, announcer, KMCM Moline, Ill., to KINR Portland, Ore., as announcing staff.

SIDNEY NADLER, film editor, WOR-TV New York, to WXEL (TV) Cleveland in similar capacity.

GAIL POTTER, director of speech and drama, Southern College, Lake- land, Fla., to WFLA Tampa, Fla., as director of education and public service.

W. T. McCLAIR, promotion and merchandising manager, KVÖO Tulsa, Okla., as president of Tulsa Optimist Club effective in June.

MARTIN BLOCK, WNEW New York disc jockey, to write monthly column in Record magazine commencing with April issue.

EARL L. DAHLSTROM, program director at KLIX Twin Falls, Ida., assumes similar duties at KIDJ Miles City, Mont.

DON L. PIERCE, program director, WRFW Washington, N. C., re-elected to board of directors of Washington Junior Chamber of Commerce.

FRED HUCKMAN and HUGH JARRETT to WESC Greenville, S. C., on announcing staff.

CARL ZIMMERMAN, announcer, WSYR Syracuse, father of girl, Terry, March 27.


NEWS

GEORGE SKINNER, WPNZ (TV) Philadelphia, appointed station's news editor.

PAUL LIGGITT, newsreader and director of special events, WBKB Rock Island, Ill., father of girl, Anne Christine, March 8.

MICHAEL HINN, news staff, KFI and KHJ-TV Los Angeles, to Liberty Broadcasting System, Dallas, Texas, as news editor and commentator.

MILO TOWNES, news editor, WAND Canton, Ohio, to WOIO Cleveland news staff.

BARBARA WILLIAMS joins news staff of WHAS Louisville, Ky.

CHARLES NORTON, WTQ, WTH Hartford, Conn., to WHNJ-TV New Haven as news director.

ROY NEAL, news editor-producer, WPZT (TV) Philad- elphia, NBC TV Western Division as news director.

ATOM COVERAGE

More Reporters Allowed

ATOMIC Energy Commission is permitting 30 additional radio-TV news people to the contingent of broadcast network personnel already signed to cover the atomic explosion test in Las Vegas, Nev., set sometime after April 19.

AEC announced its plan last Monday in answer to a protest by the Radio Corporation of America, Washington, D. C. The association's president, Hollis M. Sea
ey (MBS), and Bill Shadel, CBS, met with Curtis Heisley, chief of AEC's radio-visual branch March 28.

The correspondents noted in their letter that "with a special event of this magnitude in prospect, it is reasonable to suppose that corres-pondents from stations throughout the country will want to report the story first-hand for their re-
spective audiences." Deadline for radio-TV newsmen interested in taking part in the coverage was today (April 7). Contact was Mr. Heisley, AEC, Washington, D. C.

ALASKAN RADIO

Four Advertisers Buy Time

SERIES of newscasts, spot announcements and station breaks have been bought by four U. S. stateside advertisers on two Alaskan radio stations operated by the Midnight Sun Broadcasting Co.


Proctor & Gamble will sponsor 82-week spot campaign over both stations to advertise Spic 'n Span. Agency is the Blow Co., New York.

Newscasts will be sponsored by Lang & Co., Seattle, for its Gold Shield coffee. Pacific National, same city, handles O. L. C.

Station breaks were bought for 52 weeks by Avoset Co., San Fran-
sisco, for its Avoset and Qwip. Agency is the Harrington-Richards, same city. Rounding out two station schedule is J. A. Folger & Co., which purchased 26 weeks of announcements for its Folger cof-

Raymond E. Morgan, Holly-
wood, is agency.

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BROADCASTING • Telecasting
RECRUITING

Media Monies Asked

MILITARY recruiting authorities have been assured by a Congressional subcommittee that $1,060,000 was sought for radio, TV and other advertising after July 1 is a "reasonable amount" and will receive favorable consideration.


Despite this favorable development, there were no indications that Congress would lift its current freeze on current '52 monies. Additionally, about $170,000 of an estimated $500,000 remains unexpended from fiscal 1951 budget. From $550,000 to $550,000 was allocated prior to March 1 for an interim advertising campaign involving a spot campaign on some 500 Keystone Broadcasting System stations and 13 other 50 kw outlets [B*T, March 17, February 11].

The controversial '52 ban was not discussed during the brief session on Capitol Hill. Recruiting officials are thus confused over their next moves in the advertising hassle, prompted by Congressional criticism which resulted in withdrawal of network programs. Thus far, no action has been taken to lift '52 prohibition on $2.1 million for national advertising.

Before the recruiting picture clears, these steps must be taken: (1) Authority must be obtained, first for MPPS to spend the $170,000 still unexpended from fiscal '51 funds. The current interim campaign expires July 1. Radio-TV has a stake in this sum, though its share has not been worked out. About $200,000 was spent on network shows dropped last fall. (2) Congress must rescind Amendment 8 of the 1952 Military Appropriations Act unfreezing the $2 million-plus now tied up. Again, broadcasters' allocation hinges on this eventuality. Report that repeal would be sought in the form of a deficiency bill has not materialized yet. MPPS authorities hope for action by May 1.

Congressional Approval

(3) Congress must approve the '53 bill. Recommendations of the subcommittee will be forwarded to the full House Appropriations Committee, sent to the House floor, be taken up by a Senate subcommittee and be voted on by the Senate. The Senate subcommittee is headed by Sen. Joseph C. O'Mahoney (D-Wyo.), under whose leadership the ban was imposed. The Senate is expected to participate in decisions involving the Pentagon's request for lifting the prohibition on the $170,000 and $2.1 million. Permission to spend the $550,000 out of '51 expenditures reportedly stemmed from an agreement between Sen. O'Mahoney and Anna Rosenberg, Defense Dept. manpower specialist.

NARTB has requested a breakdown of all monies spent on radiovideo since July 1, 1951. Radio is allotted about 15% of current monies and 45% of all funds spent since that date. MPPS authorities plan to submit the breakdown to NARTB President Harold E. Fellows.

Appearing for the recruiting program before the subcommittee were Brig. Gen. Omar Niergarth, MPPS chief; Col. James Banville, deputy chief, and Col. William Berkeley, publicity branch director. They spoke on behalf of voluntary recruiting, induction center and other activities. These officials asked the subcommittee for a free rein to use '53 funds in a manner best suited to personnel needs, with concentration on allocations for radio, television and other media. Because of Congressional protests, plans now envision spot announcements rather than network productions.

CHARLES MICHELSON, Inc., N.Y., transcription concern, will handle U.S. release of The Happy Gang, daytime musical variety show carried on Canadian Broadcasting Corp. network by Colgate and Quaker Oats.

AD COUNCIL POSTS

Witting, Trammell Named

CHRIS J. WITTING, director and general manager of the DuMont Television Network, was named to represent the broadcasting industry as one of four new directors elected to the Advertising Council last week [B*T, March 31].

Simultaneously, Niles Trammell, chairman of the NBC board, was elected a director-at-large, with Alonzo F. Cone, president of Foot, Cone & Belding and former chairman of the Advertising Council board; and William G. Chandler, president of Scripps-Howard Supply Co., similarly designated.

Besides Mr. Witting, the new directors are Harry F. Byrd Jr., publisher of two Virginia papers, and Bennett H. Fisher, New Jersey editor and publisher, both to represent the newspaper industry, and Richard E. Deems, general advertising manager of Hearst Magazines, magazine industry representative on the Advertising Council board.

Theodore S. Reppel was re-elected president of the public service advertising organization, and Allan M. Wilson and George P. Ludlam were again named vice presidents.

KMPC Hollywood has banned Capitol Records' release of Try a Banana!, the voice of Cecil in KTLA (TV) Time for Beauty.

TIME BUYING FOR '52 . . . by WSOY and WTXA

SO YOU BOUGHT ST. LOUIS AND CHICAGO—BUT WHAT ABOUT THAT RICH FARMING AND INDUSTRIAL MARKET IN CENTRAL ILLINOIS?

YOU WERE RIGHT BOSS—I FOUND THE ANSWER WITH WTXA IN SPRINGFIELD AND WSOY IN DECATUR! THESE TWO STATIONS DOMINATE THE RICH MARKET THAT BOTH CHICAGO AND ST. LOUIS MISS!

NOTE: The largest market in Illinois outside of Chicago is covered by WTXA and WSOY. This tremendous market has 261,850 families with a population of 733,900. 68,671 industrial workers earn a total of $179,620,000 each year. The net farm annual income is $457,403,000.00—$28,016.00 and some per farm family, OVER TWICE the national average. $782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WSOY
AM and FM
CBS AFFILIATE
DECATUR

WEED & CO., National Representatives

WTXA
AM and FM
CBS AFFILIATE
SPRINGFIELD

BROADCASTING • Telecasting
April 7, 1952 • Page 65
The BIGGEST rural and small town AUDIENCE in Mid-America

Kirby Plan Aid Promised

ADVERTISING is taking up the cudgels on behalf of a campaign to re-establish civilian and military morale and drive across the validity of America's fighting cause in this election year.

Progenitor of the idea is Col. E. M. Kirby, chief, Radio-TV Branch, Dept. of Army, who envisions "an antiphonal America's Hour..." which radio with the leadership of The Advertising Council can bring to ears hoping to hear, and soon.

Col. Kirby appropriately broached the plan with Theodore Reppler, council president, at the annual Voice of Democracy contest luncheon last February. Actually, the Army radio-TV information chief had been toying with the idea since last fall when he conceived the notion of an America's Hour on radio [CLOSED CIRCUIT, Sept. 3, 1951].

Using simple good old-fashioned patriotism as the theme—against a "cross-fire of political battle and controversial charges" traditional in a Presidential election year—Col. Kirby has called on the broadcasting and advertising industries to approach this "two-way street" of civilian and military morale.

Already, promises of cooperation have been given fortuitously by The Advertising Council, American Assn. of Advertising Agencies, the Advertising Assn. of the West, the Assn. of National Advertisers and such organizations as the Coca-Cola Co., as well as NARTE.

Mr. Reppler has contacted Paul W. West, ANA president, and Frederick R. Gamble, AAAA president, on behalf of the Kirby proposal. The results have been gratifying.

Mr. Reppler advised Mr. West that the Army radio-TV chief has posed a "very real problem," one which concerned him. He suggested the Kirby letter be circulated among ANA members.

"For example, there may well be opportunities on many radio shows to introduce a spot which reminds people that there are men in America's uniforms around the world protecting our right to sit home in an easy chair before a radio or television set," Mr. Reppler explained.

A nother possibility, he felt, is the use of film from Korea on some shows, with the announcer reminding viewers "that we have a lot of boys in uniform doing a lot of unpleasant jobs." The boys, seeing such evidence in these shows overseas, "will feel much less like forgotten men," he added.

Mr. Reppler advised Mr. Gamble that while advertisers are the "controlling factor" in lending assistance, "certainly there are ways in which some of the agencies might help." He urged the proposal be circulated through the AAAA's. Mr. Gamble thought the idea "splendid" but suggested distribution through the ad council.

Others Interested

In point of concrete results, Robert C. Coleson, Pacific Coast representative of the Advertising Council, conferred with Neil Reagan, president of the AAW, who in turn asked 42 member ad clubs in 21 western states to publicize the plan at their luncheon sessions. In addition, Art Linkletter promised to push the idea in his network shows, Mr. Coleson reported.

Mr. Reppler expressed interest in the proposal and promised "we will do everything we can" upon his return from the ANA convention in Hot Springs, Va., held last month (B+T, March 24).

Similar interest was conveyed by Felix W. Coste, vice president of the Coca-Cola Co. He suggested the overall project be under-written by the Advertising Council which "could do the job most effectively.

More radio and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it best with KCMO.

More rural and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it best with KCMO.

RIAS EXPANDS SCHEDULE

Now on 24-Hour Basis

In A Bid to counteract all-night programming of a communist radio network in Germany, the American propaganda station RIAS in Berlin has inaugurated around-the-clock operation with addition of two extra hours, the Dept. of State has announced.

RIAS has activated a transmitter at Hof, Bavaria, and fanned out its 22-hour daily schedule through the 3-5 a.m. period, it was explained. Five-minute newscasts are aired during the extra hours. The Hof transmitter will complement RIAS shortwave and wired transmitting facilities in a move to offset programming of a five-station Soviet-zone communist network. Service is aimed at listeners in Berlin and the Soviet zone.

DEFENSE OPI

House Group Orders Slash

CONTINUING its attack on Pentagon "publicity" operations, the House Appropriations Committee last Thursday ordered the Dept. of Defense to reduce its public relations outlay.

The committee's public information force by over 75%. The group took this action in reporting out the department's 1953 appropriations bill, which the lower chamber will take up today (Monday).

There was no immediate indication as to how the reduction would affect media operation of each service or the Office of Public Information's Radio-TV Branch, should the House and Senate sustain the action. Also directed was a 60% cut in Defense travel costs.

The committee recommended sum of $312,500 for all OPI activities.

The Air Force may drop two public service radio programs as the result of a recommendation in similar personnel directed by Secretary Thomas Finletter (B+T, March 31).

AIR FORCE FUNDS

Electronics Projects Asked

FUNDS: Electronics—for major procurement including Air National Guard equipment and research and development projects—are contained in an Air Force appropriations bill studied by the House Appropriations Committee.

Air Force officials told an appropriation subcommittee, headed by Rep. George H. Mahon (D-Tex.), that the electronics program calls for money for research and development, testing of airborne and ground systems and items as equipment for pilots and piloted aircraft.

Included in the Air Force budget are a request for laboratory funds ($14.1 million plus), travel costs ($904,000), and research and development ($2.2 million plus).

Sum of $3.2 million-plus is sought for the Air National Guard, covering such items as major radio, radar, telephone and communications center equipment" with test equipment. Fiscal 1953 estimate was $998,000, same equipment amount is $39.8 million.

An estimate which placed average cost-per-pound of airborne electronics at $43.1 million plus, and similar components at $46 and average cost-per-pound of ground electronics or communications systems at $8, was revealed during the hearings.

The Air Force also requested $48.4 million for procurement of "on-base communications" equipment. These include radio relay, facsimile, and other services not provided under authorized allowances.

Page 66 • April 7, 1952

BROADCASTING • Teletcasting

It's homecoming for Ma Perkins and "Shuffle" Shober (Virginia Payne and Charles Egelston) in Cincinnati where they took top in WLW's 30th anniversary luncheon. L to r: Mr. Egelston; Miss Payne, and William Romsey, Procter & Gamble's radio director. The two performers, natives of Greater Cincinnati, have starred in the Ma Perkins radio series more than 18 years. Show started on WLW.

'AMERICA'S HOUR'
**PULSE TOP TEN**

Months Are Compared

TOP TEN network radio programs, comparing Jan.-Feb. multi-market ratings with those of Nov.-Dec., have been released by Pulse Inc. Listing shows evening, Friday, daytime, and Saturday and Sunday daytime ratings as follows:

<table>
<thead>
<tr>
<th>Program Average</th>
<th>Evening</th>
<th>Daytime</th>
<th>Saturday &amp; Sunday Daytime</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Benny (CBS)</td>
<td>11.5</td>
<td>11.4</td>
<td>5.5</td>
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<tr>
<td>Lux Theatre (CBS)</td>
<td>9.9</td>
<td>10.3</td>
<td>7.9</td>
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<tr>
<td>Berger-McCary (CBS)</td>
<td>9.7</td>
<td>10.2</td>
<td>7.5</td>
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<tr>
<td>Amy &amp; Andy (NBC)</td>
<td>7.6</td>
<td>7.6</td>
<td>7.4</td>
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<tr>
<td>Bob Hope (NBC)</td>
<td>7.6</td>
<td>7.5</td>
<td>7.2</td>
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<tr>
<td>You Bet Your Life (NBC)</td>
<td>7.2</td>
<td>7.2</td>
<td>6.8</td>
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<td>Dropnet (NBC)</td>
<td>7.5</td>
<td>7.5</td>
<td>6.7</td>
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<tr>
<td>Godfrey’s Talent Scouts (CBS)</td>
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<td>7.7</td>
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<tr>
<td>Winchell, Alice (ABC)</td>
<td>7.4</td>
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<td>6.5</td>
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<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>7.3</td>
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**BAB Roundup**

(Continued from page 27)


**'POLITICAL' ADS**

"Institutional" Tag Hit

BAB at institutional advertising used for "political" purposes was thrown in the Senate last Tuesday by Sen. Hubert H. Humphrey (D-Minn.).

Sen. Humphrey said he was criticizing an "abuse" of institutional advertising—"I refer to the growing practice of institutional advertising for political purposes being used as a tax deductible business expense."

The attack by the Minnesota Democrat brings to the fore a criticism that has been heard off and on in both the Senate Finance Committee during hearings on tax measures and in Congressional chambers.

Policy now being followed by the Treasury Dept. and the Internal Revenue Bureau is to permit institutional advertising as a tax expense providing the amount spent is "reasonable" in comparison with what the individual firm has spent previously.

**Cites Newspaper Ads**

Sen. Humphrey said that what set off his attack were two full-page advertisements appearing in the Washington post, one by McGraw-Hill Publishing Co. on wages and prices, another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

Both of these advertisements, according to the Senator, had nothing to do with the actual product of these two firms. He said he was not attempting to point any finger at any corporation or any newspapers which might have expressed political views. He was simply pointing out that the advertisements made it appear to the public that the advertising is a business expense. He has nothing to do with the products by the companies, or whether it be Safeway, McGraw-Hill, Standard Oil, or any other corporation.

Sen. Humphrey said he planned to study the matter further and bring it to the attention of the Senate and to the Treasury Dept.

Sen. William F. Knowland (R-Calif.) suggested that Sen. Humphrey might also want to study publications and copy that would be used on billboards and presumably on television and radio programs, as well as in the form of newspaper handouts" by the Office of Price Stabilization to "sell" its case to the people.

Sen. Humphrey answered that Congress itself can stop any part of the federal budget that it wishes. He also said the government from spending money for this purpose "but I submit that advertising by a corporation is a proper legitimate tax deductible item only when it relates to its own business." The taxpayer, he noted, has no recourse to corporation "political" ads because housewives cannot "place

**'Leaky Bucket'**

BOTTOM fell out of a leaky Capitol Hill information bucket last week. Report that Sen. Hubert Humphrey's (D-Minn.) subcommittee studying newprint in the Senate had recommended newspapers should raise their advertising rates was "a mistake by the staff," the Senator said. Word that such a recommendation had been made leaked out over the previous week end. Sen. Humphrey termed the leak a "very tragic thing." Proposed report, he added, was a confidential committee print and "should not have leaked."

He said he was not aware the language on ad rates was in the report when it was sent to the printer and in any case, had it no business being there.

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**Amer. Tobacco Sales**

Both unit sales and dollar sales of American Tobacco Co. for the first two months of 1962 were well ahead of those for the corresponding period last year, Paul M. Hahn, company president, reported to stockholders at their annual meeting April 19 in Plymouth Meeting, N. J. All directors were re-elected.

William J. Staab

WILLIAM J. STAAB, 58, media manager for Fuller & Smith & Ross, advertising agency, died Wednesday in Cleveland. Considered dean of Cleveland advertising media directors in years of service, Mr. Staab started with the firm 39 years ago as office boy.

**BASEBALL SOUND EFFECT RECORDS**

5 D/F SPEEDY-D DISCS

ORDER C.O.D. TODAY WHILE SUPPLY LASTS

**BROADCASTING • Telecasting**

**April 7, 1952 • Page 67**
**TELEVISION**

**work** during the total. Last year's net major form continue Inc., (.Channel 258), termed "up to 25,000," the George, WGAR (Radio & Television), named to cover the sales activities, Larch City, form **REPRESENTED**.

**TELEVISION** will stimulate rather than retard demand for records by enticing more people to seek entertainment at home, Glenn E. Wallich, president of Capitol Records Inc., stated in his annual report to stockholders.

Convinced that recordings will continue to "enjoy popularity as a major form of entertainment," he revealed that Capitol Records sales and profits in 1951 were "well ahead of 1950."

Sales in the 12 months ending last Dec. 31 were $13,385,484, an increase of $1,069,229 over 1950 total. Last year's net income, he reported, after $437,000 for federal income taxes, was $408,498, reflecting somewhat higher prices and improved manufacturing and operating efficiency, Mr. Wallich said.

The 1950 net income was $201,259, after federal income tax of $1,000.

Working capital on Dec. 31 was $2,760,475, an increase of $158,914 during the year. Compared with the preceding year-end, cash was up more than a half million dollars to $2,202,440, report said.

**WAGR-FM PLANS**

**Now Assembling Equipment**

FIRST major station in several months to enter FM, WAGR-FM Cleveland, after getting FCC approval for station as a group constituent in the market for FM broadcasting. The station, located in the city, will be licensed to cover the city and the surrounding area.

WAGR-FM will reverse the history of Cleveland FM, where at one time there were 10 stations. Two suspended broadcasting in the last three years. WAGR-FM, CBS affiliate, will round out the FM network picture in the area. WAGR applied for the FCC for FM several years ago, but application was held up pending outcome of the lengthy G. A. (Dick) Richards case.

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Our Respects to . . .
(Continued from page 58)

Wholesale Co., Miami. Two years later, in 1921, he became treasurer of that firm.

In 1924, he formed the Wolfson-Meyer real estate firm with Sidney Meyer, his brother-in-law. This was the beginning of a co-equal partnership that has continued to the present time. Mr. Meyer, prior to the merger, had been general sales manager of the Old Fox Film Corp.

The Wometco Theatre Circuit (Wometco Theatre Co.) was established in 1925 with the erection of the Capitol Theatre in Miami. The chain now boasts 37 movie houses.

The motion picture industry, however, did not claim all Mr. Wolfson's activities. From early youth he had been interested in civic affairs. This led to his participation in local politics and his election to the Miami Beach council in 1939.

In 1943, he was re-elected to the council with the highest number of votes received by any candidate up to that time. His high returns and his service in the city council resulted in his installation as mayor of Miami Beach.

Leaves for Service Overseas

Politics were temporarily shelved in September that year when Mr. Wolfson resigned as mayor to enter the U. S. Army. Military service included duty in England, North Africa, France, Germany, Austria and Belgium. Outstanding service won him promotion to lieutenant colonel. He was decorated with the Bronze Star with Oak Leaf Cluster and the French Croix de Guerre.

The war over, Mr. Wolfson returned to Miami and the expanding theatre circuit, again becoming active in various theatre trade organizations both in Florida and nationally.

