A revolutionary new concept of TV programming. Full length, original Broadway plays on television...the same complete hit play—live—for five consecutive nights, Monday thru Friday...starting April 14.
Go where there's GROWTH... go WHAS!

The WHAS-Market is a balanced market... and getting BIGGER... in a healthy way.

FARM RECEIPTS UP 22%
In its region, Kentucky's 632 million dollars ranked second only to Texas in cash farm income last year. Kentucky has more cattle than any other South-eastern state, and the value per head is the highest in this area of the nation. Kentucky leads the U.S.A. in rise of land value over pre-war level; and crops in 1951 showed an increase of 24%.

35 TOTALLY NEW INDUSTRIES LOCATED IN KENTUCKY IN 1951
Industrial development in Kentucky last year produced nearly 26,000 new jobs, and added more than 1 billion dollars in invested capital. When the new plants go into operation, they will add 80 million dollars to the annual industrial payroll of the state.

No other station—or group of stations in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night. (Benson and Benson Diary Study, November, December, 1951)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
HE WINS 'EM ALL THAT'S THE PROOF!
CLEVELAND'S NO. 1 DISC JOCKEY
BILL GORDON

It isn't what other local stations CLAIM...it's what Cleveland listeners KNOW...that really counts! There can only be ONE Number ONE...and he's it! He has the awards...the listeners...the advertisers...to prove it! And, with WHK's 5,000-watt coverage of 17 counties and ONE MILLION radio families...WHAT A BUY!

WHK CLEVELAND
Represented by Headley-Reed Company

1951 Winner Cleveland Plain Dealer Radio Poll
1951 Double Winner Cleveland Press Radio Poll
1951 A.F.R.A. Award Winner

products sponsored on

WGAL-TV LANCASTER, PA.

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming sales favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV gets quick results in this flourishing market. It carries top shows from four networks... NBC, CBS, ABC and DuMont. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

A Steinman Station • Clair R. McCullough, President

Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
CLOSED CIRCUIT

WILL PRESIDENT TRUMAN become radio-TV personality after he retires next January? There are folks interested in retaining him as commentator on public affairs and he soon may be getting bid. Thus he might follow in footsteps of his daughter whose $100,000 contract makes her just about highest paid of "first year" performers in show business annals.

HOW MANY hearings will be entailed in FCC TV proceedings? It's anybody's guess but best judgment is there will be hearings involving every city of 50,000 or more having VHF assignments.

WITH FCC hard pressed because of lack of appropriations, indications are that most of hearings stemming from final TV allocations will be held in Washington. That's because FCC has limited travel expense and cannot send its task forces into field in sufficient numbers to cope with problems ahead.

LOOK FOR APPOINTMENT of Clayton B. Fritchey, civilian chief of Office of Public Information, Dept. of Defense, as public relations consultant to Democratic National Committee.

INDICATION of tribulations stemming from 1,000 ft. antenna height limitation placed on stations in new TV Zone 1 (See Page 23) is plight of WBEN-TV Buffalo. Station last year got grant for 1,000-ft. tower, bought land and erected transmitter building 20 miles out, spending about $200,000. Tower is ready, but would put antenna about 1,200 ft. above average terrain. Thus, Channel 4 station must reduce 100 kw maximum permitted power about one-third. Or it might lose off 200 ft. from tower. Alternative would be to move proposed tower to another site, and lose vast investment made in good faith.

NEAREST big-league entries in TV film syndication field expected to be Call of the Yukon and The Green Hornet, properties of Trendle-Campbell, now syndicated for radio. Programs, in pilot film, are being produced by Jack Certak at Apex in Hollywood under direction of George Trendle and H. Allen Campbell.

AMONG FIRST citizens to be served with advance copies of final TV allocation (in addition to press) were all members of Senate and House Interstate Commerce Committees in which communications legislation originates.

WITHIN week, members of American Television Society and Radio Executives Club of New York will receive ballots on which to vote for or against merger of two organizations. If approved, new organization, as yet unnamed, will start functioning with opening of 1952-53 fall-winter-spring season next October.