It was in 1948 that Mr. Wolfson entered the video field. He applied for and received a construction permit for WTVJ, Channel 4, in Miami. The growth of that station is Florida TV history.

In 1950 and 1951, he served as chairman of the TV committee of the Theatres Owners of America. In late 1951, Mr. Wolfson was elected president of this organization, which represents more than half of the 20,000-odd movie houses in the nation.

As TOA president, he has urged its members to "join with television to build a new medium of entertainment that will surpass any-

WKOW Would Amend Atlass Contract, Renewal Bid Advises FCC

OFFER to revise its management contract with Atlass Amusement Co. was made by WKOW Madison, Wis., last week in a petition to the FCC.

The petition requested that the Commission reconsider its action last November in urging the station's application for renewal of license [B&T, Nov. 12, 1951].

Hearing, which was scheduled to start March 28, was postponed indefinitely.

The petition said that if the Commission feels 50% of the net profits plus travel allowances give Atlass control of the station, the contract will be revised to pay a $15,000-a-month to the management consulting firm. It also would be revised to allow cancellation at the end of any year, upon three months' notice.

Hearing on WKOW's license renewal application was set on inti-

mations by the FCC that Monona Broadcasting Co., licensee of WKOW, had abdicated its control through the contract with Atlass Amusement Co. The FCC also implied that WKOW secured a CBS affiliation after hiring the Atlass firm. Atlass Amusement Co. is headed by H. Leslie Atlass Jr., son of the CBS Western Division vice president.

Last week's petition recounted the early history of the Madison station, told of $154,597 in operating deficits from Jan. 1, 1948, to Sept. 30, 1950. It also pointed out that the station cost $250,000 to build, almost double the amount estimated.

Income Increase

After Atlass Amusement Co. was signed as management consultant, the station's income rose rapidly, the petition stated. In 1951, WKOW had an operating income of $293,108.02 plus other income of $3,263.65, and an operating expense of $255,815.84.

Story of WKOW, as related by station executive in affidavits to the petition, was as follows: Need of the station in the early days were two—CBS affiliation and a competent manager. CBS told WKOW officials that its O&O Chi-

cago station, WBBM, covered Madison adequately.

In 1950, Chicago attorney Arthur Morse tried to buy the station for a buyer later identified as H. Leslie Atlass Sr. Stockholders did not wish to sell, set price far above its value. Subsequently, WKOW officials were invited to Chicago to meet Mr. Atlass, where they discussed their need for a CBS affiliation and a manager.

Mr. Atlass turned them over to his son, who had set up as a management consultant. He also told them that recent surveys showed CBS was not being covered adequately in Madison and that it was seeking a Madison affiliate.

After signing a management contract with Atlass Amusement Co., station became a CBS affiliate. Its affiliation contract with WSC Madison, sharing affiliation with ABC on that station.

Mr. Atlass Jr. and members of his family acquired 180 shares of stock in the station at no par value, giving them 4% ownership. At one time, Mr. Atlass Jr. had options to buy 800 shares at $30 per share, which would have amounted to 13% to 15% of the ownership. However, he did not exercise these options.

Petition also related that a contract between Michael Henry, present manager of WKOW, and Atlass Amusement Co. was drawn up when Mr. Henry was being considered for employment by the WKOW board. It was drawn, petition stated, to show WKOW principals that Atlass Amusement Co. could deliver the services of the man it recommended to be station manager. Mr. Henry, then manager of WWXL Peoria, Ill., never worked for Atlass Amusement Co., the petition stated; and the contract expired when he accepted the offer to manage WKOW.

AMERICAN Newspaper Guild has applied for certification at Ottawa as bargaining agent for Canadian Broadcasting Corp. newsmen across Canada.
Radio-TV Unity Affirmed
(Continued from page 88)

point. William B. Ryan, BAB president, and his staff officers were quietly claiming their budget is heading above that of NARTB. Prior to the convention, the bulk of BAB's revenue had come via a 30% cut from NARTB member dues, if members desired the service. Now BAB membership will cost as much as NARTB in some cases, running half the highest published hourly rate per month.

Have Common Interest

The two groups are competing directly, from a membership viewpoint, but have common interests in stimulation of business for broadcast stations. BAB was separated from NARTB so it could enter the media field without trade association handicaps, and slug openly alongside printed and other advertising media. This separation is designed to strengthen the sales-promotion organization, and BAB responded to the expression of faith by promising an improved service.

Television occupied a heavier share of convention attention, with the industry heartened by the promise of FCC Chairman Walker that they probably will not have to wait much longer for the TV thaw and the new UHF band. The chairman drew an ovation from the convention Wednesday noon after his first formal address in his new commission role.

In the manner of ex-Chairman Wayne Coy, Mr. Walker reminded telecasters to avoid pressures for expediency. The TV freeze has lasted a long time, he said, because the Commission is drawing a plan for development of a leading industry, the dominant medium of mass communication.

His unfreezing promises were tempered by the reminder that licensing will proceed "at a snail's pace." Staff and budget shortages promise to aggravate the delays, he indicated. Chairman Walker met all broadcast industry representatives at conventions. He made many new friends and served to bring the industry and Commission into a new understanding of common problems. Flanking the chairman at the convention were Vice Chairman Rosel Hyde and Commissioners George E. Sterling and Robert T. Bartley.

History-Making Debate

Right after Chairman Walker's address Wednesday noon a handful of delegates heard a debate that made history in the field of radio and television freedom. Two of the nation's leading lawyers debated the right of radio and television to report legislative and court proceedings.

The present trend toward curtailment of radio-TV rights to report public proceedings is dangerous and strikes at the fundamentals of free enterprise, it was pointed out in the discussion. Delegates joined James M. Landis and Louis Waldman in the arguing. Even Mr. Waldman, who argued against electronic reporting of some types of hearings and trials, agreed that radio and TV were necessary for proper protection.

Many a delegate, recalling recent legislation tying the hands of radio and TV, winced as Mr. Waldman charged them with gross negligence in making their position known in legal and legislative halls.

There emerged from the meeting, however, what seemed to be a general agreement that broadcasters and telecasters must wake up or they will find themselves locked out of more and more public proceedings.

Though the Wednesday afternoon program fell apart from an attendance standpoint, with the Code Review Board given only a few brief minutes, the overall programming of the meeting was praised. James D. Shouse, WLW Cincinnati, was chairman of the convention committee; Robert R. Richards, NARTB public affairs director, handled programming; Neal McNaughten, engineering director, handled the largest technical conference in association history; C. E. Arney Jr., directed the business operations, and President Fellows was the executive head who kept the project moving.

While much of the convention time was devoted to workshop sessions, planning for TV's expansion, study of equipment and programming services, the public service side of broadcasting and television was given careful attention.

Besides reviewing the radio-TV reporting situation in connection with trials and hearings, the convention promised to throw full support behind the Get-Out-The-Vote Campaign. The fact that 1952 is a presidential year was emphasized and a strong resolution was adopted at the Wednesday business session. Another resolution covered the discrimination against microphones and cameras in court and hearing rooms, pointing particularly to the public's right to know how its governing agencies are operated.

In electing a new television board Monday morning, TV members elevated Robert D. Swezy, WDSU-TV New Orleans, to the chairmanship. Mr. Swezy was a driving force behind adoption of the TV Code last autumn. Two directors retired from the board. They were W. D. Rogers Jr., KEYL (TV) San Antonio, and Harry Bannister, who is leaving WWJ-TV Detroit to join NBC.

FM broadcasters had a busy meeting Monday morning, concentrating on their plan to promote the medium on a state-by-state basis. Three test drives have already been conducted. Interest ran high in the FM meeting, with 50-odd delegates turned away because of lack of seating space.

Winding up the Convention was the annual banquet, a complete sellout. The banquet program featured Patti Page, vocalist. Entertainment was supplied by ABC, BMI, CBS DuMont MBS and NBC.

ONE of two winners in RCA Thesaurus' home freezer-filled-with-beef contest at the convention was K. Cassel Thompson, president and general-commercial manager of WDAD Indiana, Pa. RCA models, roving the fifth floor, reminded conventioners that Thesaurus is "your steak in programming."

SECOND freezer with another 200 pounds of beef went to Bill Hunt (I), chief engineer of WHIZ Zanesville, who Is congratulated by Judge Justin Miller, NARTB board chairman. The giveaway gimmick included importation of a prize-winning steer, named Nobull, to the lower Exhibition Hall.

(See exhibit story page 52)

N.Y. CBS WAGES

Hike Pending WSB Okay

WAGE INCREASE of 7½% to all New York employees in the labor grade structure—non-union, non-executive staffers—was offered by CBS management during a special meeting of the employee-management committee Tuesday. Employees accepted unanimously.

Retroactive to March 31, the plan awaits approval by the Wage Stabilization Board, although CBS agreed to start paying minimum cost-of-living increases June 1 and until WSB decision is made. If the 7½% increase is not approved, CBS will pay the difference into a merit fund, even though some 22% of labor grade employees, currently above the maximum for the classifications, would be ineligible for merit increases.

Discussions of the increase were started by the employee-management committee last November, with employees seeking a flat 10% raise in early March. Agreement, when approved, will remain in effect until March 31, 1953.

BAM IS DISSOLVED

BMB Successor Yields

BROADCAST Audience Measurement Inc., industry corporation formed in 1946 to study the radio research situation, was formally dissolved Wednesday during the NARTB Chicago convention.

Henry Johnston, WSGN Birmingham, wound up the corporation's affairs at a meeting of directors. Mr. Johnston was president of BAM.

Formed in the dying days of Broadcast Measurement Bureau after conclusion of the second BMB study, BAM served as a standby agency. When private measurement firms expanded the type and quality of their services, BAM failed to draw industry-wide support.

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Affiliates Committee
(Continued from page 28)

In his report, which he said represented the views of the full committee, Chairman Morency noted that the group had opposed NBC’s late-1951 economic study for “several basic reasons,” and said “there can be no question” that the committee’s analysis of it, plus “the determined and concerted efforts” of NBC affiliates, “prevented its adoption.”

Notes Committee’s Objections
He felt that “no one can tell just what effect the adoption of this plan, which has since been shown to be unworkable and unsound, would have had.” Committee’s objections, he noted, as:
1. Radio’s effectiveness was to be measured on the basis of the presence, or non-presence, of another medium—namely, television.
2. The reappraisal was based on BMB studies which were acknowledged by most people to be out of date and obsolete at the time they were used.
3. The study envisioned an eventual cut in radio rates of as much as 60%, a basis, we can all agree, which if put into effect would destroy the industry, at least as we now know it.

Referring presumably to NBC’s subscription to the new Nielsen survey, Mr. Morency pointed out that the network has said a new study will be made this spring “on an entirely different basis,” and expressed hope that details would be given to the network’s affiliates in advance. He noted, however, that the study already is “in the works,” without the affiliates having been acquainted with it.

Although he did not mention any network by name at any time, it was obvious he was referring to CBS Radio when he pointed out that a network “is currently attempting a change in its contracts with its affiliates that would permit the network arbitrarily to change rates practically without notice.” He added:

“The is the opinion of the committee that this is a very weak position from the point of view of the affiliated station and also from that of the network. Such a condition could have the direct effect of bringing increased pressures from the advertisers on the network to decrease rates, the advertiser knowing that the network has the power to decrease rates at will and without further consent or consultation with its affiliates.

“We think this is the worst position in which a network could place itself. It would invite hasty and ill-considered action. The committee strongly urges that each affiliate carefully examine the effect of any suggested modification of its network contract which might weaken his station’s position and work to the detriment of the entire industry.”

In its work, Mr. Morency reported, the committee has “constantly borne in mind that our end objective was to attain for radio a high degree of acceptance, stability and a real appreciation of its worth as an advertising medium. We have tried to avoid winning arguments and permanently losing friends to the industry.

“At the same time, we have been forthright, we have called a spade a spade, and we have not deviated from basic principle.”

He recalled committee conferences with representatives of the Asso. of National Advertisers, which launched the attack on radio rates with its TV penetration studies approximately a year and a half ago, and said that as a result “we are quite certain that a different viewpoint is now held by the advertiser group. He cited ANA’s present insistence upon better facts on all media [B+T, March 24], and added:

“Note that a year ago all of the emphasis was placed on the effect that TV would have on only one medium, not all.”

Research, Rates Stressed
He reported that the committee’s deliberations had indicated “two major fields of greatest importance”—research, and rates.

“Radio still sells merchandise at the lowest cost per dollar of sales,” he asserted, “but the advertiser and the broadcaster have become so confused with the mass of contradictory research studies that both have forgotten all about sales, the only reason for the use of any medium.”

He commended the ARBI studies as a good step toward measuring radio’s selling power, as opposed to the “trap” of using ratings as a precise measurement.

The “popularity rating concept,” he asserted, should be discarded.

“Radio should also discard the concept of radio homes and start measuring the number of people who listen to radio,” he said. He singled out recent Nielsen measurements as containing “inaccuracies or distortions which are costly to radio,” in that they do not, he felt, give a complete picture of listening.

Nielsen was mentioned specifi-
STEELMAN

Wilson Successor No Stranger To Radio-TV Broadcasters

The elevation of Dr. John R. Steelman to the post of acting defense mobilization director on the heels of Charles H. Wilson's resignation brings to the fore a man who has been intimately identified with broadcasting activities in the current preparation program.

Dr. Steelman, labor advisor to President Truman and administration troubleshooter, was appointed defense chief on an interim basis after Mr. Wilson's surprise announcement during the heat of the steel squeeze.

Mr. Wilson resigned at the close of business Monday, following a news conference during which he cited production achievements in the rearmament program since he took office 15 months ago.

The former president of General Electric Co. told newsmen he had no immediate plans beyond a vacation in Florida. Authorities thought it unlikely that he would return to the electronics firm and would not announce his future association until his return from Florida.

Mr. Wilson resigned his $175,000 GE post in mid-December 1946 to head the nation's mobilization program. He subsequently succeeded at the top GE post by Ralph J. Cordiner.

Dr. Steelman, special assistant to President Truman and head of the federal mediation agency, will fill temporarily the vacancy created by Mr. Wilson's departure. The suddenness of his decision invited speculation as to his permanent successor from industry. It was acknowledged that the President would sift through a list of possibilities at length and choose a top executive who has compiled a formidable production record in private industry.

As White House Liaison

Dr. Steelman is no stranger to broadcasters and, particularly, the NAB. Acting for the Chief Executive, he has been instrumental in solidifying liaison between the White House and the trade association. Out of a series of conferences with industry grew the Broadcast Advisory Council, comprising top radio-Tv executives.

The Presidential advisor, who thus ascends to the nation's No. 2 mobilization spot, also has been active on the TV program front. He has been serving as special host on NBC-TV's Battle Report, Washington, which has elicited widespread acclaim under White House auspices.

Mr. Wilson came into the rearmament program at a time when portents of controls first took form—when the Defense Production Administration was created to set policy for allocation of materials to broadcasters and set manufacturing limits.

During that 15-month period, Mr. Wilson was a protagonist in a number of continuing mobilization issues, primary of which were: (1) The color TV has taken manufac ture of equipment for mass production; (2) the question of controlling all electronics in radio- TV and other industries; (3) the "butter and guns" controversy on Capitol Hill involving defense of civilian cutbacks and (4) economic controls, including the Capehart advertising cost formula (see separate stories). In the end, however, it was the wage-price dispute in the steel field that prompted Mr. Wilson's decision to resign.

Mr. Wilson stoutly defended progress of the rearmament program under his leadership and scored those critics who complained that he has sacrificed military preparedness on the altar of civilian economy.

He consistently held out for a long-range defense production plan with a gradual adjustment of the nation's economy rather than all-out controls. In this fight, he emerged victorious, with the result that materials availability has eased appreciably in recent months and consumer goods output retained relatively high levels during his tenure.

In the color TV fight, not yet resolved, Mr. Wilson tactfully conceded that, while he felt mass production of color-casting equipment should be stopped for the present emergency, regulations should not necessarily spell out a flat prohibition on the allocation of materials for all TV end products such as existed during World War II.

In resigning, Mr. Wilson expressed belief he could not accept responsibility "for major stabilization action which I cannot control" — acceptance of proposals by the Wage Stabilization Board for settling the steel issue. Mr. Truman praised Mr. Wilson, in accepting the resignation, for his "vigor, competence and effectiveness" in carrying out the defense mobilization assignment.

In bowing out, the defense chief asserted that under the rearmament program the past 15 months of the U. S. is "fast overtaking Russia in the quantity of production of war material"—in fact, "we have already overtaken them."

Mr. Wilson's tenure stemmed from bottlenecks in the machine tool and component parts delivery fields and the complexity of new military designs, particularly in electronics.

KUTE (FM) on Air

KUTE (FM) Glendale, Calif., went on the air March 22, it was announced last week by the licensee, Robert P. Adams, 1644 Idlewood Rd., Glendale 2. The new stationtransmits on Ch. 270 (101.9 mc) with 11.6 kw ERP, from 3-9 p.m.
make yourself at home...

Southern hospitality is more than a tradition with us at WAFM-TV. It's our stock in trade.

You get the warmest welcome in Birmingham when you're on WAFM-TV. Because Birmingham viewers consistently watch WAFM-TV most often... and are watching it more often all the time.

Over the 14 months Telepulse covers, WAFM-TV's score has been 2,201 quarter-hour wins to its competitor's 1,226 (or 80% more). In February, it was 179 wins to 71. Or 152% more.

In Birmingham, they're always glad to see you on...

"Television Alabama" WAFM-TV
Represented by CBS Television Spot Sales
Count the house any way you like. Television movies in New York—big box-office for advertisers always—are better at getting an audience late at night than any other time. And WCBS-TV's "Late Show" is best of all.

Better late than ever...

In a new study of TV feature film shows in the New York metropolitan area (we'd be pleased to show you a copy), Advertest finds:

Of the 78% of New York viewers who regularly watch TV movies, more than half prefer to watch weekdays after 11 p.m.

They named WCBS-TV more often than all other stations combined as their first-choice station for TV movies.

More than twice as many viewers tune in WCBS-TV's "Late Show" as any feature film show, early or late, on any other station.

Or take the word of advertisers who have already been on "The Late Show"...like the one who recently increased his sales by 73% in just two months. And cost is running as low as 78 cents per thousand viewers.

You (and your product) can be the idol of this big home audience. At amazingly little cost. Ask WCBS-TV or your CBS Television Spot Sales representative about participations on "The Late Show" today.
FCC CHAIRMAN Paul A. Walker brightened the NARTB convention last week with the assurance that the TV freeze would be lifted within the next two weeks—"barring some last-minute snags"—but he warned that licensing "will apparently proceed at a snail’s pace."

Speaking to a packed ballroom at Wednesday’s luncheon, Chairman Walker also won the broadcasters’ commendation with his assertion of faith in the future of "that celebrated bird-in-the-hand," radio, whose local-level service, he said, makes it "the indispensable medium."

He called upon telecasters to enforce a program of strict self-discipline, and praised radio and television broadcasters alike for (1) their contributions to national security through the Conelrad plan and (2) their promotion of the democratic process in acquainting the public with current political issues and their efforts to get out the vote.

On the uppermost topic Mr. Walker said: "Frankly, I had hoped that here at this convention I could announce the lifting of the television freeze. . . . But you will not have to wait much longer. I can give you this assurance: Barring some last-minute snags, we are going to lift the freeze within the next two weeks."

Applications May Hit 1,000

The ‘time table’ on licensing will be slow, he cautioned. After the freeze is announced, three months probably will be set aside for the filing of applications. In all, he estimated, "1,000 or more" may be on hand when FCC starts processing applications "around the middle of July."

Reiterating FCC’s money and personnel plight, he forecast that "Besides the work of examining and passing on uncontested applications, we will be swamped by hearing cases." He expected that hearings will be necessary in "virtually all the larger cities and many of the smaller cities."

To handle these hearings and also the hearings in all other FCC fields, he noted, the Commission now has seven examiners and similarly short staffs of engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied television these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status," he declared.

Chairman Walker, an Oklahoman who has served on the FCC since its inception in 1934, compared the imminent freeze lift with the land rush in Oklahoma in 1889.

"We are at another kind of frontier—a new frontier in the ether [with] new opportunities for fame and fortune, for adding to the real wealth of the nation, for raising our standard of living, for contributing to the general welfare, for unprecedented access to information, education and entertainment."

But, he added, after pointing out FCC’s shortage of personnel:

"Unlike the break-neck speed of the great runs in Oklahoma, television will not gallop into its new frontier. It will apparently proceed at a snail’s pace."

Mr. Walker noted that TV last year, with 108 stations and 14 million sets, hauled in some of more than $43 million before federal taxes. Independently owned stations (93) made 30 cents on the dollar, he noted, while "the networks obtained a greater proportion of their income from infant TV than they did from 30-year-old AM."

FCC’s Solution ‘Best’

He said it was his opinion that FCC’s solution of the 3% -year-old TV freeze "will prove to be the best that could be reached at this time. It must provide for at least 5,000 assignments, recognize the needs of states for channels and of communities for local channels, while maintaining ‘a reasonable degree of flexibility’ and reflecting ‘long-range thinking as a protection for the future,’" he declared.

Calling upon telecasters to "build for the long future" and urging "full support for efforts toward self-regulation such as your television code," Chairman Walker asserted:

"It is true that in the hurly-burly of developing any new resource or service, the public may for a time be too dazzled, too uniformed, to unorgannize to realize the shortcomings and the excesses and to deal with them.

"But in the end, let me assure you, the public awakes and when that day comes, there is a day of retribution. It is a day of wailing and gnashing of teeth on the part of those who have betrayed the public interest."

He told his listeners that "the best of American broadcasting is a service to the public interest."

(Continued on page 88)
Joint Meeting Is Planned

HARRY WEISSBAUM (fl.), regional chairman of Damon Runyon Cancer Fund, presents Robert E. Dunville (r.), president of Crosley Broadcasting Corp., a certificate of appreciation for work done by WLWT (TV) Cincinnati in helping to raise funds.

John T. Murphy, vice president in charge of Crosley's TV operations, looks on as Mr. Dunville presents check to Mr. Weissbaum.

TROUBLE brews again along the air lanes. The Air Transport Association is proposing legislation presumably designed to give the FCC specific authority to control antenna heights and locations—this with an eye toward the TV-free left.

Under existing regulations, regional airspace committees must approve towers of more than 500 feet to eliminate air hazards. The proposal now is made that the pending McFarland bill (H.R. 12895) be amended to give the FCC legislative authority to deny applicants whose towers run afoul the CAA. The FCC has assumed this power right along and has even won a court action upholding this right.

The proposal of the Transport Assn., however, is only one facet of the aviation industry's recent campaign that has as its eventual aim the control of the nation's TV towers. Proposals have already been made covering such matters as single tower location for all TV stations in the same market (the Empire State approach) and even use of booster stations to reduce antenna heights.

The air belongs to the people. Broadcasting is a privilege given by the FCC to use this air to provide the people with radio and television and communications services. Air lines are franchised by CAA to provide common carrier service at a fee for the people. Each governmental agency—FCC and CAA—functions under its own enabling act.

Over the years, the air transport people—government as well as industry—have been disposed to look with disdain upon broadcast services as in the "entertainment" field, where as they describe their sphere as involving safety of life and defense.

The development of television should not be impeded by arbitrary restraints imposed by aviation interests through star-camber proceedings. There were no broadcaster representatives present at the CAA sessions that already have been held on the subject. Reasonable regulations, evolved with the FCC and engineering representatives of the broadcast services exist today.

Through compliance with these regulations there have been few if any serious commercial aviation accidents resulting from tower collision. The Air Board can no longer present censure of towers meeting FCC specifications than it can stop the construction of buildings in airport areas complying with local ordinances.

The FCC is the licensing authority from ground system to tower top. The CAA can recommend to the FCC but it cannot reverse its decision. The lines of authority should be kept that way.
BIBLICAL formula for guidance of those contemplating erection of UHF TV towers was offered by Dr. George Brown, RCA research engineer, at NARTB Engineering Conference in Chicago. Using as his text St. Luke 14: 28, Dr. Brown quoted the passage as follows: "For what of you, intending to build a tower, sitzeth not down first, and counteth the cost, whether he hath sufficient to finish it."

FAYE EMERSON SHOW
To Be Dropped by Pepsi-Cola

PROGRAM, Wonderful Town owned and produced by its star, Faye Emerson, will be dropped by Pepsi-Cola Co., according to a Thursday announcement by the company president, Alfred N. Sturtevant, who attributed the move to "inability to obtain satisfactory time."

Sponsored by Pepsi-Cola since June 16, Wonderful Town is seen on CBS-TV at 9 p.m. EST Saturday. Miss Emerson has been backed by the sponsor since September 1950, and announcement bowed to her dignity and appeal in television performances and identified her personal efforts as "a contributing factor to sales growth."

It was understood that Miss Emerson's final appearance would be April 19. Pepsi-Cola was reported getting a new time slot, plus a new show, for the end of June.

Moore to CBS-TV

THOMAS W. MOORE, vice president and advertising director for Forest Lawn Memorial Park, Glendale, Calif., has been named to new post as head of West Coast sales office, CBS-TV Film Sales.

FEB TIME SALES

CONTINUING its skyrocketing rise, network television in February did 80.1% more business than in January, according to figures released last week by Publishers Information Bureau. Combined gross time sales of the four TV networks for the second month of 1952 equalled $14,786,047, compared with a gross of $8,210,629 for the January month of 1951.

Two-month 1952 total (January-February) was $29,857,806, against $16,765,262 for the like period of 1951, an increase of 78.1%, PIB reporting two consecutive figures now larger than February's earlier [R, March 17], PIB gave

Feb. 1952

ABC 5,210,901
DuMont 748,544
NBC 6,313,549

Feb. 1951

ABC 4,141,372
DuMont 406,079
NBC 4,729,507

Total

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*
FORGET about revising the TV multiple ownership rule for a year or so until the freeze is thawed and there are more stations on the air.

That, virtually, is what Senator Edwin C. Johnson (D-Col.) wrote to FCC Chairman Paul A. Walker last week.

In a letter dated March 31, the chairman of the Senate Interstate & Foreign Commerce Committee (which has jurisdiction over legislation) admitted that raising the ownership limitation from its present five-to-a-single owner "might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?"

Senator Johnson answered his own question thusly: "If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested."

In another part of his letter, the Colorado Senator, who has actively interested himself in the freeze, complained of the freeze's impact.

"First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels in the large areas of the United States long denied the benefits of this most desirable medium."

Recommendation that the FCC revise its multiple ownership rules to permit one entity to own five VHF stations and any number of UHF stations was made by NBC last January [B*7, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

Sterling Suggestion

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to five VHF stations and three in order to get their backlog for the new channels. Comr. Sterling made the recommendation in a speech to the annual meeting of the National Assn. in New York in November 1951 [B*4, Nov. 5, 1951].

Following the NBC petition, submitting opinions were filed with the FCC by:

ABC, which urged that any one owner be permitted five VHF and two UHF stations [B*7, Feb. 4].

DuMont, which urged five VHF and three UHF stations [B*7, Feb. 18].

Fort Industry, which urged that the limitation rule permit "not less than seven, including five or more VHF stations" [B*7, Jan. 28].

Group of seven Mountain States radio stations, which represented that no distinction be made between limitation on AM ownership, seven, and TV. The stations were KOPR Butte, Mont.; KUTA Salt Lake City; KGBF Boise, Idaho; KIFI Idaho Falls, KWKI Pocatello, KLIX Twin Falls, all Idaho. [B*7, March 24].

National Appliance & Radio

STATION LIMIT

Johnson Suggests Year Delay

Dealers Assn., which claimed that retailers would benefit from the impact given UHF through acceptance of the NBC recommendation [B*7, Jan. 28].

Opposition to lifting the limitation was expressed to the FCC by WVVW Fairmont, W. Va.; KIEL Eureka, Calif., and New England Television Co., applicant for TV stations in Fall River, Boston, Worcester and Springfield, Mass.; St. Louis and Kansas City, Mo., and Buffalo, N. Y.

On the FCC Rules book as a proposed amendment is a suggestion that one company be permitted to own in varying degrees more than five TV stations. The proposed amendment spells out degrees of ownership and the number of stations above the maximum that may be permitted. Same proposal spells out degrees of ownership to be permitted for one company to own more than the maximum of seven AM stations, six FM stations.

Text of Sen. Johnson's letter to FCC Chairman Walker follows:

During the past seven weeks I have received a great deal about the petitions which have been filed urging revisions to include at least additional UHF stations. It is said that such a concession would act as powerful incentives in persuading UHF for usage. I am pleased with the various steps which have been taken by the Commission and the industry to develop UHF. It is gratifying to learn that many engineers are now satisfied that high standards for UHF transmission and reception are just being reached.

Perhaps revision of the multiple ownership rule might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands? To allow five VHF stations to one network is being most generous with the peoples' property, and it is very valuable property, too. Now, in good conscience, can any network ask for more?

In any event, the monopoly problem which is inherent in the proposed revision of the multiple ownership rule requires the very careful consideration by the Commission. A hearing on modification of the rule, at which time all parties would be permitted to submit their views on the expected situations and facts, would prove most helpful.

I propose that the Commission's difficulties problems before it which the Commission must handle during the balance of

NEW TV BOARD of directors of NARTB is shown after election Monday. Seated (1 to r): Harold Hough, WBAP-TV Fort Worth; Robert D. Swezey, WDSU-TV New Orleans, chairman; Clair R. McCollough, Steiman Stations, vice chairman; George B. Storer, Fort Industry Co. Standing (1 to r): Chris Witting, DuMont Television Network; William A. Fay, WHAM-TV Rochester, N. Y.; Kenneth Carter, WAAM (TV) Boston; Paul Rabourn, KTLA (TV) Los Angeles; Alexander Stanton Jr., ABC; Henry W. Slavick, WMCT (TV) Memphis, and Campbell Arnoux, WTRV-TV Norfolk, Va. Two other network representatives on board, Herbert V. Akerberg, CBS-TV, and Frank M. Russell, NBC, were not present for picture.

C'ulture' Competition

TELEVISION is cutting into the advancement of culture in Atlantic City, teachers group says. Samuel Gillingham, program chairman of a winter program series sponsored by the Atlantic City Teachers Assn., which recommended television for a $1,100 loss suffered by the series during the past year. He said he will recommend television in future" programs which are made up of lectures, dances and music, designed to further cultural entertainment in the city.

Swezey Elected Chairman At Organizational Meet

Robert D. Swezey, WDSU-TV of the television board of directors of the NARTB last Monday at the first organizational meeting of the new board elected earlier that day.

Clair R. McCollough, WGAL-TV Lancaster, Pa., was named vice president.

The four networks reapportioned their representatives to the board: Alexander Stanton Jr., ABC; Herbert V. Akerberg, CBS-TV; Chris Witting, DuMont Television Network, and Frank M. (Scoop) Rus-

bell, NBC Washington.

The election was part of a TV membership business session that also heard a report from Thad H. Brown, NARTB manager of television operations and counsel to the TV board.

Mr. Brown outlined regulatory and legislative developments in which the association has taken active interest in the past year.

He said the NARTB could take credit for speeding the end of the TV freeze by Comr. McCollough by successfully petitioning the FCC to amend the Third Notice of Further Proposed Rule Making to permit written rather than oral testimony in allocations hearings.

Campaign Is Success

The membership campaign of the past year paid off handsomely, said Mr. Brown. As of the 1951 NARTB convention, membership totaled 76 TV stations and two networks. Last week it included 88 stations and all four networks.

The NARTB soon will distribute questionnaires to members soliciting their opinion on several proposals to request an updating of FCC regulations affect-}

ing TV operation.

He said some of the rules, inherited from AM operating rules and applied to TV without adaptation, now are making them much more compatible with TV operation.

He said the FCC had advised the NARTB it was receptive to suggestions on this problem.

April 7, 1952 • Page 79
A MASTERS global TV plan to span all NATO countries—initially revealed on Capitol Hill last week in connection with its proposed "Vision of America" project—is gathering momentum under the relatively unpublicized leadership of three U. S. communications men.

Envisioned in the vast international communications blueprint are varied services—radio relay systems, television networks, AM and FM broadcast stations and facsimile—with international television as the key activity.

The promulgation of international TV is being carried out on the basis that foreign countries accept U. S. video standards (525 lines, 60 fields, 6 mc) and finance installation of equipment.

Aside from the electronics aspect, there are other facets which invite interest, among them:

- The prospect of entertainment and cultural programs on an exchange basis with foreign countries—and between those nations and the United States.
- The potentiality of sponsorship by U. S. industrial firms with a stake in foreign markets, acting through their respective advertising agencies.
- The possibility of program originations overseas and concomitant interest of Hollywood film and stage enterprises in this fare.

Who are the progenitors and primeniners behind this vast new concept?

The global TV plan originally was brought to light on Capitol Hill by Sen. Karl E. Mundt (R. D., S.), co-author of the Smith-Mundt Act setting up the U. S. information program and a proponent of a proposed Vision of America to complement the U. S. overseas radio arm. Plans laying the groundwork for a TV network among members of the North Atlantic Treaty Organization, with installations initially in Turkey, were exclusively detailed by Sen. Mundt to Broadcasting TELECASTING last year (B&T, July 25, 1951).

Sen. Mundt has been working with the State Dept., military authorities and foreign embassy delegations in Washington, as well as Japanese communications officials on the feasibility of such a plan. They all expressed interest.

But the actual groundwork—diplomatic, engineering and electronic—has been laid by authorities with varied backgrounds.

These men are: Maj. Henry F. Holstead, a New York lawyer-diplomat-educator, who spearheads the mission, lending the diplomatic approach; William Halstead, a consultant associated with Murray Crosby, Crosby Labs., Inc., N. Y., and co-founder of the New York State Rural Radio Network, and Dr. Walter Duschkinsky, also with Crosby, to develop TV facilities, who designed WWJ-TV Detroit studios. Messrs. Crosby, Halstead and Duschkinsky are partners in Telecommunications Consultants Inc.

State Dept. Adviser

Maj. Holthausen also is counsel for American electronics firms, and has laid the groundwork for the Voice of America. He consults periodically with the State Dept.

Planning for this vast global project was laid before the Senate last week by Sen. Homer E. Capehart (R-Ind.). He inserted into the Congressional Record copies of an article he appears in appearing in Television Opportunities magazine.

The editorial noted that, under the leadership of the Holthausen-Halstead-Duschkinsky triumvirate, Japan had officially adopted U. S. TV standards. A bylined article by Lawrence Levey, was titled "Pathfinders for Telecommunications Blazes Tele Trails Through Europe and the Middle East."

As a result of a trip by this delegation to Japan last fall (B&T, Nov. 19, Sept. 3, 1951), the Japanese Radio Regulatory Commission on Feb. 16 issued a license to the Japanese National Television Network Corp. to operate a 22-station TV network on U. S. TV standards. Mr. Halstead supervised network plans and Dr. Duschkinsky studio planning. Japanese industry is sustaining the cost of installation and maintenance.

According to the editorial, two other conditions were prescribed by the New York group: Conduct of the network on private enterprise principles and permission of network operation with the "democratic way of life." Commercial radio also has been authorized in Japan.

"They said it couldn't be done ... they said it wouldn't do ... they said it over and over by the electronic mission ... Never has a new industry been launched on an international scale with such brilliant omens for better planning, better accomplishment, and otherwise," Television Opportunities remarks.

- Having completed the Asiatic phase in the United States, it visited Turkey, Egypt and the Philippines. Since the plan was conceived, Turkey has become a member of NATO with the result that certain difficulties have been minimized.

According to Mr. Levey, these are the next steps:

The master global TV plan, embodying 11 services, but stressing TV, will span all NATO countries. It will be 100 percent—a radio relay telecommunications system combining multichannel television pictures, facsimile, FM and AM broadcasting, and emergency communications and navigation.

This, it is said, would be a vast internation organization, the TV service a link and the AM, FM and radio service a link in the interconnection of Asian, African and American countries. To provide for this, 17 transmitters would be built.

The plan will provide a completely integrated telecommunications system including telephone, teletype and facsimile services, FM and AM broadcasting, and emergency communications and navigation. It is necessary because of the interconnection of nation. Military and governmental authorities here and abroad have knowledge of the plan, which would be used also in the event of a world service, 24 hours a day, for the 14 countries in NATO, and adjacent territories. Top world communication experts have expressed their unqualified enthusiasm for the plan.

The plan reportedly has been broached at Gen. Dwight Eisenhower's SHAEF headquarters (B&T, Sept. 3, 1951).

The original TV concept envisioned installation of video outlets in Turkey first at a cost to the U. S. of between $3 million and $4 million and completion of the entire project at between $30 million and $40 million. It includes transmitters, network relays and large receivers. These funds were to be made available through Congress if the proposal is considered, or, in the longer range, through American firms or an advertising foundation.

This concept has been abandoned.

On the basis of the Japanese success, the electronics mission is furnishing the blueprint and advice and local countries the money for putting this plan on a working basis.

Mr. Halstead feels TV global TV to exist and thrive, a one-world approach is necessary. The Mundt plan envisioned manufacture of a foundation to buy time on overseas TV stations to merchandise their wares. Advertisers would receive their money back in sales revenue, including a new approach to advertising on an international scale.

In return for blueprinting and

CONSTRUCTION

NPA's Fowler Gives Assurance

HENRY H. FOWLER, National Production Authority administrator, told the NARTB meeting Tuesday that materials controls would be eased enough to permit construction of new television stations "on a fairly regular scale."

Mr. Fowler's announcement, made during a speech on the general subject of the Controlled Materials Plan, confirmed earlier reports that NPA intended to approve TV construction after the FCC freeze is lifted (B&T, March 24).

Though he emphasized that copper would remain in short supply, he did not say what structural steel for building TV stations would be in good supply. He said he could not give assurances that every application would be "immediately approved but he did think "the situation on approvals can be characterized as reasonably unfrozen."

- Do You Stand? (now on at 2:30- 3 p.m.); Quiz Kids (5:30 p.m.); Columbia Workshop (4-30 p.m.).

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BROADCASTING • Telecasting

NATO TV PLAN

Movement Gathers Momentum

CBS-TV SHOWS

Sunday Cuts Are Made

CBS-TV is dropping its Sunday afternoon program schedule, effective April 20, to benefit its feeding programs to its TV affiliates at 5 p.m., leaving the earlier hours free for local programming.

Move was officially explained by Mr. Holstine as a general effort to be contributory to a variety of causes—advent of the baseball season with many TV stations preferring to telescast ball games on Sunday afternoons instead of network programs, preference of other stations for NBC-TV's commercial programs over the CBS-TV schedule, and always good reason of "economy."

The one commercial on the CBS-TV Sunday afternoon schedule, See It, Now, sponsored by Alumines, Inc. of America, will move on April 20 from its current time of 3:30-4 p.m. to 6:30-7 p.m. The Sam Levenson show, now in that spot, will be transposed to Monday, 8:30-9 p.m., following the withdrawal of the Frank Sinatra Show which was unable to weather the competition of Milton Berle on NBC-TV and Bishop Fulton Sheen on DuMont.

Program for the second half of the 9-9 p.m. hour on Tuesday is not set, but it will not be Our Town, science fiction series which had been considered for the full hour.

Realignment of other Sunday CBS-TVs would be My Favorite Martian at 5-5:30 p.m. (from 5:30-6 p.m.); What's My Line? Tuesday, 11-11:30 p.m. (from 10:30-11 p.m.); Man of the Week, 8-9 p.m. (from 7-7:30 p.m.); Mr. Peepers, 7-8 p.m. (from 6-6:30 p.m.); Man from UNCLE, 8-9 p.m. (from 7-7:30 p.m.). Mr. Peepers, Man of the Week, and Mr. Peepers, for the week beginning April 19 to 9:30 to 10:30 p.m., and the same shows for the week beginning April 26 are not scheduled.

No other CBS-TVs currently broadcast Sunday afternoon programs are being discontinued, according to present, as follows: Sunset Strip, Where Do You Stand? (now on at 2:30-3 p.m.); Quiz Kids (5:30 p.m.); Columbia Workshop (4-30 p.m.).
financing the installation, the U. S. would buy times commensurate with Turkish programming hours on these stations. The programs would be of cultural and educational nature.

Mr. Levey notes that since “sponsoring is a required corollary to TV,” there are many considerations for sponsorship in foreign countries “would doubtless sponsor program series and shorts on an intercountry, worldwide scale.” Some 300-plus ad agencies may make $10,000,000 in the U. S. who advertise abroad (as much as 90% overseas), Mr. Levey notes, and such a plan would stimulate TV programming.

Other points made in the magazine article:

- Global TV would make possible “rapid transmission by FM of the new techniques of facsimile.” Material facsimiled would augment TV.
- Europe is beset with lack of cohesion and uniformity in radio broadcasting. “Regional TV and FM stations atop mountains, as outlined in the Master TV plan would, of necessity, become regional, better reception in homes . . .”
- Air and surface transportation can be enhanced through use of conventional VHF.
- “Electronic experts believe that before long they will be telecasting on an international scale,” with Latin and Central American countries joining the U. S. and Canada in a Latin American network. “There is a great need for ‘world adoption of U. S. technical standards.’”
- Telecasting of governmental proceedings or programs would be scheduled strategically for kinescoping or originating programs. “The question of whether American TV recording points could be located strategically for kinescoping or originating programs, or ‘solution’ for Hollywood, producers, sponsors and advertising agencies.
- “Large-screen TV, on a global basis, is also in the offing. . . . Universal television of feature films in world theaters would augment grosses of film producers, stimulate production . . .”
- “The global TV project will help unify NATO nations, assist electronic industries of other nations and up open avenues of employment, according to Maj. Holthusen.
- “Other countries need only apparatus and guidance from the world’s leader in electronics—the U. S.—to receive ‘democracy’s message’ and better their lot were . . .”

**MG M TV Test**

METRO-GOLDWYN-MAYER, in keeping with plans announced in mid-March [B*†, March 24], on a test basis and to promote its new movie Singin’ in the Rain, has started booking of a 10-minute and 20-second filmed commercials on TV stations in 10 key cities. They include Memphis, Nashville, Providence, Richmond, Rochester, Syracuse, Toledo, Buffalo, Dayton, Houston and Indianapolis. Agency is Donahue & Coe, New York.

**Motorola Seeking**

MOTOROLA Inc., Chicago, manufacturer of radio-TV sets, is in the market for a 26 half-hour TV film series. Top dramatic talent is wanted. In addition to a narrative feature, M. C. Agency for Motorola is Ruthrauff & Ryan, Hollywood.

**HILL TELECASTS**

CHAIRMAN Emanuel Celler (D-N. Y.) of the House Judiciary Committee warned that “there would be compulsion for payment somewhere” if TV covered sessions and committees of Congress, in a simultaneous March 30 of the American Forum of the Air on NBC (Sunday, 2:30-3 p.m.).

Rep. Celler, who addressed the Joint Committee on Telecasting editorial, read to him on the program by Producer-Moderator Theobald Granik. The writer of the “great goal of the future . . . must be the admission of radio and television to all public meetings, on a scale made possible only by the miracles of radio and television” [B*†, March 3].

Rep. Celler appeared on the program in debate with Sen. Charles W. Tobey (R.-N. H.) on the question, “Should Congress Be Televised?” His answer to Mr. Granik’s query follows:

“With reference to that, the government, for example, does not subsidize the cost of a movie—proceedings and the government does not subsidize the cost of a movie, but if you were to subsidize the cost of radio and television, there would be compulsory for payment, expenditures.”

Sen. Tobey quipped: “That might be true. You might need it.”

Rep. Celler questioned whether telecasting of congressional investigations hearings may be involving rights of witnesses. An example of holding the witness up to ridicule and trying him by the public rather than by the courts was the Kefauver Crime Committee, Rep. Celler intimated.

Sen. Tobey, who served on the crime-busting committee, took exception. The Republican said he didn’t think the list of his colleagues was that “television hearings is merely another form of reporting the hearings. . . . If the reporters can’t be in the room, perhaps they should take down the facts and put in their own words in the paper.”

**20TH CENTURY-FOX**

Entering TV Production

ALTHOUGH emphatically denied, 20th Century-Fox-Film Corp., one of the major holdouts on video, is reported organizing a TV film production and distributing subsidiary.

New company will not release any existing Fox features to be shown on TV because of their high cost to produce. Rather, they plan on making TV programs which can be filmed from existing film and TV programs.

To keep TV subsidiary separate from 20th Century-Fox, outside studio space will be acquired, it was said.

**Six-Week Seminars**

S AMUEL GOMPERS Trades School, San Francisco, on recommendation of the TV Trade Ad Lerters Assn., as an extension of its six-week video seminars, to begin April 21-22, it was announced last week. Most sessions will be held at the school itself. Demonstrators and lecturers will be from San Francisco television stations and allied industries. Initial courses are limited to those engaged in TV and those referred to the school by TV training or educational program or by prospective TV employers. Enrollment will be by mail, using special postcards which are in the hands of union officials and supervisor at each TV station. There is no charge for instruction at the sessions.

**PARIS TV MEET**

UNESCO Advisers Attend

DAVIDSON TAYLOR, NBC-TV general production executive, and two other members of a UNESCO advisory committee left New York last week to attend an international TV meeting in Paris starting today.

They will confer with representatives of nine countries on the importance of television as a medium of communications. Meeting will be held April 7-12, the first such international conference under UNESCO auspices.

Other committee members are Richard A. Hall, director of NBC TV Audience Research; Robert B. Hudson, Urbana, Ill., TV consultant to the Ford Foundation’s Fund for Adult Education. The three members are representatives of three countries, a university which has experimented in educational TV and a research institution which has studied influence of TV on society, UNESCO pointed out.

They were chosen by UNESCO from a 13-member advisory group “in recognition of the advanced development of television in this country,” according to Luther Evans, Librarian of Congress and chairman of the U. S. National Commission for UNESCO, who made the announcement in Washington, D. C.

**Purpose of Meeting**

Purpose of the meeting is to furnish a forum for exchange of views among experts of countries which have experimented with video or plan to launch TV service. UNESCO is exploring ways in which television can be developed internationally for education, science and culture.

“Television itself is no panacea for achieving [social] things by means of the cathode ray tube; it has to be judged against the older established methods of press, film and radio, and involved only where it seems likely to secure a better result,” a UNESCO statement explained. Even so, it was conceded that TV “has to be ranked with the other media as an instrument of influence on the public that can be used to aid international understanding, or to impair it . . .”

UNESCO said it plans to concentrate on problems which would help individual TV organizations rather than on large-scale projects by UNESCO itself.

On the agenda are questions of international TV cooperation, transmission, programming, exchange, including standards of definition and film; methods of circulating language barriers, tax and customs laws, export regulations, copyright and contract rights, and censorship or moral codes.

**BROADCASTING • Telecasting**

April 7, 1952 • Page 81
LONG DISTANCE TV

TODAY, Monday, April 7, is the 25th anniversary of long distance television.

On April 7, 1927, Herbert Hoover, Secretary of Commerce, in Washington, D.C., and New York by Walter S. Gifford, AT&T president, and an audience of about 50 scientists and newsmen in the first public demonstration of simultaneous long distance transmission of voice and image.

The signals were received on two receivers, one with a picture 2x3 inches, the other 2x5 ft. The Gifford conversation was carried, sight-and-sound, over telephone wire facilities of AT&T's long lines department. The second half of the demonstration, a telecast vaudeville show, reached New York by radio from its point of origin in the Bell Telephone Labs in Whippany, N.J.

The first intercity TV program, forerunner of today's nationwide video program service, was a milepost in a continuing program of research at Bell Telephone Labs (See July 1, 1940, of 254-line pictures (present standard) occurred on Dec. 1, 1945, when the Army-Navy game from Philadelphia's Municipal Stadium was sent to New York for broadcast there. Two months later, Feb. 12, 1946, Lincoln memorial services in Washington were transmitted to the New York transmitters of CBS, DuMont and NBC in a pooled telecast that transmitted TV service between New York and Washington via coaxial cable. April 19, 1946, marked the first intercity color transmission, over coaxial cable, to New York to Washington and back—450 miles—in tests of the CBS color system.

Boston Completed Network

TV transmission between New York and Boston over a 4,000 mile radio-relay system was launched experimentally on Nov. 13, 1947. This, plus the New York-Washington coaxial system, formed the Bell System Eastern TV Network. On May 1, 1948, commercial intercity TV service was authorized; on Sept. 20 the Bell System Midwestern TV Network went on the air. By May 11, 1949, the eastern and midwestern networks were united to connect TV stations from Boston to St. Louis. Augmenting the coaxial connections, a New York-Chicago microwave radio-relay system was put into service Sept. 1, 1950.

Coast-to-coast TV was inaugurated on Sept. 9 and 10, 1951, with demonstrations of the Japanese Peace Treaty Conference in San Francisco, Sept. 4, 1951, and on Sept. 29, 1951, the first commercialcontinental TV program was aired. Of the 66 cities with TV stations, 54 are already linked via Bell System facilities and eight more will be added in time for them to receive the telecasts of the national political conventions in Chicago this July, leaving only four of the country's 108 TV stations without interconnected TV network service.

TV STAFFS

A SUGGESTION that present television broadcasters help new ones to train staffs was made last week by E. K. Jett, vice president and director of television, WMAR (TV) Baltimore.

Appearing on a television management panel Wednesday morning at the NABT convention, Mr. Jett suggested that unless the 108 stations now on the air provide assistance to new stations that will spring up in numbers after the lifting of the freeze, the present stations will find their own staffs raided by new telecasters seeking trained personnel.

The question of how to recruit personnel for the expanding telecasting industry was one of several dealt with by the management panel under the chairmanship of Du pont J. Warner, Jr., Walter J. Kelly, president, WLWT (TV) Cincinnati.

Most of the panel members, all of whom are operating telecasters, said they try to keep their own staffs mostly from radio backgrounds, and by various means gave them the additional instruction necessary to adopt their talents and training to TV.

As new TV stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAZ-TV; Huntington, W. Va.; Willard W. Moomaw, station manager, WTV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach with all five. The agreement is in the form of a letter to which all are signatory guaranteeing that no work stoppage will ensue from jurisdictional disputes.

He suggested that other telecasters who were obliged to deal with so many labor groups might try to reach a similar agreement.

Richard P. Doherty, employee-relations director of NARTB, said that all new telecasters would be well advised to do the present to keep the number of unions with whom they had contracts to a minimum.

As insurance against jurisdictional conflicts, Mr. Doherty suggested that telecasters try to keep all technicians within one union and seek long-term contracts with that one union to discourage encroachment by other unions.

Mr. Doherty also had a suggestion for operators of combined AM-TV properties. He said there was a growing tendency among technical unions to seek common seniority clauses in contracts covering both AM and TV technicians.

The danger in this, he said, was that if the broadcaster ever wished to reduce personnel on his AM station, he might have difficulties if technicians there had seniority over those at the TV station.

“Most departmental members reported they followed policies of rotating technical personnel among most jobs within technical operations, to avoid attaching particular specialties to any. This is another protection against attempts at encroachment by other unions, and it also gives management greater flexibility in assigning personnel.

Help New Stations Train, Jett Suggests

TVHJ-AM-TV ELECTIONS

IATSE, IBEW Beat NABET

BY VOTE of 7 to 1, IATSE became bargaining agent for production-program department personnel of KHJ-AM-TV Hollywood in an NLRB supervised election contest with NABET on March 27 [BT, March 10].

IATSE was chosen representative for makeup and scenic artists, set erectors, stage hands, construction workers, sign painters and lighting men. One vote was challenged by NABET on the ground that the voter was not on the original list of names submitted.

IBEW Local 45 was named bargaining agent for engineers and technicians of KHJ-AM-TV the following day when 26 votes were cast in its favor as against 18 for NABET. There were two "no union" votes. Latter election also was NLRB supervised.

New stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAZ-TV; Huntington, W. Va.; Willard W. Moomaw, station manager, WTV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach

TV ELECTS ON COAST

Manning'S Successes Carpenter

KNOX MANNING, TV actor and moderator, KTTV (TV) Hollywood, was elected permanent chairman of West Coast section of national board of TV Authority last Monday. He succeeded Ken Carpenter, Hollywood radio-TV announcer, who resigned.

Elected to the West Coast board of directors by the membership were Lee Hogan, star of KNBH (TV) Hollywood Lee Hogan Presents; Peter Prouse, radio-TV actor and former West Coast executive of TVA; Vincent Price, TV-stage-film star; Lee Miller, radio-TV actor. They will serve for an indefinite period until the future of TVA is settled.
In Philadelphia more people
tune to WPTZ
than any other TV Station

When ARB measured the TV viewing habits of Philadelphians for the entire year of 1951, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations combined!

WPTZ—Philadelphia
NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOCust 4-5500 or NBC Spot Sales
BRINK RULING

Upsets TV Movie Royalty

BREAKDOWN of the AFM 5% royalty formula and re-recording fees for use of sound tracks of old movies released to television is seen if a ruling made March 28 by U.S. referee-in-bankruptcy Benno M. Brink is sustained.

Mr. Brink ruled that four theatrical feature films recently returned to George and James Nasser by United Artists through court order can now be released to TV without payment of the royalty formula and re-recording fees, but said AFM might seek damages if estimates are caused by recording of the sound track.

The ruling came when Mr. Brink refused to grant at AFM request an injunction restraining the brothers from selling the films to video unless union demands were met [B&T, March 17]. An upholding of the opinion possibly could see other Hollywood film producers following footsteps of the Nassers in releasing old films to television.

Mr. Brink said the 5% royalty demand was unreasonable since no percentage provision was provided in the original contract, and that an "agreement to agree" in the preceding contracts before films were sold to TV was merely so stated and its ambiguity made it unenforceable.

He said an injunction could not be granted because AFM held no actual interest or property rights in the films, having failed to record any liens against them. The injunction would be inequitable, he said, because it would give AFM "a powerful weapon which in effect would require the producers to agree to any terms prescribed by AFM."

Mr. Brink said any damages

KRON-TV GRANTED

Directional Antenna

KRON-TV San Francisco has become the second TV station in the country to get FCC permission for a directional antenna. The only other directional pattern used by a TV outlet belongs to WNBNK-TV Cleveland.

Directional TV operation is usually not permitted by the Commission, but KRON-TV showed that its coverage could be increased at no loss to areas now receiving service. This is the only change from ordinary directional operation which the FCC allows. The Commission will not permit the use of a directional antenna to squeeze in another channel to a community.

WNBNK-TV at Parma, Ohio, was permitted to change its coverage from a circle-like area, which would waste half the signal over Lake Erie, to a directional pattern in order to cover Akron and Northeast Ohio more effectively.

At the same time KRON-TV switches to its DA, its ERP will be reduced from 14.5 kw visual to 9.8 kw visual.

sought by AFM could be estimated at prevailing rates of pay for musicians who would actually re-record the sessions demanded. An AFM appeal was expected.

Although AFM might be "deemed" to have a form of lien or mortgage against the film when the sound track is recorded, union failure to record it as provided for under California law voids any interest on its part in the pictures, Mr. Brink said. AFM attorney Leonard Horwitz was granted an extension of time for reviewing the findings and the Nasser's attorney, George T. Goggins was given 10 days from filing date to answer.

AFM 5% DEMAND

Elimination Requested

ELIMINATION of AFM demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment for re-recording of those films have been asked for by Independent Motion Pictures Producers Asn.

J. E. Chadwick, head of IMPPA, revealed last week that his group requested James C. Petrella to name a special committee to re-negotiate AFM demands in Hollywood "where the producers reside and where facts are more obtainable."

Request was based on the decision handed down by U.S. referee-in-bankruptcy Benno M. Brink in the George and James Nasser vs. AFM hearing (see story this page.)

Mr. Chadwick pointed out that the referee-in-bankruptcy scored the looseness of the current contract calling for TV negotiations at a future time on uncertain conditions.

"It is well to understand that in the future the producer-musician negotiations must be specific and conclusive," Mr. Chadwick said.

"At this time it is evident that the entire matter has to be re-negotiated."

INTERCONNECTION

Eight More Cities July 1

SEATTLE, Phoenix and Albuquerque. Those are the only cities which won't be TV-interconnected after July 1, when 104 of the 108 U.S. television stations will be able to receive instantaneous network service—including live coverage of the political conventions in Chicago [B&T, March 24].

AT&T Long Lines Dept. will interconnect eight additional cities, bringing the total number of cities on the coaxial cable or microwave relay to 62 [B&T, March 24]. This number includes six cities interconnected with privately-owned radio relay microwave facilities—Lansing, Grand Rapids and Kalamazoo, Mich.; Bloomington, Ind.; Nashville, Tenn., and Huntington, W. Va.

The eight cities to be interconnected by AT&T in time for the political conventions are Miami, New Orleans, Dallas, Fort Worth, Houston, Oklahoma City, Tulsa and San Antonio.

Dallas and San Antonio will have two-channel service before the end of the year. The other six cities will have single channel circuits. Facilities for the eight southwestern cities were originally scheduled for the end of the year, but completion dates were moved up to meet the July political convention dates.

AT&T has no plans for interconnecting Seattle, Phoenix or Albuquerque this year. Of the three, Phoenix might be interconnected by year's end if interconnection is ordered by a network, since it is on the southern transcontinental coaxial cable.

 Albuquerque is 330 airline miles from Phoenix. There is also a coaxial cable running northward on the west coast from Sacramento to Portland, Ore. This could also be adapted for TV, but facilities from Portland to Seattle would have to be installed. Seattle is 145 miles from Portland.

According to the FCC, four other TV cities not interconnected. They are Newark, N. J. (which is considered part of the Newark area) and Brownsville, Tex. Brownsville's TV transmitter, however, is in Matamoros, Mexico, and the AT&T has had no discussions with the Mexican authorities.

A talk between Washington and Charlotte was put into service April 2 for telephone use, with TV service to be available when it is fully developed. This first section of a $60 million project connecting Washington, Charlotte and Atlanta. The Charlotte-Atlanta leg was opened for phone-TV service March 17.

Political Audience

SIXTY million persons—approximately 40% of the U.S. population—will be able to attend this summer's Presidential conventions via television, CBS-TV director of news and public affairs, estimated in a speech at New York's Freedom Sales Rally for Westinghouse Electric Corp., CBS convention coverage sponsor.

MBS MEETING

Hears Television Plans

TELEVISION services being planned by MBS will offer "in many respects" the same programming to small airports and large video stations "as are enjoyed" by Mutual radio affiliates, according to Thomas F. O'Neil, MBS board chairman [CLOSED CIRCUIT, March 31].

At a meeting of the Mutual Affiliate Advisory Committee in Chicago, March 29 prior to the NARTB convention, Mr. O'Neil said studies to develop Mutual's TV service are now under way. It was his first meeting with the group since General Tire and Rubber Co. acquired a controlling interest in Mutual.

He expressed satisfaction with the manner in which Mutual, under President Frank White, "is fulfilling more than ever its primary obligation to the affiliated stations."

MBS network representatives present included: Mr. White; William H. Finehribber Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Schatz; and Roy Danish, station relations executive.

Advisory committee members included: Gene Cagle, KJFZ, Fort Worth, chairman; John Cleghorn, WHBQ Memphis; Victor Diehm, WFAA Dallas; Fred Fleischer, WRAL Raleigh; N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KTVF Fairbanks, Alaska; Carl Hull, WJAC Johnstown, Pa.; J. E. McKeel, KYOX Memphis, Minn.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRU Louisville; Fred Wagenvoord, KCRG Cedar Rapids, Iowa; and Jack Younts, WEGB Southern Pines, N. C.

VIDEO-EQUIPPED automobile, one of few in world, is driven along sea drive in front of Havana's Moor Castle.

Antenna is attached to rear bumper with 13-inch screen under dashboard, tilted upward toward seat next to driver. Car is owned by Mike Alonso (left), UP Havana correspondent.
Materials
(Continued from page 32)
num they will receive for the third and fourth quarters. While esti-
mates for each metal are ear-
marked below current levels, man-
ufacturers were assured they will
receive sufficient allotments to meet
industry goals and civilian demand
for AM-FM-TV receivers this year.
Set demand currently is being met
and inventories of TV receivers are
good for a two weeks’ supply.
Manufacturers reported a serious
shortage of senior engineers, draftsmen and semi-skilled tech-
nical help. Some firms are using up
to 85% of engineering personnel on
military orders, it was reported.
Lowest level is 35%.
It was emphasized that military
orders are not being delayed, how-
ever, for lack per se of engineers-
technicians. Greatest bottleneck,
set makers reported, is in fulfil-
ment of orders for component parts
because of the long lead-time
requirement.
J. A. Milling, chairman of the
Electronics Production Board and
director of NPA’s Electronics Di-
vision, who sat in as an observer,
told the set group that industry
could use at least 1,500 more
highly-skilled technicians and that
some companies are training semi-
skilled junior engineers (process-
ing, testing help) for senior posi-
tions.
Mr. Milling said the military
electronics program was valued at
$1.5 billion as of last January and
now is at a going rate of $2.5 bil-
ion for mid-1962 and $3.5 billion
by next January.
Set-makers will receive the fol-
lowing allotments for the third
quarter: 55% of carbon and alloy
steel (compared to 50% for the
second quarter); 35% of brass (now
30%); 40% of copper wire (35%),
and 45% aluminum (now 30%).
Despite these and earlier cutbacks,
industry has maintained high as-
output through conservations and
substitution under impetus fur-
nished by Radio-Television Mfrs.
Assoc.
At another conference March
26, under chairmanship of Ralph
C. Donovan, NPA General Compo-
nents Division, magnet manufac-
turers reported active support of a
program to reclaim scrap grind-
ings. Cobalt, nickel and other
scarce materials are being re-used.
These firms turn out permanent
magnets for radio-TV loudspeak-
ers, radar systems and atomic re-
search.
The industry advisory committee
also discussed further reclamation
of permanent magnets from mag-
netron tubes, with the Air Force
lending active aid by channeling
magnets back to suppliers for re-
use of materials. Group also sug-
gested standardization of magnets
in these tubes to conserve materials
and manpower. NPA promised to
take it under advisement.

RTMA TUBE DATA
Small Size TV is Down
SUBSTANTIAL slump in sale of
small radio-TV receiving tubes
from a year ago and data on size of
TV picture tubes sold to re-
ceiver manufacturers last February
was reported by Radio-Television
Mfrs. Assn. Friday.
Receiving tube sales for Feb-
uary 1962 reached 28,262,407 units
valued at $19,923,287 compared to
36,821,794 units in the same month
last year. Breakdown showed sale
of 20,107,792 entertainment-type
tubes and 2,154,625 all or non-
entertainment tubes for last Feb-
uary.
Of the 28.2 million units, 17,698-
182 tubes went into new equipment,
6,628,798 for replacements, 1,153-
270 for export and 2,877,177 to
government agencies.
The TV picture tube report was
highlighted with disclosure that,
for the first time, tubes rectangu-
lar in shape and sized from 18
inches up represented over half of
purchases by manufacturers.
A year ago they represented only 6%
of all sales.
RTMA reported that 53% of
the tubes fell in this category.
Units sold were estimated at 336-
451 with value of $1,715,256.89
comparing with 634,988 tubes at
$17,555,375 the same month last
year. Sales for January-February
1962 now stand at 670,923 tubes
with value of $15,467,115.27, RTMA
noted.

GETS ‘ALICE’ FOR TV
Crown Pictures Buys Rights
CROWN PICTURES International-
ly, Hollywood, has acquired ex-
clusive TV distribution rights in
the western hemisphere to Lou
Bunin’s feature film, “Alice in
Wonderland.” Negotiations, repre-
senting several hundred thousand
dollars, were completed last week
by Maxwell J. Fenimore, president
and general counsel of CPI, and
Henry Souvaine of Souvaine Selec-
tive Pictures, France.
Feature, filmed in 35mm color
over a period of five years and
combining animated puppets with
live cast of English actors, will be
offered for national sponsorship
this year only as Thanksgiving and
Christmas programs.
Crown Pictures, formerly known as Exclusive Distributors Inc., has
already subtitled prints of the film
in Spanish for South American
distribution.

Poole to Visit BBC
LYNN POOLE, creator and pro-
ducer of the Johns Hopkins Science
Review on DuMont TV Network,
has accepted an invitation from
the BBC in London to visit its
studios and consult with British
TV personnel. Mr. Poole is sched-
uled to leave April 22 and return
to the U. S. late in May.

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

BUFFALO

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5

For more information call ... THE KATZ AGENCY, INC.

BROADCASTING • Telecasting
April 7, 1962 • Page 85
As we know, Broadway shows seldom if ever are brought into New York short of four weeks rehearsal and out of town performance time. I know of no television show that well-rehearsed.

A live TV show, he said, is by its very nature a "continuous stream of first takes." Not one first take in a dozen is good enough to print in the average 'A' picture.

A live TV show is a show that hasn't been polished or rewritten or edited for pace," he said. "A filmed show is a rewritten, polished and edited show in performance form. And even the great 'spontaneous' performers, the Grouchos, Bing and Jerrys (Lewis), prefer it for that reason."

Summing up, Mr. Reagan said: "All other things being equal, a live TV dramatic show compared to the same drama with the same actors placed on film is as inferior to its celluloid counterpart as a 'B' picture is to the average 'A.' One bad break, fluff or mike boom shadow will destroy the gossamer fabric of belief on which all drama depends hopelessly and irretrievably.

Commercially speaking, TV is not show business: It's selling. And as such, it needs more advertising know-how injected into it.

This was the substance of a talk by Robert Foreman, BBDO, New York.

"We all know that one of the most obvious advantages of television is that it's the first advertising medium which comes close to the most effective type selling there is: That is, person-to-person selling," said Mr. Foreman. "But too few advertisers are taking full advantage of TV's potential, he noted.

Cites Godfrey, Dick Stark

"How many announcers are there who leave us with anything but the impression, 'Here's a guy who is just able to memorize his lines and deliver them with all the conviction of P. S. 83's valedictorian?" Mr. Foreman asked.

"How many of our announcers have that vacant stare which shows that they are reciting from a memorized script or looking at a visualizer from out of the corner of their eyes?"

Mr. Foreman cited Arthur Godfrey and Dick Stark, the announcer for Ammident commercials, as outstanding TV salesmen.

Because TV advertising is so new, the creators of TV commercials are still more concerned with technique than with advertising content, Mr. Foreman said.

One reason for this is that many TV commercial writers have come from radio and have not learned to attach proper importance and perspective to the visual part of TV advertising, he said. Others have come from films or other entertainment fields and they are without adequate background in advertising, the speaker observed.

Radio tricks fascinate many novice TV writers, said Mr. Foreman, and they are apt to use tricks in such abundance that simplicity and clarity are lost.

Animation is another tempting device to amateurs. As for him, Mr. Foreman said he was "damn sick" of seeing "beer bottles sing and tooth paste tubes conga and soap boxes jitterbugging."

Agencies Bypass Realism

"Why do so many smart advertisers and agencies bypass realism and completely avoid demonstration of their products?" he wondered. "Why—when they've got a medium which for the first time permits reality in motion and demonstration in product? What is needed to improve the effectiveness of TV commercials generally, said Mr. Foreman. As the acquisition by all in the industry of this point of view:

"Television is just another advertising medium."

"If that attitude is thoroughly developed, he said, "we're sure to build a sound television cop department."

"As for the copy those folks turn out, well it'll turn handsprings for our clients simply because no advertising medium had so much to do with it."

Keynoting a panel discussion of television rating services, Fred B. Manchee, executive vice president of BBDO, who made a speech on the same subject at the A.A.A.A. meeting last spring, remarked:

"A year ago we talked about two big factors that were tending us in audience measurement research: Confusion and the frightening costs of research. Now both have mounted."

Mr. Manchee said, however, there was "one new hope" for resolving the research muddle: The Advertising Research Foundation which, he hoped, would undertake soon a study of rating by TV advertising. Such a study received top priority among agency subscribers of ARF in a recent questionnaire asking subscribers to enumerate their preferences for a number of projects that ARF might do.

Of the 35 agencies responding, 80% mulled that study at the head of the list.

Discussions by other experts on the panel, which included some of the leading agency researchers, reflected the general feeling of hopelessness over the present research situation that prevails among the customers of broadcasting.

Charles A. Pooler, vice president of marketing, Benton & Bowles, New York, said it was impossible to make a clear choice among present services "because all of them seem to have flaws."

In answer to the question: "If all have serious question marks against them, why use any?" Herbert A. Vitriol, vice president in charge of media and research, Grey Advertising Agency, New York, offered one reason that all were being used, that was:

"We're attempting to wrap up complex problems with simple yes or no answers."

That, he felt, was impossible.

The best that can be done at the moment, he thought, was to pick the service that seemed to provide the particular kind of information that was needed for a particular show.

Mr. Vitriol said that one important research project that ought to be carried out at once was that of measuring the habits of consumers before television enters their homes.

'Last Chance' Investigation

He said that once the freeze is lifted and a host of new stations go on the air, this "last chance" to make a thorough investigation of pre-TV habits will be gone. The reason for such an investigation would be to have facts on hand against which to measure habits after TV has arrived.

That is one project Mr. Vitriol would like to see ARF do. Lyndon O. Brown, vice president in charge of media, merchandising and research, Dance-Fitzgerald-Sample, New York, said one area in which current reading services fall down completely is in measuring radio listening in multi-set homes and out-of-home.

He said that most recent reliable information was that some 40% of radio homes have one set, 35% have two sets and 25% have three sets or more. He compared the distribution of Nielsen Audimeters with those figures and found that multi-set homes were being short-changed.

The Nielsen sample, he said, counted far too large a percentage of homes in the one-set class.

Commenting on forthcoming cov-
ERAGE studies by Standard Audit and Measurement Bureau and A. C. Nielsen Co. [B*W, March 24], Mr. Pooler of Benton & Bowles said it was regrettable that two firms were setting out to do the same thing, though admittedly by different techniques he said.

It was to be hoped, Mr. Pooler said, that somehow Standard and Nielsen would join together in one study.

At a Friday morning session, B. B. Geyer of Geyer, Newell & Ganger, New York, and chairman of the board of Advertising Research Foundation (on which both the ANA and AAAA pin so many hopes), reported that to date ARF has 125 subscribers and an annual subscription income of $150,000.

He summed up the ARF plan and reminded AAAA that it had been given in greater detail at the recent convention of the ANA [B*W, March 24].

"What Does the Advertising Dollar Buy Today?" was the subject of Melvin Brorby, Needham, Louis & Brorby, Chicago. Answer: Ten percent less than a year ago.

Mr. Brorby reported on an updating of an advertising cost study done by his agency last year. He warned that this study could not be used to compare media since there was variation in the accuracy of the figure and since the study was prepared in an index form rather than with dollar figures.

Must Spend 15% More

Overall, the study shows, the advertiser must spend 15% more now to get the same advertising impressions he got a year ago.

Trends within the various media, comparing 1951 with 1952, showed that costs-per-thousand for magazines has risen 7%; for trade publications 1%; for newspapers (milline rate) 7%; for outdoor advertising 5%; for network radio time 19%; for spot radio time 29%. For network TV, cost per thousand has decreased 14% and for spot TV it has gone down 5%.

Average talent costs for radio and television have remained unchanged in 1951-52, he said, counting only the union scale talent.

Ethical problems in radio-television were discussed Friday morning by Robert D. Swezey, executive vice president, WDSU-AM-FM-TV New Orleans, chairman of the NARTB committee which drafted the television code.

The only way the code can be enforced, said Mr. Swezey, is "with the sympathetic cooperation of you advertising agencies and your clients."

Without such cooperation, he said, television will be beset by conflict of pressures — "pressures brought upon us by the public and by militant special interest groups and the pressures which we in turn will be forced to face upon you."

An omnipresent problem in broadcasting, he said, is that of trying to reconcile moral standards with economic facts of life.

"Many of us just can't seem to say no to a big name or big account, even though we are convinced in our own mind that what they asked us to do does not conform to industry standards," Mr. Swezey said.

"Sometimes this is just a fear complex, but more frequently it is tied up with economic considerations.

"It takes a lot of courage to tell a big performer that the show he's set his heart on is out; it takes a lot of courage to tell a big advertiser that you're not willing to cut your rate for him."

"I'm worried about us," he said.

"No advertising standards, nor radio or television codes, can be successfully observed unless all of us who participate in air programming — stations, the networks, the advertisers, and their agencies — have intelligence and mettle enough to set up appropriate standards and to enforce them . . . ."

AAA OFFICERS

Elected at W. Va. Meet

NEW officers and directors were elected by the AAAA at its spring meeting in White Sulphur Springs, W. Va., last Thursday. At the organizational meeting of the new board after the election, Frederick R. Gamble was engaged as AAAA president.

New officers and directors follow:

John F. Cunningham, executive vice president, Cunningham & Walsh, N. Y., elected chairman of the board. Harry M. Stevens, vice president, J. Walter Thompson Co., N. Y., vice chairman.

Harold Cabot, president, Harold Cabot & Co., Boston, secretary-treasurer.

Others elected were:

Directors-at-Large

Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, N. Y.; Robert E. Grove, executive vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh (elected to fill Mr. Stevens' unexpired term); Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; Lawrence Valenstein, president, Grey Adv., N. Y.

Directors Representing AAAA Sections:


Central Council — John M. Willem, vice president, Leo Burnett Co., Chicago.


Continuing in office are the following directors-at-large:


Since December 11, 1948, the growth and development of television receivers in Memphis and the Mid-South has been truly amazing. Look at these figures.

Dec. 11, 1948 - 1444 TV Sets

March 1, 1950 - 24,172 TV Sets

Dec. 1, 1951 - 108,780 TV Sets

Feb. 1, 1952 - 118,000 TV Sets

TODAY

125,000 TV Sets

In the Memphis market area — and this is an undivided audience, too!

WMCT is the only television station these sets can tune to. This means an undivided audience, means, too, a far better buy for your TV dollar than you would get in many multiple station markets.

YWCT

Memphis ONLY TV Station

Affiliated with NBC

Owned and operated by THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and Dumont

Channel 4 • Memphis

April 7, 1952 • Page 87
CONGRESS must act if the TV freeze is not lifted within two weeks, Sen. Ed C. Johnson (D-Col.) declared last Thursday.

Sen. Johnson is chairman of the Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio-TV legislation. His remark climaxed a growing demand in Congress that the freeze on new TV outlets be thawed immediately.

The Coloradan's comment came on the heels of a request from Sen. James P. Kem (R-Mo.) that (1) the Senate committee hold hearings and (2) if necessary Congress should legislate. In order to break the ice, Kem insisted as a member of the Senate Commerce Committee. His suggestion was contained in a letter last Monday to Sen. Johnson, recapitulating the predictions on the freeze lift which have come from top-level FCC officials.

At the same time, Sen. Spezzard L. Holland (D-Fla.) turned over his "file" to Sen. Johnson of correspondence he has had with FCC the past two years on the freeze. Sen. Holland suggested that the committee study the files "for whatever action they deem advisable at this time."

Sen. Johnson said FCC Chairman Paul A. Walker's speech in Chicago last week indicating the freeze will be lifted in the next two weeks (see story, page 76) was being taken verbatim.

"So far as I am concerned this is the last postponement...if it is not lifted Congress will have to legislate," Sen. Johnson said.

Sen. Holland deplored that "it would appear that not much progress is being made by FCC toward lifting the freeze which has been imposed on the nation as a whole over a period of two years." The Senator's file revealed that three letters from FCC, two from Chairman Walker (March 28 and March 29) and one from then Chairman Wayne W. Gruening (December 1951), contained the same language in answering the Floridian's complaints.

This was noted by both the Senator and by his office assistant who has been keeping a record of the correspondence.

Sen. Holland in his letter of March 31 to Chairman Walker said in part: "...this most recent letter from you is in content the same as the one which was received from the Commission in December 1951. . . . Consequently, the Senator asserted, the FCC did not seem to be making any progress.

Constituents Up in Air

In his letter to Sen. Johnson, the Floridian complained that the "lifting...has been quite regularly postponed from one date to another until my constituents are all beginning to get up in the air about the matter. I...feel that the attitude taken by the FCC is not altogether cooperative."

His files also revealed that the Senator on Feb. 26 had written the FCC saying the people, particularly in the Tampa-St. Petersburg area and the Orlando-Daytona Beach area, are getting more and more exasperated about the failure of FCC to approve TV stations which would give them direct and acceptable service." The Senator concluded "delay has now become so great as to be indefensible."

Complaints to Sen. Holland were from people representing a cross-section of business pursuances ranging from broadcaster to airline operator. One of the complaints was the existence of only two TV stations in the state, both of them on the same channel. [WMBR-TV Jacksonville and WTVJ (TV) Miami, both Channel 4 (66-67 mc.)]

In the House, Rep. Oakley Hunter (R-Calif.) released a report he is circulating to his constituents explaining the current situation as described to him by the FCC.

WNBQ (TV) Sales Up

FIRST QUARTER sales this year rose 50% above sales for the same period in 1950 at WNBQ (TV) Chicago, NBC station, Sales Manager John McPartlin said last week. The three-month period was climaxied with sale of a half-hour program, Noontime Comics, to Jewel Food Stores five days weekly through Herbert S. Laufman Agency.

CONGRATULATIONS are extended by Sig Mickelson (r), CBS-TV news and public affairs director, to two staff members on their appointments within CBS Television Network. Francis N. Littlejohn Jr. (l) was named managing editor for CBS-TV news and Paul C. Leviten (c) was named special events producer.

Freeze Lift Imminent

(Continued from page 76)

which is unrivalled anywhere on this globe. Let us take our standard this highest achievement of the broadcasting industry has within its ranks the vision and the statesmanship to help guide it along the high road of the future."

The FCC chief expressed certainty that "the growth of television will pose new problems affecting the public interest which the Commission must consider if it is to be faithful to its trust."

Turning to the growth of radio from less than 1,000 stations to more than 2,300, he construed it as meaning "that radio is firmly entrenched and it is entrenched because it is rendering a local service to those communities that they need and want. Radio to them is the indispensable medium. They will never again be without this ready, efficient, powerful means of local expression."

He felt that "Economically, the present overall status of radio is excellent" and "the prospects for the future are also encouraging."

He noted that radio's revenues last year were over $450 million—"almost no loss from the total of the year before"—even though TV at the same time was taking in $240 million.

Revenues—Some Up, Some Down

While revenues and profits of networks and their owned radio stations dropped "somewhat," he said, "the revenues of more than 2,200 broadcast stations went up and "more radio stations operated at a profit last year than in 1950."

Radio's answer to TV's emergence, he said, is "not surrender but readjustment," involving "more versatile programming, greater attention to local needs, and more development of the things that radio can do better than television or vice versa." He went on further to add that this "may also suggest "a more aggressive, more daring, more realistic employment of FM."

He said he regards it as "the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Each of the broadcasters' service in national defense through the Conelrad plan and their contributions to the education of the public on political issues, Chairman Walker said: "These services remind us again that under the American system of broadcasting, it is primarily educational rather than entertainment that we base our hopes for a service that will best meet the needs of the community and the nation—in peace and in war."

Tribute To Sen. White

He paid special tribute to former Sen. Wallace H. White Jr., co-author of the Radio Act of 1927, whose death occurred Monday (see story page 30).

"American broadcasting will be forever indebted to Mr. Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter century," the assertion was introduced by NARTB President Harold E. Fellows.

Preceding the FCC chief's address was Dwight Clark Jr., a high school student and an announcer for KCOL Fort Collins, Colo., won an ovation with the "I Speak for Democracy" speech which made from the floor.
COY SPEECH Offers Educational TV Views

“FULL OPPORTUNITY for educational institutions to have use of radio and television outlets as a supplement to, but not a substitute for commercial outlets” was advocated by FCC Chairman Wayne Coy, making his first public address since resigning that post (B&T, Feb. 85). He spoke on “The Future of Educational Radio-TV” at New York’s Cooper Union Forum.

Mr. Coy suggested that educators’ greatest contributions to programming might come from study of ways to improve and develop private broadcasting.

Stressing that he would vote again to reserve 200 channels for exclusively educational use, Mr. Coy nevertheless wondered if educators have considered realistically the money problems of independent TV operation and if they could find practical answers to television financing, “especially when you think of the many other unsolved problems of education.

Required Know-How

Lacking trained technicians, trained programmers, trained producers and writers—as well as money—educators must somehow acquire these. Teachers in competition with professional rates to produce effective TV programming, he warned, talking to radio listeners via WNYC New York.

Educators’ best interests might be served, he suggested, if they get together to produce in combination programs to be made available to commercial outlets, which would be less expensive than operating individual educational outlets—even if the educators have to purchase commercial air time.

Mr. Coy suggested forming a private organization for development of arts and radio in the public interest to study improvement and development of television programs, to cooperate in participation in program criticism and to collect money for new programs coupling high audience interest with educational content.

The group might open its fund for TV use by state and local groups educationally and even by commercial sponsors of newer program ideas.

His own programming suggestions, Mr. Coy said, he had long wanted to share, centered on the use of film to preserve and circulate “great sermons by great preachers” (as well as religious services), “great lectures by great university instructors” such as Albert Einstein, and “great statements by great statesmen” such as Herbert Hoover and Bernard Baruch. “There are many others,” he reported, but these could contribute to “a better general understanding” if they were distributed through a central educational TV organization, to all stations throughout the country.

At the outset of television, educational institutions were not very interested in video, to judge by the number of station applications, Mr. Coy recalled, adding that only one college (Iowa State at Ames) currently is operating a TV outlet.

To consider the future of educational TV as very bright is, for Mr. Coy, an “impossible assertion,” but he is encouraged by educators’ recognition of the medium. He is more encouraged, however, by prospects of TV use as studied by the Joint Committee on Educational TV, the Ford Foundation and the proposed mid-April educators’ meeting at Penn State.

Conceding “nauseating” soap operas on AM and “offensive” variety shows on TV, he nevertheless maintained that the proposed cure—operation of channels by educational institutions—is “an oversold idea.”

Broadcasting Successes

“I, for one, have difficulty in accepting the thesis that radio and TV failed.” Mr. Coy asserted, “even if you admit nothing more than that broadcasting has proved news—the most unbiased in the United States—for the past 30 years.” Bowering also to presentation of fine music and drama on both TV and radio, Mr. Coy identified broadcast media as having “served to extend the lives of many, many people,” in terms of life span as well as intellectual outlook. A particular compliment was handed him by the music-loving ad miniaturist to the “camera man at NBC who caught Toscanini’s expressions” during NBC Symphony telecasts.

Quizzed after his hour-long speech, Mr. Coy suggested that colleges and universities might meet production costs by operating commercially part of the time, an idea being considered by Michigan State. The TV consultant to Time Inc. turned thumbs down on educational TV via state or municipal channels, however, since he feared that elected politicians might be tempted to use civic outlets for political purposes.

Asked about telecasts of Congressional sessions, he doubted the feasibility of covering all meetings, but believed that public should be allowed to attend important sessions via broadcast and telecasts.

MULLEN, KERSTA

Form Consulting Service

TELEVISION consulting service which will include assistance in financing as well as application procurement, facility construction and detailed plans for station operation was announced last week by Noran E. Kersta and Frank E. Mullen.

The two have combined their operations to cover both the East and West Coasts. Mr. Mullen’s office at 121 South Beverly Drive, Beverly Hills, Calif., and Mr. Kersta located at 143 Meadow St., Garden City, N. Y.

Mr. Kersta was director of NBC television until 1949 and was one of those who developed station and network television plans. He left NBC and formed his own consulting company. Ray Kelly, former NBC production director, is associated with Mr. Kersta in New York.

Mr. Mullen, who was formerly executive vice president of NBC, has been a consultant in radio, television and motion pictures since 1949 in Los Angeles.

“In the next two years, it is probable that between $500 million and a billion dollars will be required for capital investment by the 2,000 television broadcasters in prospect,” Mr. Mullen said. “The work we have already done in the field has convinced Mr. Kersta and myself that by joining our efforts we can provide a complete consulting service in all respects, not only to the new broadcasters entering television but also to the radio broadcasters now ready to get into television with both feet.”

ACE Meets May 2-3

USE of television in education will be among topics discussed at the annual meeting of the American Council on Education, May 2-3 in Chicago.
High TV Towers
(Continued from page 77)

the March 5 meeting of CAA, FCC and ATA officials, held under the aegis of the Airspace Utilization Branch of CAA. E. E. Morgan, of the CAA, were the recommendations of the Air Line Pilots Assn. made at a March 18 meeting of the Chicago Regional Airspace Subcommission.

"Because ALPA believes that the erection of steel 'needles' 1,000, 1,500 and 2,000 ft. above the surface ... will seriously affect the safety and efficient operation of present and future air transportation," it was proposed by this organization that all TV antennas be required to be placed on a "known area of obstructions," such as on top of buildings or within the confines of a city. It also suggested that a height limit be placed on radio-television towers.

ALPA observed that lighting of towers was not sufficient during weather conditions requiring planes to operate below the radar horizon. It recommended that a radio warning device "such as the 75 mc fan marker" be located at the tower site.

Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an airplane travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.

"Definite Criterion" Needed

Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that some general ruling should be immediately established a "definite criterion" for radio-tele TV towers. The subcommittee comment also stated that the FCC had received quotations from tower builders for 3,000 ft. structures and they [the broadcasters] do not consider the coast prohibitive when evaluating the costs of radio-television towers.

The CAA Planning Officer D. D. Thomas, named to coordinate the CAA's study of the situation, last week introduced before the House Air Commerce Committee's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.

 Purpose is, according to the CAA executive, to ensure that all regions and airspace subcommittees use the same set of standards in evaluating applications for TV towers.

As it is now, he explained, some regions are conservative in their interpretation of existing regulations, while others are more liberal.

Mr. Thomas conferred with FCC officials to determine the best move of his "exploration" of the situation.

Exaggerated belief by air industry officials that the immediate increase in the number of TV stations will result in a "catastrophe" is completely unfounded, he said.

Aeronautics Board.

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Aeronautics Board.
"What's Cooking" is Hot Stuff in FORT WORTH-DALLAS!

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonnell, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!'"

REPRESENTING TELEVISION STATIONS:

DAVENPORT  WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH—DALLAS  WBAP-TV* (STAR-TELEGRAM)
LOUISVILLE  WAVE-TV* (WAVE, Inc.)
MIAMI  WTVJ (Wometco Theatres)
MINNEAPOLIS—ST. PAUL  WTCN-TV (DISPATCH-PIONEER PRESS)
NEW YORK  WPIX (THE NEWS)
ST. LOUIS  KSD-TV* (POST-DISPATCH)
SAN FRANCISCO  KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!
For Further Facts, Ask:

FREE & PETERS, INC.
Pioneer Station Representatives
Since 1932

NEW YORK  CHICAGO  DETROIT
ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

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<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Galston (alt. sp.) Space Patrol L</td>
<td>Mr. Imagination</td>
<td>General Foods Hay Ringers</td>
<td>Kolynos Space Cadet L</td>
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<tr>
<td>6:15</td>
<td>6:45</td>
<td>7:00</td>
<td>7:15</td>
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<tr>
<td>7:00 PM</td>
<td>Foulmouth Chemicals Town Meeting L &amp; F</td>
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<td>7:00</td>
<td>7:15</td>
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<td>11:00 PM</td>
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<tr>
<td>11:30 PM</td>
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</tbody>
</table>
## SATURDAY

- **6:00 PM**
  - **Amend Co.** (4/17)
  - **The Champ** (5/3 only)
- **7:00 PM**
  - **Lambert**
  - **Flash**
  - **The Gunsmoke**
  - **Eye Show**
- **7:15 PM**
  - **Mr. Wizard**
  - **Pet Shop**
  - **Manhattan**
  - **Sweet Family**
  - **Lark**
- **7:30 PM**
  - **Panama**
  - **Ike**
  - **Laramie**
  - **Show**
- **8:00 PM**
  - **Snow Court**
  - **Pet Milk**
  - **Kelping**
- **8:15 PM**
  - **Al Star**
  - **Ross**
- **8:30 PM**
  - **Reynolds**
  - **N.O.S.**
  - **Benson**
- **8:45 PM**
  - **Libby**
  - **McNearley & Fink**
  - **Radar**
- **9:00 PM**
  - **Reynolds**
  - **S.O.S.**
  - **Benson**
- **9:15 PM**
  - **Libby**
  - **McNearley & Fink**
  - **Rainier**
- **9:45 PM**
  - **Reynolds**
  - **S.O.S.**
  - **Benson**
- **10:00 PM**
  - **Wrestling**
  - **From Chicago**
  - **Jack**
- **10:15 PM**
  - **American**
  - **Tobacco**
  - **Yankee**
- **10:45 PM**
  - **Parade**
- **11:00 PM**
- **11:15 PM**

## SUNDAY

- **6:00 PM**
  - **Goodie**
  - **Music**
  - **Mab**
  - **Wealth**
  - **In L**
- **6:15 PM**
  - **ABC**
  - **CBS**
- **6:30 PM**
  - **CBS**
  - **DuMont**
- **6:45 PM**
  - **CBS**
  - **DuMont**
  - **NBC**
  - **DuMont**

## FRIDAY

- **6:00 PM**
  - **American**
  - **Cig. & Cig.**
  - **Story**
  - **10:45 PM**
  - **11:00 PM**
  - **Parade**

## GENERAL NOTES

1. Programs in italics, sustains: **Time**.
2. **EST**. **L:** Live; **F:** Film; **U:** Unknown; **Sustains:** **K:** Eastern network; **M:** Midwestern; **NI:** Not interconnected stations; **R:** Repeats.
3. **ABC**—Garry Moore, Milt Ohran (also same time, sustains 8/11).
4. **CBS**—1:00-2:00 p.m., Best Foods, General Electric, P&G, Que. **Out:** Hermeline, Standard Brands, Saturday Night, Van Camp O’Dell, Grandstand, Garry Moore Show. 10:30-11:30 a.m., CBU News is half hour instead of 15 min.
5. 10:30-11:30 a.m., M. Do.: F., Gen. Mills sponsors, The Bride & Groom, H. P. C.: sponsor in Th. 11:30-12 n., Tu. & Th., Strike Is Hit, sponsored by 1. 12-13:15 a.m., Mon. & Wed., Fri. & Sat., The King 1, sponsored by 2. 2:30-4:30 p.m., Mon. & Wed. Ghost Story. 3:45-4:30 p.m., Mon. Best Parades Show B. 4:45-5:15 p.m., Mon. Quiz Show. Great Story, Ever 2:15/27. 5:15-6:15 min., CBS-TV Workshop, sponsored by 3. 6-6 p.m., Sun., 5/11 only, Palm Beach Board Beach Golf Tournament. 7-8 p.m. sponsored by Palm Beach Palnices.

## EXPLANATION

- Programs in italics, sustains: **Time**.
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Want Reaction... from the Small-Fry Faction?

Here's a constructive youth program with a strong public service angle—Bob Penny's "ACTION UNLIMITED"

"Action Unlimited" talks on even terms with a full-sized audience of half-sized halfbacks and keen-minded teen-agers—emphasizes the importance of fair play, sportsmanship and education. Penny handles his popular sports and hobby program the way kids (and their parents) like to see it handled. Penny's pointers help realistic youngsters to understand the fundamentals of sports—the pleasures of educational hobbies. They pick up background information on class work and scout work—they get the right answers to their own questions—they see and hear big name guest stars they admire.

Thousands of these young citizens look and learn when "Action Unlimited" hits TV screens in this area from 5:30 to 5:50 p.m. Monday through Thursday. What they learn comes in handy when Mom's washer—or Dad's car—needs fixing. And they earn a strong vote when it comes time to replace them, too.

So here they are—an interested, influential audience of tomorrow's adults—tuned four times a week to the station that's made a name for itself with a long, long list of public service programs. They're all yours on WHIO-TV's "Action Unlimited." George P. Hollingbery, national representative for WHIO-TV, can give you market data and availabilities.

WHIO-TV
Channel 13
Dayton, Ohio
CBS will install what it calls the largest stage-lighting control system at its television city in Hollywood in August, CBS-TV President Harry S. Ackerman announced last week at the NARTB convention. Mr. Ackerman is in charge of network programs originating in Hollywood.

The C-1 system, named for Century Lighting, which built it, and George C. Isenour, the inventor, is the only all-electronic system of its kind, Mr. Ackerman said. It can control 5½ million watts and achieve a gradual effect of a brilliant sunset, he said. The inventor claims the C-1 extends the "ten human fingers many, many times," with its "memory board" enabling the operator to remain at least 10 light cues ahead of the performance at all times.

Mr. Isenour claims the system "eliminated the hit-and-miss method of light cueing, and makes possible a system of light-cut, rotation equivalent to that of music cues in radio." Stage designer Jo Mielziner was quoted as saying the control system "is in my opinion the most important single development in the theatre during the past 25 years." The system was designed to point up camera action and to aid the artist in his expression, Mr. Isenour said. Previewed at the NARTB convention, it was described in a paper at the engineering session Wednesday afternoon.

Late Feb. Nielsen Topped by Godfrey, 'Lucy' CBS-TV's "I Love Lucy," reaching 8,261,000 homes and Arthur Godfrey's Talent Scouts, being viewed by 57.8% of homes, were the leading programs in A. C. Nielsen's second TV report for February [Feb., March 10].

Ratings are based on two weeks ending Feb. 22. Complete ratings follow:

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Love Lucy (CBS)&quot;</td>
<td>8,261</td>
</tr>
<tr>
<td>2 Red Skelton (NBC)</td>
<td>8,249</td>
</tr>
<tr>
<td>3 WCTU -TV</td>
<td>8,168</td>
</tr>
<tr>
<td>4 Colgate Comedy Hour (NBC)</td>
<td>7,177</td>
</tr>
<tr>
<td>5 Your Show of Shows (Raymond, Fred, Fibber McGee, NBC)</td>
<td>6,900</td>
</tr>
<tr>
<td>6 Your Show of Shows (McIntyre, Andy, NBC)</td>
<td>6,692</td>
</tr>
<tr>
<td>7 Philco TV Playhouse (NBC)</td>
<td>6,670</td>
</tr>
<tr>
<td>8 Arthur Godfrey &amp; Friends (CBS)</td>
<td>6,634</td>
</tr>
<tr>
<td>9 You Set Your Life (NBC)</td>
<td>6,621</td>
</tr>
<tr>
<td>10 Firestone Theatre (NBC)</td>
<td>6,485</td>
</tr>
</tbody>
</table>

Mr. Ackerman announced that KNXT, KTLA, KTTV and WJTV in Los Angeles; KNX, KNBC in Los Angeles and KNX, KTTV in San Diego are complete ratings. The top 6 friends shows, being televised in 26 cities, and Miss Ball's in 62.

Godfrey, Lucille Ball Lead March ARB Ratings ARTHUR GODFREY'S Talent Scouts was the nation's top TV show percentage-wise but I Love Lucy, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, Talent Scouts drew a rating of 62.1; I Love Lucy followed closely behind with a rating of 60.6%. Difference may be traced to Mr. Godfrey's show being telecast in 26 cities, and Miss Ball's in 62.

Weekly Television Summary—April 7, 1952—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>16-22</td>
<td>94,960</td>
</tr>
<tr>
<td>Ames</td>
<td>16-22</td>
<td>105,600</td>
</tr>
<tr>
<td>Atlanta</td>
<td>16-22</td>
<td>180,000</td>
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<tr>
<td>Baltimore</td>
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Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,761,792

* Includes XELO-TV Matamoros, Mexico

Editor's Note: Total for each market represent estimated sets within television area. Where area coverage overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Huge Stage-Lighting Plan Set By CBS-TV (Report 210)

Arthur Godfrey's Talent Scouts was the nation's top TV show percentage-wise but I Love Lucy, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, Talent Scouts drew a rating of 62.1; I Love Lucy followed closely behind with a rating of 60.6%. Difference may be traced to Mr. Godfrey's show being telecast in 26 cities, and Miss Ball's in 62.

Weekly Television Summary—April 7, 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>Louisville</td>
<td>16-22</td>
<td>161,616</td>
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<tr>
<td>Matamoros (Mexico)</td>
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<td>Waco</td>
<td>16-22</td>
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TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

MORE THAN A MILLION URBAN POPULATION IN THE 50-MILE AREA

MORE THAN TWO MILLION IN THE 100-MILE AREA...
F  

For the first time current TV feature films are receiving prominent motion picture awards. *Seven Days to Noon,* produced by Alexander Korda and distributed by Snader-Telenovels Sales Inc., won recent Academy of Motion Picture Arts & Sciences “best original film story” award for 1961.

Southern California Motion Picture Council cited another Korda film, *Bonnie Prince Charlie,* also distributed by Snader. It is now being released to television.

Fireside Theatre, TV network, and the actor and Julie Hunt, as research editor of *Creative Department,* will be distributed by Official Films.

Mr. Rosch also preparing *Guns of Destiny,* half-hour TV film series with Kenneth Noyes as associate producer. Format concerns gun collector dramatizing story of each gun in collection.

** **

Official Films announces that negotiations have been completed with film stars Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings to make half-hour television films.

Mesars. Boyer, Powell and McCrea and Miss Russell will appear in Official's *Four Star Playhouse* produced by Don Sharp.

The *Robert Cummings Show* features the actor and Julie Hunt in a comedy-mystery series.

DouglasFair Productions has finished filming *The Pirates of the Caribbean* for TV audiences. DouglasFair and officials have concluded arrangements for distribution of the series.

Judy Canova, star of NBC radio's *Judy Canova Show,* completed TV pilot film at Republic Studios for proposed NBC-TV version. Cast includes Mel Blanc, Franklin Pangborn and Mari Blanchard. Del Lord is directing.

** **

Films... 

George Giroux Jr., recently resigned staff director KTTV (TV) Hollywood, appointed West Coast television program supervisor Procter & Gamble Productions Inc. Mr. Giroux has been associated with motion pictures, radio and TV for the past 10 years.

** **

John H. Mitchell, director of United Artists Television, announced that Bernard Hendel, general manager of the Hendel/Brut, Company, has been appointed sales representative of UA-TV in Pittsburgh, Johnstown, Erie and Huntington, Pa.

Mr. Mitchell also announced that Edward J. Potter has been appointed sales representative of UA-TV in San Antonio.

** **

Charles Kerr signed by Philidan TV Productions as production manager on half-hour TV series based on Ernest Haycox stories. Mr. Kerr has been associated with RKO, Walter Wanger and Frank Melford in similar capacities.

** **

Bob Benet joins Jerry Courneya Productions, Beverly Hills, as film writer for 26 quarter-hour TV films starring Noah Berry Jr.

** **


** **

Screen Televideo Productions, Hollywood, signed Georgia Johnston, secretary to Agnes Moorehead, as casting director.

Lorraine V. Hanley, production department at WROK Rockford, Ill., to Jerry Fairbanks Productions, Hollywood, as research editor of creative department.

Jane Nigh (Lorelei in CBS-TV Big Town) married L. James Baker March 16.

** **

ROLE FOR BANKS IN TV Cited by Bankers Trust 

There's a place for the bank in the television industry, according to Alex Arth, executive vice president of Bankers Trust, New York, who said that the bank's role will not only be financing of video productions, but other business services as well.

State of the industry and lack of bank participation to date raises questions that can only be investigated now, he pointed out, but Bankers Trust is considering naming a representative with the next three months probably from among its own staff to see what possibilities are. "The big problem is to find someone who knows about banking interests as well as television," he said, "so it may mean that only after five years' active study will we really know where we stand."

George Herliman

George HERLIMAN, 50, head of Herliman Productions, producer of films for television, died Sunday, March 9, at New York's Roosevelt Hospital, New York. Mr. Herliman started his film career in 1925 when, with his brother, he operated Herligraph Studios to process motion picture film, a business sold to Consolidated Films in 1930. He moved to the West Coast where he was a producer for Republic Studios and, independently, Caledonia Films. Returning to New York, he founded Herliman Productions and Film Classics, a rental library later sold to United Artists.

** **

NEW SERIES of 3½-minute films, *In the Fashion Spotlight,* featuring fashions of America's top designers and filmed in cooperation with leading women's magazines and fashion houses, is being distributed by DuMont TV network's film department.

** **

Pennant Group INCORPORATED for $100,000, new Hollywood television-radio production and packaging company, Pennant Productions Inc., has been organized with headquarters at General Mills.

Ed Woodworth, formerly production supervisor for Commodore Productions Inc., who recently formed Citation Productions, heads group as president. Harrison Dunham, attorney and former general manager of KTTV Hollywood, is secretary and counsel.

New company plans four half-hour TV film series, to be released to date with Destiny, was to have been produced by Citation Productions. Pennant will establish New York and Chicago offices, it was said.

Mr. Dunham also is spearheading formation of General Television Network, and reportedly backed by a group of nationally known TV station owners and financiers, has been negotiating purchase of General Service Studios from George and James Nasser for $2½ million.

Telescope Expands

EXTENSION to western Michigan of college courses by television given by the U. of Michigan on its Television Hour (Sunday, 1 p.m.,) planned and taught by faculty members, has been announced. WKZO-TV Kalamazoo, an armament supplier to General Manager John E. Petzer and WWJ-TV Detroit's Manager W. E. Walbridge, will broadcast to western Michigan.

WWJ-TV, where the program originates, and WJMI-TV Lansing already carry the program.

WTVJ (TV) Expands

WTVJ (TV) Miami, Fla., is renovating the Capitol Theatre in the city to give it additional space for studio, office, storage and maintenance facilities. The structure, which will contain three stories when it is completed, the station has announced. It is adjacent to a three-story building which already houses WTVJ.

CBS-TV Rodeo

CBS-TV has announced plans for a weekly hour telecast of its own rodeo featuring top talent if audition passes test. Telecast will be filmed April 13 at Knott's Berry Farm near Santa Ana, Calif.

THE COAXIAL CABLE ARRIVES IN HOUSTON JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! Complete coverage of these vital events will SKYROCKET an already booming TV market in the Great Southwest!

BEGINNING APRIL 26 and continuing through JULY 1, KPRC-TV and The Houston Post will cooperate with television distributors and dealers in a GIANT promotion and merchandising campaign to stimulate TV set sales in the Houston area.

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

Channel 2 • Houston

JACK HARRIS
General Manager
Nationally Represented by
EDWARD PETRY & CO.
GOLF TOURNEY
Higgins, Roche Winners
BRAVING inclement weather, more than 80 divot diggers fought the battle of Bunker Hill Country Club in Chicago March 26 to determine the 18th annual BROADCASTING * TELECASTING-NARTB golf tournament at convention opening last week.

The golfers recorded excellent scores despite the weather, with Joe M. Higgins, WTHI Terre Haute, Ind., shooting a 79 for low gross first prize and NBC Chicago's World-61, aided by a blind bogy handicap of 30, to win low net honors.

The two received silver trophies from BROADCASTING * TELECASTING, which entertained with its annual "19th hole party." Tom O'Connell of J. Walter Thompson Co., Chicago, took second low gross score of 80 and S. (Bud) Fantle Jr., KELO Sioux Falls, S. D., totalted 81 for third place.

The Boling Co.'s John Coy, Chicago, shot a net 64, helped by a 30 handicap, for second low net, while Glen Wilkinson of Wilkinson, Boyd & Crogun, attorneys, Washington, took third net honors with a 67.

Tom O'Neil of General Tire & Rubber Co., Akron, Ohio, and Tom Wilson of Dow, Lohnes & Albertson, attorneys, Washington, won free subscriptions to the Golf Digest which were donated by John Barnett, editor, for the most pars in the first nine holes.

FLORIDA BROADCASTERS
Schedule Meeting May 22-23
TWO-DAY meeting of the Florida Assn. of Broadcasters will be held May 22-23 at the Royal York Hotel, Miami Beach. Officers and two new directors will be elected for the year commencing July 1. Current president and secretary-treasurer are S. O. Ward, WLAK Lakeland, and John Browning, WSPB Sarasota, respectively.

Speakers for the Thursday night dinner meeting, Friday banquet and business sessions have not been announced. Program chairman for the meeting is George Thorpe, WVCQ Coral Gables.

Sixty six of the state's 75 stations are members of the FAB, said to be the oldest state broadcasters group in the country.

WINS Scholarship
KURT F. W. MOELLER, electrical engineering major at Polytechnic Institute of Brooklyn, graduate of RCA Institutes was announced Wednesday as winner of a four year university scholarship offered by RCA. Scholastic record comprised of Dr. Alfred N. Goldsmith, consulting engineer; Dr. Ernst Weber of the Polytechnic Institute, and Maj. Gen. George L. Van Voorhis, RCA Institutes president, with final selection approved by the RCA education committee.

SECOND-TIME winner Joe Higgins (r) of WTHI Terre Haute, Ind., in Broadcasting * Telecasting's annual golf tournament conducted during the NARTB convention, congratulates Steve Roche of NBC Chicago, who won the low net trophy with a 61 score on a 30 handicap. Mr. Higgins took the low gross cup with a 79. The tournament took place Sunday preceding the meeting in Chicago.

POPEPEE CHOSSEN
Heads Radio Pioneers
JACK R. POPEPEE, WOR New York, was installed as president of the Radio Pioneers Club at the club's annual dinner held Tuesday night during the NARTB Chicago convention. He succeeded Carl Havelin, BMI, in the office.

Other officers elected were: Paul W. Morency, WTIC Hartford, first vice president; Martin Campbell, WFAA Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, Tele-Tech, vice president; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

Citations for unusual contributions to radio were awarded Dr. Lee de Forest, radio inventor; Brig. Gen. David Sarrafo, RCA, Hon. Herbert Hoover; Dr. Alfred N. Goldsmith, consultant, and Charles Pannell, inventor. Mr. Guy made the presentations, with Mr. de Forest responding. The posthumous Radio Hall of Fame award went to Reginald Aubrey Posenen for pioneering inventions in transmitting light, sound and electric waves. William S. Hedges, NBC, announced the selection. Dr. Christopher Crittenden, director, North Carolina Dept. of Archives and History, accepted the award.

Ex-President Hoover greeted the club by tape recording.

Mr. Haverlin announced that Victor C. Diehlm, WAZL Hazelton, Pa., had been elected a life member in the club. The station staff surprised him by sending the $100 fee to the club.

Thomas K. Finletter, Secretary of the Air Force, delivered the principal address of the evening, reviewing progress of the air construction program.

CBS has donated offices in recently leased Earl Carroll Theatre, Hollywood, to Radio-Television-Recording Charities Inc.

GOOD MUSIC GROUP
Plans Audience Study
AUDIENCE surveys on listener-ship, composition, family habits and fan income level will be completed by the Good Music Stations which include WFLN (FM) Philadelphia, WEW St. Louis, WEAW (FM) Evansville, Ind., WQX New York, WQMS Washington, WXHR Boston, WSNJ Bridgeport, N. J., KFAC Los Angeles, KEAR San Mateo, Calif., KIXL Dallas and WBIB (FM) New Haven.

Report will be ready in June for use by the group's national sales organization. Results of two local studies made in New York and New York will be correlated with surveys being done in St. Louis, Raymond Green, chairman, announced last week.

Sales strategy was outlined by managers of Good Music Stations who met during the NARTB convention. Meeting was centered around attracting more local and national business to the stations, new to which are both AM and FM outlets.

Combined sales presentation will deal with "disrupting listening and buying audiences" which the group claims to have.

ALAN REED, who portrays Mr. Clyde, and John Brown, who portrays Al on CBS Radio My Friend Irma, are partners in manufacture of new speaker system to be demonstrated at Sound & Electronics Show in Long Beach, Calif., this summer.
CEREMONY launches Hal Fellows (r), NARTB president, as commodore in the Oklahoma Navy. Doing the presenting by bestowing the certificate on behalf of Gov. Johnston Murray is J. J. Bernard, KOMA Oklahoma City general manager. Presentation was made during Oklahoma Broadcasters Assn. meeting [BET, March 24].

motion to subpoena to testify in an open hearing, is it his right to decide whether to tell his story?" he asked Mr. Landis.

"That's the committee's right," Mr. Landis replied. "If the hearing is open, open it to this means of communication." He praised Meet the Press and similar programs, and said he might have decided not to vote for a Presidential candidate he had watched in action on television. "It's wonderful what the public gets out of these programs," he added.

Getting back to the Kefauver hearings, Mr. Waldman called Rudolph Halley a lawyer whose television appearances brought him into a top public position in New York City. "Halley was put in office because he cleaned up a condition that smelled to high heaven," Mr. Landis responded.

On the stage fright issue, Judge Justin Miller, who moderated the proceedings, posed this question, "Suppose a witness in the stands in a trial is embarrassed? Does that mean he is not required to testify?" Mr. Waldman thought it was a question worthy of consideration.

Don Elias, WNNC Asheville, N. C., observed it is "the fairest thing in the world to let the public hear—to let the public see your actions and note your intonations."

Argued in Chicago

Landis said, and all legislators and committee lawyers know them, arranging testimony accordingly. "If Senator McCarthy (R-Wis.) were after me, I would want television coverage," Mr. Landis said. "If the government is run badly, put congressmen and senators on the scene where we can look at them. I'm deeply sincere in that conviction."

Mr. Waldman said protection must be given people whose lives and rights are impinged. "We can't use public education as a device to kick people around," he argued.

During the period question Lester L. Gould, WJNC Jackson ville, N. C., criticized Mr. Waldman's bar group. "You acted without my consent, you deprived me of my rights," he said. Again Mr. Waldman struck at the industry, saying, "You should have insisted on public hearings in the New York Legislature. You were asleep." Mr. Waldman conceded he would not have opposed televised of such hearings.

Due Process Clause

R. Russell Eagan, Washington radio attorney, asked how coverage could jeopardize the due process clause. Mr. Landis felt that the constitutional law "is really only horse sense and statesmanship."

Mr. Waldman finally observed that the New York statute is borderline in its application though constitutional in regard to the way it was drafted.

"What power has a senator to call a witness a racketeer before 20 million people," Mr. Waldman asked, drawing a quick response from Mr. Landis who termed this one of the foundations of free government.

Rex Howell, KFXJ Grand Junction, Col., long a leader in the fight on behalf of editorializing on the air, raised this point, drawing from Mr. Landis the harsh criticism of the former FCC policy.

Ralph W. Hardy, NARTB government relations director, said there was a tendency to confuse closed and open hearings. "If a

What Has TV Done to RADIO in Syracuse?

<table>
<thead>
<tr>
<th>What Has TV Done to RADIO in Syracuse?</th>
</tr>
</thead>
<tbody>
<tr>
<td>In spite of the fact that Syracuse is a two-station city—even though 71% of the homes in the Syracuse area have TV sets, separate surveys show that radio is very much alive and kicking.</td>
</tr>
<tr>
<td>3.07 Hours a Day</td>
</tr>
<tr>
<td>Is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV on average of 4.22 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse merely supplements it as a source of entertainment and information.</td>
</tr>
</tbody>
</table>

Use these citations:

*Write, wire, phone or Ask Hendry-Reed for your FREE Copy of the Survey.*

**April 7, 1952 **

**Page 99**
RADIO'S ECONOMIC FUTURE

"Strictly Marginal"—Shouse

RADIO, which almost alone among U.S. businesses continued to expand during the depression '30s, may now face an economic future in which its gains will be "strictly marginal," James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said last week.

In a major address to the NARTB convention, Mr. Shouse saw signs of a general U.S. recession.

"I might as well come right out and say it," he said. "I do not think our economy is healthy by any standard that I can determine."

Mr. Shouse said that whereas a year ago "virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor," now there was a definite lull in consumer industries.

"In a wide and growing range of consumer industries," he said, "plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky."

Profits Compared

Generally, he said, corporate profits in the first quarter of 1952 are down about 20% from profits in the first quarter of 1951. In consumer industries "that provides your income and mine" the decline in profits has been greater than 25%.

Mr. Shouse, who is also vice president and a director of Aveo Mfg. Corp., said that tax increases have slowed down consumer spending, particularly for durable goods.

"The pyramiding of two tax increases has caught the whole country completely unaware," he said. Its effect has been to hit a "really big segment of the population" with big taxes "for literally the first time in the history of the country."

In this economic atmosphere, Mr. Shouse said, broadcasters "need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era which I am sure we are approaching."

"I do think," he said, "that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year."

"The rest of the country had a depression through most of the '30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble."

"That can happen only so long. It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal."

Television, Mr. Shouse said, is now in a position somewhat like that of radio in the '30s: "It has more of its future ahead and lacks most of radio's 30 years of past."

Though he "would be the last person in the world to try to evaluate the ultimate future relationship between radio and television," Mr. Shouse said he was "glad that I have both kinds of stations and I am sure there will always be both types."

Impact of TV on Radio

One reason that radio was the first of the major media to feel the impact of TV was that "radio has had a terribly bad break from the time that television really got started," Mr. Shouse stated.

"There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in favor of television to provide funds for television," he said.

"But the tragedy has been in the sheer mechanical facts of the way advertising is bought."

At the outset of TV, television buying was taken as a prerogative of radio departments and time-buyers in advertising agencies, Mr. Shouse pointed out. Psychologically, this had a profound effect within the agencies and upon their clients, for TV interest distracted from radio interest within the time-buying departments and hence TV was emphasized. Had TV buying been logged with spacebuyers, newspapers and magazines would have suffered instead of radio.

Mr. Shouse thought there is now a tendency to disassociate radio and television timebuying within some agencies, a trend which he hoped would be encouraged.

Mr. Shouse said the uncertainty "must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business."

In his opinion, these stations must continue to exist if what he described as a trend toward statism in the U.S. is to be abated.

The majority of radio stations are operated as proprietorships and they, along with most newspapers, small retailers and farmers represent the "last great proprietorship class left in the United States."

"You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear," he told the broadcasters. "Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated.

He said that broadcasters "knew long before most of the rest of American business what it was to be regulated."

"We have been regulated by Congress since 1928 and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction."

MANAGEMENT

Panel Airs Problems

EXCHANGE of ideas on improvement of station management practices marked a forum held Tuesday afternoon during the NARTB convention in Chicago. Panel moderator was Chet Thomas, KXOK St. Louis.

The four panel members set the pace by discussing current practices. William B. McGrath, WHDH Boston, urged managers to hire carefully, pay well and make the station a happy place to work. Simon R. Goldman, WJTN Jamestown, N. Y., suggested careful checkup on costs and sales.

Robert T. Mason, WMRN Marion, Ohio, and Leslie C. Johnson, WHBF Rock Island, Ill., discussed problems in their areas.

Topics discussed included talent fees, development of personalities, special problems in different markets, impact of television, use of budgets, turnover, pooling of talent fees and pirating of personnel.

GEORGE LEWIS, director of National Assn. of Gigawriters, will address Washington, D. C., branch April 11. Founder of NAG, which sponsors comedy development centers in cities throughout the U. S., will discuss "Careers in Comedy."

ASSOCIATED PRESS Broadcasters of Arkansas elected new officers at Little Rock meeting March 16. They include (front row, l to r): Ray Dexter, station manager, KDRS Paragould, president; Oliver Grafing, AP assistant general manager for radio; Fred J. Stevenson, general manager, KGRH Fayetteville, director. Standing 1 (to r.): W. N. McKinney, general manager, KELD El Dorado, director; L. B. Tooley, manager, KNAR Hope, director, and Mark Weaver, news editor, KLRA Little Rock, vice president.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
LETTER PLUGS PROGRAM
REPRINT of congratulatory letter written by a satisfied sponsor has been distributed by KYW Philadelphia, to promote the New Feature Drugs, merchandising idea worked into a program by Hal Moore of station's staff. Copy states enthusiastic response show has received from druggists who are participating in the plan.

CONVENTION COVERAGE
FIRST hand information on going-on at both Republican and Democratic national conventions will be supplied to listeners of WHIM Providence, R.I., by one of station's newsmen who will be present at both party meetings. Fifteen minute program daily will be tape recorded by the reporter and shown to radio stations for the first time.

PRO-RADIO CAMPAIGN

KXOK GOES TO HOME SHOW
UNIQUE among exhibits seen at BillIONS Home Show, which opened March 29 in St. Louis was display devoted to KXOK-AM-FM that city as well as station's advertisers. Remotes were conducted every afternoon and two monitor-speakers carried KXOK programs throughout the show which closed April 6.

WDSM SPONSORS CONTEST
NAVIGATION Jackpot Contest has been launched by WDSM Superi- or, Wis., based on opening of navigation in the Duluth, Minn.- Superior, Wis. harbor. Person most closely guessing exact arrival time of the first boat to open the harbor wins $500. Registrants also have chance to win prizes valued at over $1,000 which have been contributed by numerous merchants. Time buyers and agency people from all over the country are also able to enter the contest to compete for special $100 navigation jackpot prize.

KBIG'S COAT-OF-ARMS
COAT-OF-ARMS dignifying KBIG Avalon, Calif., new station starting May 1, consists of two crossed sticks, all that remains of two Eckimo Pies. Reason for such heraldic blazonry is that Golden State Co., Ltd., San Francisco (Eckimo Pie Co.) is first national sponsor with purchase of 62 minute and half-minute spot announcements through Guild, Bascom & Bonfigli Inc., that city.

ADDED ATTRACTION
NEW cast member has been added to Paul Dixon Show on WCPO-AM-FM Co. to cause "Pamela Dixon, Mr. Dixon's daughter, has been chosen to play the part of "Miss Bonnie Nua Maid" in the Nu Maid commercials in addition to assisting her father in pantomiming of latest records. Pamela, incidentally, is three years old.

POLITICAL INFORMATION
PROGRAM package designed to acquaint listeners with mechanics from the "precinct to the national level" is being aired by WMT Cedar Rapids, Iowa. Politics Is Your Business will be heard in 20 half-hour installments. In addition to featuring candidates from the state, 900 high schools are participating in contest conducted by the station to stimulate political interest among students.

KSL ANNOUNCES CODE
TEARSHEET has been mailed out by KSL-TV Salt Lake City picturing seal adopted by NABTV Code as well as reprint of text of code itself. Copy announces that KSL-TV subscribes to the code and that practices it outlines are adhered to by the station.

TELEVISION SERIES ON MAN
SIX-PROGRAM television series on general subject of "man" will be offered when KSL-TV, Salt Lake City, network and American Museum of Natural History, New York. Scientists and explorers associated with museum will appear on programs on physical, social and psychological aspects of man and the earth, sea and universe he lives in. Project may be completed by the end of the year.
March 28 Decisions...

**ACTION ON MOTIONS**

By Hearing Examiner Fanney N. Litvin Arasas Bestg. Co., Mobile, Alabama—Granted petition for continuance of hearing from March 30 to April 1, while the and until further order of Commission, in proceeding re its application; appellee’s motion to file reply is engaged in preparation of certain data which, it is alleged, may obviate necessity of hearing.

**WYOD Toledo, Ohio and The Rural Bestg. Co., Oak Harbor, Ohio—Granted motion of WYOD to file reply on its proposed findings and conclusions of other parties, pending re its application and to Rural Bestg. Co., of Ohio to file its answer thereto.

By Hearing Examiner Leo Resnick

Paramount Pictures Corp.—Granted petition authorizing taking of depositions on written interrogatories of certain officers of Paramount Pictures Corp. and Paramount Television Productions Inc. in proceeding re Docket No. 10031.

By Hearing Examiner James D. Cunningham

WKOW Madison, Wisconsin—Granted petition for continuance of hearing upon its application. Upon Commission’s own motion, hearing continued until further order pending action by FCC on an application for reconsideration of action ordering the hearing. Commission’s order also being prepared for filing.

**FCC CORRECTION**

By Hearing Examiner Elizabeth C. Smith

Frank D. Tefft Jr. Big Rapids, Mich.—Oradeen of application on written interrogatories of certain officers of Cambridge Broadcasting Co. on 20 received in evidence in this proceeding. Further Ordered that record be closed.

March 28 Applications — ACCEPTED FOR FILING

AM—1469 kc

Paul A. Brandt, Big Rapids, Mich.—Application for CP new AM station on 1550 kc, 1 kw D, AMENDED to change frequency to 1460 kc, power to 500 w, D, etc.

AM—818 kc

WKVM San Juan, P. R.—CP to change station location and from San Juan to Caguas, PR, and change trans. location and DA pattern.

AM—939 kc

KSDN Aberdeen, S. D.—Mod. license to change from DA-27N to DA-N.

March 31 Decisions...

**ACTIONS ON MOTIONS**

By Hearing Examiner WEIR Weirton, W. Va., and WSTY Steubenville, Ohio—Denied motion of WSTY for dismissal of its application and dismissed as moot its motion to dispense with further issuance of application in proceeding; also denied as moot petition of WSTV for leave to intervene in proceeding re application of WEIR. Commission in proceeding motion of WEIR for extension of time to answer application to March 31.

Liberty Bestg. Co., Liberty, Tex.—Granted petition for acceptance of its late appearance in proceeding re its application and that of KTHT Houston, Tex.

By Hearing Examiner J. D. Bond

WOKK Washington, D. C.—Denied petition for leave to amend its application to show in application operation of proposed synth. amping time and once also to include all referred to day operation in order to give improved coverage to Washington.

By Hearing Examiner James D. Cunningham

KCHL Houma, La.—Ordered that record of hearing be reopened. Granted

**FCC ACTIONS**

**MARCH 27 THROUGH APRIL 3**

CP-construction permit

DA-direcional antenna

ERP-effective radiated power

STL-studio-transmitter link

Sync. amp.-synchrohynematic amplifier

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

**MARCH THROUGH APRIL 3**

**APPLICATIONS**

**APRIL 1 Decisions . . .**

By FCC BROADCAST BUREAU

WJZ-TV New York—Granted mod. CP for extension of completion date to 9-30-52.

Granted License

WCHO Washington Court House, Ohio— Granted license new FM station: 101.9 mc (Ch. 271), 11.6 kw, etc.

WHEC-FM Paterson, N. J.—Granted license new FM station: 93.0 mc (Ch. 231), 11 kw, etc.

KUTE (FM) Glendale, Calif.—Granted license new FM station: 107.0 mc (Ch. 237), 1 kw, etc.

KBNT-FM Des Moines, Iowa—Granted license new FM station: 104.5 mc (Ch. 253), 3 kw, etc.

WPAR-FM Parkersburg, W. Va.—Granted license new FM station: 106.5 mc (Ch. 259), 8 kw, etc.

WBPI Springville, N. Y.—Granted license new noncommercial educational FM station: 106.1 mc (Ch. 231), 1 kw.

KWKE Hobbs, N. M.—Granted license new FM station: 95.1 mc (Ch. 257), 1 kw, etc.

Grant modified

WPAAY Maguary, P. R.—Granted mod. CP for approval of ant. and trans. location, and specify main studio location: cond.

WNCI Silver City, N. C.—Granted mod. CP for approval of ant. and trans. location.

KVNC Winslow, Ariz.—Granted extension of completion date to 8-5-52; cond.

WDMJ Marquette, Mich.—Granted extension of completion date to 8-5-52; cond.

KWYR Chester, P. R.—Granted CP for extension of completion date to 8-26-52.

KVOZ Laredo, Tex.—Granted CP for extension of completion date to 8-31-52.

License for CP

KFXD Nampa, Idaho—License for CP which authorized power increase and changes to DA-27N to DA-N.

KMAK Los Angeles— Granted mod. CP for extension of completion date to 9-30-52; cond.

**APRIL 1 Applications . . .**

**ACCEPTED FOR FILING**

AM—1430 kc

WHJ Indianapolis, Ind.—Mod. CP, as mod., which authorized new AM station for change frequency from 1450 to 1430 kc, increase D power from 250 to 500 w, D, etc.

Modification of License

KWLM Willmar, Minn.—Mod. license to change studio location.

Modification of CP

KDSJ Deadwood, S. D.—Mod. CP, as mod., which authorized frequency change from DA-N, etc. to change studio location and trans. and furter of ant. and studio locations.

WTBF-FM Coldwater, Mich.—Mod. CP, as mod., which authorized new FM station for change to trans. and of ant. and trans. locations.

**LICENSE RENEWAL**

Following station request renewal of license, which, it is alleged, may obviate necessity of proceeding re its application.

WPCL Fort Smith, Ark., KFFA, change of ant. and location.

WKNY Newport, Ark., KKLW Walnut Ridge, Ark., WNOX Jackson, La., WLNE Lafayette, La., WLOX Biloxi, Miss., WGVW Greenville, Miss., W2DQ Jackson, Miss., WLNW Laurel, Miss., and WVIM Vicksburg, Miss.

**TENDERED FOR FILING**

WACL Waycross, Ga.—CP to change hours of operation from D to U, instal. DA-U, increase 1 kw.

AM—1050 kc

KXOC Clack, Calif.—CP to change frequency from 1200 to 1060 kc, etc., to increase D power from 5 to 10 kw, etc.

AM—3550 kc

KSLB Denver, Colo.—CP to change frequency from 1130 to 1280 kc, increase power from 10 kw, install DA-DN, change hours of operation from D to U, and change the trans. location, etc.

**April 2 Applications . . .**

**ACCEPTED FOR FILING**

AM—810 kc

WKVM San Juan, P. R.—Mod. CP, as mod., for change frequency, power increase, DA-DN, change of ant. and location of station, to change frequency from 1970 kc to 810 kc, change DA, etc.

AM—930 kc

KZJN El Paso, Tex.—License for CP new AM station for change frequency from 1190 kc to 920 kc and change ant. and location.

KSDN Aberdeen, S. D.—CP to change from DA-27N to DA-N.

License for CP

KFDO Nampa, Idaho—License for CP which authorized power increase and changes to DA-N to DA-N.

KIOA Des Moines, Iowa—License for...
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. No. 3300
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7737

Weldon & Carr
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
DALLAS 5, TEXAS

Robert M. Silliman
Consulting Radio Engineer
3738 Kenworthy St., N.W., Wash., D.C.
Phone ORdway 8871
Box 2448 Birmingham, Ala.
Phone 6-7926

William E. Benns, Jr.
Consulting Radio Engineer
1469 Church Street, N. W., Decatur 1231
Washington 5, D. C.
Member AFCCE

Raymond M. Wilmott
1469 Church Street, N. W., Decatur 1231
Washington 5, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3883
Washington 5, D. C.

Lynne C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
330 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-3545

Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

McIntosh & Inglis
1916 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4877
Member AFCCE

David M. Garrison
1519 Connect Avenue
WASHINGTON 6, D. C.
Michigan 2261
Member AFCCE

John Creutz
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

Guy C. Hutcheson
P. O. Box 32
AR 48721
1100 W. Abingdon
Arlington, Texas

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 72153
Riverside, Ill.
(A Chicago suburb)
Member AFCCE

Grant R. Wrathall
Apart, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
AFTOS-3835
Member AFCCE

Robert C. Keenan
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 72153
Riverside, Ill.
Extension of Authority

John B. Heffelfinger
815 E. 83rd St.
Kansas City, Missouri
Member AFCCE

CP which authorized changes in DA-
D.
KTOE Mankato, Minn.—License for
CP which authorized increase in D
power, etc.
KALE Yakima, Wash.—License for
CP, as mod., which authorized fre-
quency change, hours of operation, in-
stallation of DA-N, etc.
W68-0 TV Alanta—License for CP, as
mod., which authorized new TV sta-
tion.
WTSV—FM Claremont, N. H.—Licen-
se for CP which authorized changes in
FM station.
WFB-I FM Greenville, S. C.—License
for CP which authorized changes in
FM station.
WMAC- FM Greenville, S. C.—License
for CP which authorized changes in
FM station.
Modification of CP
KPOL, Los Angeles, Calif.—Mod. CP,
as mod., which authorized new AM
station, for extension of completion
date.
KNBR North Platte, Neb.—Mod. CP,
as mod., which authorized new AM
station, for extension of completion
date.
Application Amended
WOKW Washington—Application for
CP synchron. amp. AMENDED to specify
N operation only.
Jackson Best, Co., Jackson, Miss.—
Application for new TV station
AMENDED to change trans. location
from Lamar Life Bldg. to Deposit
Guaranty Bank & Trust Co. Bldg.,
in Jackson.
Extension of Authority
Following request extension of au-
thority to transmit programs from
their studios and facilities to Canada:
WHYN Holviken, Mass., to CFRA
Ottawa; WITH Baltimore to CFRA, and
Church of Universal Triumph, Domi-
nion of God, Detroit, to CKLN Windsor.
License Renewal
KOSXDR Clinton, Iowa—Renewal of
license experimental TV station li-
censed to Crosley Best, Corp.
APPLICATION RETURNED
Cy N. Bahakel, Roanoke, Va.—RE-
TURNED application for new AM sta-
tion on 1410 kc, 5 kw D.
TENDERED FOR FILING
AM-1450 kc
KPUY Puyallup, Wash.—Mod. li-
cense to increase power from 100 w to
250 w.
(Continued on page 107)
April 7, 1952 * Page 103
 CASTING.

plus commission. Texas

ING.

CASTING.

Low
ticket. Pleasant

experienced salesman.

man working protected accounts,

CASTING

BROADCASTING TELECASTING.

No

Can you

ing

Salesman,

experienced announcer -en- gineer for progressive southeastern

BROADCASTING TELE-

Situations Wanted

area network station.

Announcers

Managerial

Key job for better than average ex-

perienced announcer with first class

ticket. Please list all earnings, includ-

ing sales, farm and

disc, photo, references all in first letter.

Office

opportunity for man who can produce

for BROADCASTING TELE-

SALESMEN WANTED. Young men, 25 to 35, with

commercial experience, with knowledge of

sales, sports and how to sell sports.

Top salesmen. Must be able to

cull market. Salary plus commis-

sion. Texas ABC station.

ANNOUNCEMENT.

Gentleman, new writer-announcer,

midwest NBC affiliate. Must be able to

gather, edit and present news. Send

letter and film or tape. Box 615M, BROAD-

Casting

Salesman.

Excellent opportunity for sales-

man around 30 for 5 kw inde-

pendent midwest station. Guarantee

some spots and excellent potential.

Box 120M, BROADCASTING

If you think sales, breathe sales, sell sales, you are the man for us. Salary

plus comm. Texas ABC station.

BROADCASTING TELE-

Continued on page 729M, BROAD-

Casting

Salesman wanted to sell and service accounts for live wire sub-

scriptions. Good opportunity for man who can produce.

Box 452M, BROADCASTING

SALESMAN—Must be thoroughly experi-

enced in selling and writing. Must

inventor. ID. Local contacts. Call

1-300-342-6000.

SALESMAN, 20 years experi-

ence necessary. Good salary. Your

life's work. WOKZ, Canton, Pa.

WANTED: Continuity engineer.

Box 250, BROADCASTING

TELECASTING.

WANTED:－Manager, sales and

promotion. Kansas City, Mo.

BROADCASTING TELE-

WANTED: Engineer, first phone. Young

—but able to work alone. Box 536M,

BROADCASTING

CHANCE to buy in.

BROADCASTING TELE-

WANTED:－Manager, sales and

promotion. Kansas City, Mo.

BROADCASTING TELE-

WANTED:－Manager, sales and

promotion. Kansas City, Mo.

BROADCASTING TELE-

Managerial

Attention southern station owners. Two young men, general manager and

chief engineer want to operate southern

station, hard workers. Can take

complete charge and only telling

time. Investment to buy in. Box 653M, BROAD-

Casting

SALESMAN

Sales and sales-management. Seven

years well-rounded radio. Presently

BROADCASTING TELE-

Situations Wanted

Managerial

Attention southern station owners. Two young men, general manager and

chief engineer want to operate southern

station, hard workers. Can take

complete charge and only telling

time. Investment to buy in. Box 653M, BROAD-

Casting

SALESMAN

Sales and sales-management. Seven

years well-rounded radio. Presently

BROADCASTING TELE-


Situations Wanted (Cont’d)

Announcer: 

Sports caster, baseball, football. Box 72, 47th St., Chicago. $65,000, Single. Box 72M, BROADCASTING • TELECASTING.

Announcer, married, draft exempt. Presently employed. Northeastern pre- ferred. Box 716M, BROADCASTING • TELECASTING.
WWL MARKS 30TH ANNIVERSARY

Ceremonies Recall Station's Humble Start

WWL New Orleans celebrated its 30th anniversary March 31 in ceremonies which recalled its growth from 10 w to its present status of a 50 kw clear-channel station.

A mere $400 and the dreams of Jesuit priests of Loyola U. were funneled into electronic ingenuity to give the station its start three decades ago. Today, WWL, a CBS affiliate, serves 29,040 homes in 330 parishes and counties within its four-state primary coverage area.

In addition, listeners have picked up WWL's signal in all 48 states, Alaska, Guam, Israel, the Aleutian Islands and aboard ship in the English Channel.

As early as 1907 the Jesuit fathers began their work in radio. The success of the pioneer station, KDKA Pittsburgh, later fired the imagination of the radio-minded faculty and plans were envisioned for a similar station to serve New Orleans.

As time went by, a radio school was set up in the physics laboratory under the direction of young Father Edward Cassidy. Father Cassidy's "hams" did their part in helping defeat the enemy during World War I.

Father Cassidy and his co-workers were determined to build a broadcasting station but they had little money. A ship's radio officer who had been admiring the Jesuits' work in wireless offered $400.

A wireless trunk set discarded from an old government ship was bought by Father Cassidy. Then on March 31, 1922, when the nation was cheering Dempsey's victory over Carpentier, and still mourning the untimely death of Enrico Caruso, WWL was born.

President of the university, Father Edward Cummings, made the initial broadcast. Then a phonograph record of John McCormick singing "When Irish Eyes Are Smiling" was played.

During the trying years of

Southwest Scenic Mountain Area $65,000.00

Network station serves isolated market. Ideal living conditions in RCA plant and equipment. Liberal financing. Profitable under absentee ownership.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RAINDDSTATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Blvd.
202-222-1400

CHICAGO
Ray V. Hamilton
Tribune Tower
7-212-4

SAN FRANCISCO
Lester M. Smith
335 Montgomery St.
Oakland 2-5712

Strictly Business
(Continued from page 18)

gest advertisers at that time, went into radio first in 1932 with spon-

sorship of Ida Bailey Allen and her women's commentaries.

Today, National Biscuit products—Premium, Ritz, and Graham

crackers, Triangle Thins, etc.—are represented by Arthur Godfrey on

CBS. (Company salesmen, Mr. Oliva, report that he does them a

lot of good.) National Biscuit also sponsors a newcast on the full Don

Lee network and is planning spots on local stations.

"We're new in television," the advertising head explains, but his

organization sponsors Kukla, Fran and Ollie and was surprised at the

volume of mail it received when the show was cut to 15 minutes. "We

answered all letters," Mr. Oliva said, "telling them we could only

buy what the network offered—and that we were taking two segments
to replace our former half hour."

The advertising executive's office—located in the largest manufac-

turing complex is the building that overlooks the Hudson River, but

the busy Mr. Oliva says he doesn't look out very often. He has other

things to survey, he reports, such as the just-awarded grand medal from

the Art Directors' Club, which means that one National Biscuit poster

was judged best in all classes, receiving the grand award. Other

company posters won first, second, and third prizes in the bake goods

classification.

Mr. Oliva and his wife, the former Ruth Schiele, live in Engle-

wood, N. J., where, in his spare time, Mr. Oliva prefers golf to other

activities. They have one son, George Jr., who is working on radio-

TV for McCann-Erickson, Cleveland.

A member of the Assn. of Na-

tional Advertisers, Mr. Oliva serves on the steering committee of the

outdoor group and has just been named a director of Traffic Audit

Bureau.

"ALERT AMERICA" SPOTS

Radio and TV Being Used

SERIES of radio and TV spot an-
nouncements featuring radio-TV personalities is being distributed to

stations by the Federal Civil De-

fense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Daly, Jay Jostyn, Quinten Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in ad-

vance of the arrival of the con-

voy in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

BROADCAST day has been expanded one hour to 1 a.m. at CKX Branden, Man.
OPINIONS AND ORDERS
Eisenhower, J. — FCC granted authority to continue temporary operation without filing petition on petition for rehearing and other relief noted above, will be heard at the hearing and those cited in our acting examiner's order on March 27.

New Applications
TV APPLICATIONS
Spokane, Wash. — KHQ Inc., Ch. 6 (88-82 mc), ERP 100 kw visual, kW audio, stereo antenna, towns of Spangle and Whitman 1,047 ft. (above ground 1,126 ft.), first year operating cost and revenue not estimated.

APPLICATIONS
Tbd.
FCC roundup
New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>AM Stations</th>
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<th>Licensed</th>
<th>CPs</th>
<th>Pending Hearing</th>
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<tr>
<td>TV Stations</td>
<td>108</td>
<td>111</td>
<td>32</td>
<td>1</td>
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</tbody>
</table>

CALL ASSIGNMENTS: KLWO Dallas, Tex. (Lakewood Broadcast Co., 1,450 kw visual, kW audio, stereo antenna, towns of Fort Worth and Dallas 1,360 ft. (above ground 1,436 ft.), first year operating cost and revenue not estimated.

APPLICATIONS
Tbd.

SUMMARY THROUGH APRIL 3

<table>
<thead>
<tr>
<th>AM Station</th>
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</table>

When's 'BIM It's Yours

YOU'RE NOT WORTH MY TEARS


On Transcriptions: Mindy Carson—Associated; Dolly Dawn—Thesaurus.

April 7, 1952 * Page 107
record in this matter of rates. In fact, some of the most important deviations are attributable to them. They are in a difficult position, it is appreciated, but this must be straightened out.

The resolution on network relationships recognized that "particular in view of the current uncertainty among many of radio's principal clients as to the extent of network's responsibility," the resolution will make other media including radio, there is considerable question concerning the proper steps to be taken to insure the continued strength and prosperity of radio.

Confidence Expressed

The resolution expressed confidence that affiliates "are perfectly willing to consider open-mindedly any suggestions made by the networks with a view to improving network service or increasing its value to the public and to advertisers," asking only that the networks consider affiliates' recommendations immediately.

"Therefore, be it resolved, that the network affiliates ... reaffirm their confidence in the power and efficiency of network radio, and assert their willingness fairly and objectively to consider any and all efforts reasonably calculated to strengthen, improve or protect the position of network radio as a public service and advertising medium; and,

"Be it further resolved, that said affiliates earnestly petition the networks to refrain from any action which might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates, without full and frank consideration with their respective affiliates of the reasons for such action and the end to be attained by it, with due regard to long-term industry values as compared with immediate competitive gains or curtailment of temporary losses, and with like regard to the encouragement of the solidarity of the industry incumbent upon them as a dominant factor in it; and further petition the networks to exert their greatest efforts to re-establish the essential dignity, prestige, and stability of network radio."

The rate-card resolution noted "tendency on the part of certain individual stations, involved in competitive situations, to look with favor on ... proposals to desert their published rate cards, in fact in some cases to have approached both local and national advertisers with solicitations for future business at rates well below their published figures."

Such practices, the resolution continued "have as their ultimate result the depreciation of the value of individual radio station operators and the confirmation of the belief already held in some quarters that radio as a medium is in desperate circumstances and that individual station operators are ready and willing to prostitute their properties in order to obtain revenue, the combination inevitably leading to the inflation of the industry."

"Therefore, be it resolved that all radio station operators give thought to this dangerous situation, take effective measures to insure the maintenance of their own rate cards, and use such methods of persuasion as seem most desirable to inhibit such practices."

There was no call for further financial contributions toward committee activities, Treasurer George B. Storer reporting that $19,083 had been collected and $7,298 spent. Expenditures include fees for legal counsel and reimbursement of committee members at the rate of seven cents a mile for their most recent meetings. They paid their own expenses at initial sessions. A total of 354 stations had supported the committee financially.

Regulation W

Appliance Dealer Views

Appliance retailers are about evenly divided on the question of whether Regulation W (consumer credit restrictions) should be extended with other controls after June 30, according to a survey by the National Appliance and Radio-TV Dealers Assn.

The membership survey revealed that 45% favored retention and 45% favored abolition of the credit regulation. The remaining 10% requested it be kept on the books as a " standby" measure. The survey was based on a questionnaire issued with NARDA's newsletter, Appliance & Radio-TV Dealers News.

Members also were polled on wage-price controls. A majority of 61.3% felt they no longer are necessary and only 11.3% wanted continued. Another 27.4% favored controls on a standby basis.

Regulation W in the Defense Production Act now calls for a minimum 15% down payment and 18 months maturity on installment purchases of radio and television receivers.

KTLA (TV) Leases Films

KTLA (TV) Hollywood has leased 20 feature films, produced or released by Lippert Pictures Inc. during 1949-50, from Tele Pictures, Los Angeles, under two-year contract of unlimited runs.

RESOLUTIONS

(Continued from page 26)

a one-TV-station market and that in Denver where there are three stations, WWJ's radio volume was down 20% last year.

Somebody wanted to know how a TV station faced its initial rate. Mr. Hough observed that "between that and God."

Mr. Compton made clear that he felt "any man who gives in to the demand that [a union] is going to wreck us," and that it should be made clear to unions that "minimum or maximum crews are a prerogative of management."

Radio's Impact

Cited by Zeckendorf

"If we woke up tomorrow morning and found that no advertising was permitted on radio, we would be in the greatest financial catastrophe this country has ever known," William Zeckendorf, president of Webb & Knapp, New York City television director and ABC's talkshow director, told the Sales Executives Club in New York Tuesday.

Mr. Zeckendorf's talk was the result of his being included in the list of "America's 12 Master Salesmen," which is the title of a book being issued by B. C. Forbes Pub. Co.

Radio's master salesman was Mary Margaret McBride, ABC commentator and the only woman included in the book, who, to prove her point that women are not necessary salesmen gave a 12-page acceptance speech at the same luncheon meeting.

"The frontiers of business are greater now than they ever have been before. In fact, the front is infinite," Mr. Zeckendorf said. Citing the important role in American economy played by selling, he referred to selling and its "probably greatest factor in this nation which raises our standard of living above that of the rest of the world."

To prove his point "in reverse," he made the supposition that advertising not be permitted on radio, which, he said, would result in economic catastrophe. Volume of cigarette sales, alone, would drop 25%, he estimated.

"I believe that the stimulant from advertising has caused and created that vast volume of business for most corporations dealing in advertised products," Mr. Zeckendorf continued. "And those who don't deal in advertised products get the benefit of the progress in success and prosperity of those who do."

Again referring to broadcast advertising, he said that could not be even estimated, but in terms of employment, what would happen "if the hundreds of products that have been introduced since it's become possible to reach into a home" were denied access to radio.
ATTEND to saddle American Broadcasting-Paramount Theatres Inc. directors with the burden of anti-trust violations of Paramount Pictures Inc. The suit was approved by Leonard H. Goldenson, president of United Paramount Theatres Inc., last week at the FCC hearing on the proposed merger of UPT with the American Broadcasting Co.

Two-day cross-examination of Mr. Goldenson was marked by acrimonious exchanges between DuMont Counsel Morton R. Galane and UPT Counsel Duke M. Patrick.

FCC hearings were recessed until April 14, following the completion of Mr. Goldenson’s cross-examination. When they resume, the following schedule of witnesses will be followed:

1. Gordon Brown, owner of WSAY Rochester, N. Y., and long-time foe of networks, will appear as a public witness to oppose the merger.

2. DuMont officials will appear in rebuttal to the testimony favoring the merger.

3. Witnesses in the issue concerning the transfer of Paramount Pictures, half-interest in WSBM New Orleans to UPT will be heard.

4. Cross-examination by FCC Counsel Frederick W. Red of Paramount Pictures, UPT directors concerning specific theatre acquisitions will be undertaken.

Denies Responsibility

Denial that the responsibility of Paramount Pictures anti-trust violations can be laid to AB-PT executives was made by Mr. Goldenson on the grounds of the 18 AB-PT directors ever had anything to do with the producing company. They were, he said, himself, John H. Blank, Walter W. Gross, Robert H. O’Brien, Robert W. Willy.

Of the other 12 directors, five of them will come from ABC, Mr. Goldenson pointed out. They are Edward J. Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinckley, Owen D. Young.


ABC "will have prudent business practices because of the men who are operating that business," Mr. Goldenson said. "Mr. Kintner is president and will continue to be president of the American Broadcasting division. He is subject to the control of the board of directors, composed of seven who are independent and had no previous connections with Paramount Pictures base aboard for military use associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc. "It is and has been our desire to operate our business in the spirit and in the principles laid down in the Paramount [the consent decree]." Mr. Goldenson said. "We have given this principle to the management operating these respective businesses—whether they be theatres or whether they be the American Broadcasting division. . . ."

During his cross-examination, Mr. Goldenson was asked how the value of $14.70 per ABC share was arrived at when the broadcast division was said to have a potential of about five times its book value.

In answers regarding the future of radio and TV, Mr. Goldenson said:

"I think the real vitality in the future of TV is in live broadcasting. TV has the opportunity to do things I do not think any other medium has. It is unlike the stage, it is unlike motion pictures, it is unlike radio. I think it has the potential of getting behind the scenes, such as the Kefauver hearings, indicated, such as MacArthur arriving in San Francisco, and things of this sort."

The future of radio is still bright, Mr. Goldenson declared. He repeated what he had said in his direct testimony—that there are radio stations in automobiles, that there are multiple receivers in homes, that people can listen to the radio while doing other things.

"Radio, by pinpointing itself to its particular markets, in my opinion, can develop a great vitality and serve a great need which TV cannot serve," he said.

"I find that a great number of people who formerly watched TV to a great extent are now shifting back to radio when they want to read magazines or books. They may want to do other things in the home and they may be listening to the radio while they are doing these other things."

Is it possible that TV will grow to such an extent that the broadcast division will contribute more to the company’s earnings than theatres, Mr. Goldenson was asked by Mr. Ford. He answered that that is possible.

In the course of his testimony, DuMont counsel’s position that the capital strength of the merged company would leave DuMont trailing a "bad fourth" among TV networks, prompted Sen. Leo R. Resnick was prompted to remark:

"I am not prepared to say that leaving DuMont a bad fourth has no effect on the competitive situation. DuMont does appear to be the remaining unmarried sister in the family of four and is objecting to the engagement of the American Broadcasting Co."

Recommendation that the FCC look into the question of whether the proposed merger of ABC and DuMont would be approved by the Senate. Benjamin F. Ford, counsel for the DuMont, challenged the merger under the Paramount consent decree, which forbade the combination of producers and exhibitors, was made last week in a letter to FCC Chairman Paul A. Walker by the American Civil Liberties Union. The ACLU has had an observer at all the hearing sessions.

On the other hand, the ACLU also recommended that the Commission consider whether approval of the merger would strengthen ABC to the point that it could compete with the two dominant networks [NBC and CBS] and thus enlarge the area of diversification.

Zenith on ABC

ZENITH Hearing Aid Division of Zenith Radio Corp., Chicago, will sponsor 10 minutes of Monday morning's ABC news program "This Week." The program will begin at 9:30 a.m., Sunday from April 20 through BBDO, same city. Show is broadcast for 15 minutes weekly at a different time for each zone. Seeman and Seeman, Wick, sponsors opening five minutes.

ABC-UP MERGER

Hearings Recessed

LARGELY on the strength of vigorous military support and radio’s effectiveness in piercing the Iron Curtain, the Voice of America could be a financially stronger operation after July 1.

A glowing testimonial to the "enormous benefit" of U. S. transmitter bases abroad for military use associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc. "It is and has been our desire to operate our business in the spirit and in the principles laid down in the Paramount [the consent decree]." Mr. Goldenson said. "We have given this principle to the management operating these respective businesses—whether they be theatres or whether they be the American Broadcasting division . . . ."

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HOPE TO CONSOLIDATE FILM STANDARDIZATION

INDUSTRYWIDE action by technical groups to bring all TV film standardization studies under one roof to be started by joint committee created under NARTB auspices.

Move started by NARTB Recording and Reproducing Industries Committee, set for last week with Neil Naughton, NARTB engineering director, as chairman. Inactive several years, committee studies during last decade ended confusion in disc and tape recording by setting up uniform standards. Proposed changes in these standards based on practical use will be considered by committee.

Film standards, both optical and sound, now being worked out piecemeal by Institute of Radio Engineers, Society of Motion Picture and Television Engineers, Radio-Television Manufacturers Assn. and NARTB. Work is to be correlated and results analyzed on systematic basis.

NARTB group has created two new subcommittees covering disc and magnetic recording. Heading disc subcommittee is K. R. Smith, Allied Record Mfg. Co. Topics to be studied include types of pressings, fine grooves, speeds and reference discs.

W. Earl Stewart, RCA-Victor division, heads magnetic subcommittee. Topics cover timing limits, frequency response at different speeds, noise characteristics, reference tape, half-track recording and signal-to-noise ratio.

THEATRE TV PLANS

REQUEST for information on plans for common carrier facilities for theatre TV was asked of AT&T, Western Union and Independent Telephone Assn. in letter from FCC last Thursday. Identical letters asked that following information be worked up for presentation at hearing, scheduled for May 5: (1) Existing or planned intercity TV links; (2) new development of broadband transmissions; (3) ability of common carriers to expand TV networks to provide for theatre TV requirements; (4) experiences in providing theatre-TV services; and (5) intracity plans for theatre-TV pickups and remote pickup facilities.

CIVIL LIBERTIES COMPLAINT

QUESTION of black listing in radio-TV because of alleged associations or beliefs will be put up to FCC in complaint to be filed this week by American Civil Liberties Union, citing specific persons, stations, and networks. Complaint, being prepared last week, is based on radio-TV blacklisting report made for ACLU by Merle Miller and being published Wednesday by Doubleday & Co. as book titled The Judges and the Judged.

WESTERN UNION REPORT

WESTERN UNION Telegraph Co. reported Friday February gross revenue of $16,675,219, amounting to net of $245,164 after provision of $309,000 federal income taxes, as compared to February 1951 gross of $15,314,285 with net of $471,497 after $264,000 for taxes. Revenues for first two months this year totaled $34,318,586—increase of $2,552,596 or eight per cent over comparable period last year—resulting net of $588,712 after provision of $767,000 for taxes.

50¢ ON RCA COMMON

FIFTY CENTS dividend on RCA common stock, payable May 29 to holders as of April 18 close, was declared by RCA board Friday. Dividend of 87¢ per share was voted for April 1-30 period on first preferred stock, payable July 1 to holders as of June 9.

Business Briefly

(Continued from page 5)

8 to 10 p.m. Kenyon & Eckhardt, New York, is agency appointed to plan and prepare show.

HOPALONG ON RADIO • General Baking Co. retained his radio broadcasts through BBDO, same city, under the same contract, to be included in the half-hour radio version of Hopalong Cassidy, once a week in number of non-TV markets.

JELKE CONSIDERS RADIO • John F. Jelke Co. (Jelke margarine), division of Lever Bros., New York, through its newly appointed agency, Hewitt, Ogilvy, Benson & Mather, New York, understood to be considering quarter-hour radio show five times weekly on spot basis.

KORDOL NAMES JONES • Kordol Corp. of America, N. Y., has appointed Duane Jones Co., N. Y., to handle Dordolin, drug product to relieve arthritic and rheumatic pains. Newspapers, radio and TV spots will be used.

TODAY SPONSOR • Mystic Foam Corp. (rug and woodwork cleaners), Cleveland, to sponsor 5:15-5:20 a.m. Wednesday segment of NBC-TV's daily Today, starting this week. Agency: Carpenter, Cleveland.

‘VOICE’ FUNDS AXED

IN SHARP reversal, House late Friday axed funds for State Dept. Voice of America and other activities. Chamber deleted $20.5 million for five new overseas stations and two sea-borne projects, and pared information budget from $183 million to $86.5 million, including VOA broadcast money. (See early story page 105.)

KENYON & ECKHARDT SHIFTS

IN REALIGNMENT of copy department at Kenyon & Eckhardt, N. Y., Garth Montgomery, vice president in charge of radio and TV, moves to copy department as one of its superintendents, at compensation and with Leslie Munro and Howard Wilson, who were appointed vice presidents last week. Meanwhile, Werner Michel will become acting director of radio-TV department until another appointment is made.

HICKERSON AGENCY

J. M. Hickerson, who resigned from presidency of Albert Frank-Guenther law last month, reestablishing his own agency, J. M. Hickerson Inc., at 270 Park Avenue in New York, as a creative copy agency with efforts directed at hard selling campaigns.

PEOPLE...

DONALD A. NORMAN, KBNH (TV) Hollywood sales manager, appointed manager to succeed Thomas B. McFadden, new director of NBC National Spots Sales (see story, page 29). James M. C. Seward, independent station owner, was appointed to succeed Mr. Norman. Associated with NBC since 1945, Mr. Norman has been spot sales manager for western division, account executive in national spot sales, and sales director of WNBC and WNBT (TV) New York before being named KBNH sales manager in July 1950. Previously, he was field supervisor for A. C. Nielsen Co. and, before that, with Standard Brands for four years.

EUGENE KATZ, executive vice president of KATZ agency, station representative, to talk on film programming needs of local video outlets at Film Council's quarterly forum, to be held in New York Wednesday.

CAROLYN BURKE, NBC's only woman TV producer, to speak on integrating film in live shows, and Dr. A. N. GOLDSMITH, RCA chief psychologist, to present trends in consumer TV. Entire agenda of day-long forum, to be held in Warwick hotel, will be keyed to TV problems.

GEORGE DIRADO, formerly with Raytheon Co., Watham, Mass., appointed assistant to president of CBS-Columbia Inc. to succeed Mort Barron, recently appointed assistant sales manager.

JOSEP C. DINE, director of NBC press department, has been appointed director of public relations of Ziv Television Programs Inc. John Sine, Ziv president, announced in a statement for publication today. Mr. Dine joined NBC six years ago. His successor at NBC has not been named.

O'NEIL, WHITE TO BE AT GENERAL TIRE EXHIBIT

THOMAS F. O'NEIL, General Tire & Rubber Co. vice president, president of Lee Enterprises and chairman of MBS, and Frank K. White, MBS president, are scheduled to be present at General Tire's elaborate exhibit in Statler Hotel this week, which will be called "William O'Neil Day" honoring General Tire president. Exhibit shows various products and interests of General Tire, parent company of Lee Enterprises, and MBS, and WOR divisions—and 58% owner of MBS. Radio-TV properties and interests occupy first spot inside exhibition floor. Hidden TV camera picks up exhibits at this show, relays picture to large TV receiver at one end of radio-TV display. Washington is first city to see exhibition. After April 16 it will probably go to Akron. General Tire headquarters.

EDUCATIONAL SERIES

INSIDE OUR SCHOOLS, educational series produced by local stations with Life magazine and currently on WNBC and WNBT (TV) New York after having been on WHAS-TV Louisville, WRGB-TV Schenectady, and KSD-TV St. Louis, to be shown in following schedules: WEWS-TV Cleveland, Friday to end of school year; WDTV (TV) Pittsburgh, April 27 to May 3; WJBK-TV Detroit April 3 to school year's end; WNBT (TV) Chicago, April 28 to May 9, and WCPO-TV Cincinnati, May 5-11. Other stations to focus on local schools at dates to be announced, including KBNH (TV) Los Angeles, WPTZ-TV Philadelphia, WSPD-TV Toledo, WTOP-TV Washington and WLWD-TV Dayton.

BROADCASTING • Telecasting
"IN THE HEART OF AMERICA...

It's The

KMBC
KF RM

Team and It's

Wholehearted"

7½ MILLION "HANDS HIGH"...

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million "hands high." Why 7½ million? Because that is the number of hands on the 3½ million people living within the half millivolt contour of The Team—and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes "CBS for the Heart of America" and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Namesakes of a voice . . .

And they're all real—the thoroughbred West Highland White Terrier duly registered with the American Kennel Club as "Lady Laura"; the baby "Laura" who arrived a few hours ahead of schedule while her parents tuned in WWJ to while away anxious moments futilely waiting for a cab to take them to a hospital; the Flushing, Michigan, farmer who listened nightly and showed his appreciation by naming the queen of his dairy herd "Laura Heifer".

Real, too, are the thousands of 2:05-6:00 A.M. listeners to "Lovingly Yours, Laura". You can reach those thousands at surprisingly low cost.

Ask any Hollingbery man.