SUGGESTIONS for name for proposed com- (Continued on page 6)

BROADCASTING • Telecasting

TV HEARING STATUS DEFINED BY FCC

TV APPLICANTS for following cities, who have been in hearing status since before the imposition of freeze Sept. 20, 1948, are being removed from hearing status today in line with decision of Commission in final TV report.

Hearings begun — Boston, Providence, San Francisco, Cleveland, Detroit, Cincinnati, Reading, Philadelphia, Harrisburg, Milwaukee, Allentown - Bethlehem, Atlantic City, San Diego.

Hearings designated, dates set, but never begun—Hartford, Atlanta, Fall River, Miami, Kansas City, St. Louis, Albany (N. Y.), Charlotte, Akron, Youngstown, Pittsburgh, Wilkes-Barre, York (Pa.), Dallas.


WJBK POWER BOOST

ANNOUNCEMENT will soon be made by FCC of approval of grant to WJBK Detroit to change frequency from 1490 kc to 1660 kc and boost power from 250 w to 10 kw day, 5 kw night, directional antennas night and day, thus ending four-year-old case. Fort Industry station's move is predicated on similar move by WABJ Adrian, Mich., from 1500 kc to 1490 kc and from 250 w daytime, to 250 w fulltime, also to be approved by FCC. Among 10 stations involved in case, which went through hearings and oral argument, were KSTP Minneapolis-St. Paul and WTOP Washington. Exempt for initial time last year proposed to make grant, but exceptions were taken by FCC's Broadcast Bureau. WJBK's directional antenna will have eight towers.

BUSINESS BRIEFLY

WILDROOT LOOKING • Wildroot Co., N. Y., contemplating spot announcement radio campaign on West Coast. Availability is being lined up with final decision expected next week. Agency, BBDO, New York.

SERUTAN ADDS • Serutan Co., N. Y. (Serutan Gertol), to air its DuMont Network Battle of the Ages (Tues., 9:9:30 p.m. EST) on 12 stations with addition of WTLY (TV) Miami and KING-TV Seattle. Agency, Franklin Bruck Adv., N. Y.

CIGAR APPOINTMENT • La Primadora Cigar Corp., N. Y., names Monroe Greenthall, same city, as advertising agency.

AGENCY NAMED • Rilling Dermetics Co., N. Y., manufacturer of cosmetics, names Ruthrauff & Ryan, same city, to handle advertising, effective May 1.

WAFFLE CORP. SPOTS • Waffle Corp. of America, Philadelphia (frozen waffle mix), through J. M. Con Co. there, preparing radio and TV chainbreak campaign starting April 29 for 13 weeks in half-dosen markets.

POPSICLE DISCS • Joe Lowe Co., N. Y. (Popsicles), placing five-minute transcribed show featuring Buster Crabbe adjacent to network and local children's shows, on local station basis. Agency, Blaine-Thompson, N. Y.

SINGER IN TEXAS • Singer Sewing Machine Co. extending radio spot campaign to Texas, in cooperation with dealers. Agency, Young & Rubicam, N. Y.

AGENCY NAMED • Delaware Valley Dairy Inc., Trenton, names N. W. Ayer & Son to handle advertising. Firm distributes Sealtest products and is National Dairy subsidiary.

Liberty Seeks Last-Minute Court Relief

LIBERTY Broadcasting System slated to go into Chicago Federal District Court this morning (Monday) in effort to preserve its network structure and its major feature, baseball broadcasts. Amending its original complaint charging restraint of trade against 19 major league ball clubs, Liberty attorneys Friday filed complaint naming Western Union as co-defendant. It charges illegality on part of leagues and member clubs and Western Union, with which American and National Leagues have had contracts since 1943, paying $24,000 each year.

"According to contractual terms, clubs can control parties using Western Union wire lines from parks, complaint alleges. Liberty says Western Union is licensed as common carrier under terms of Communications Act, which provides that facilities must be unrestricted and available to anyone. Amended complaint therefore charges illegal contract terms and petitions for temporary restraining order permitting Liberty to participate in baseball season which starts Tuesday.

Liberty's plan, if relief is granted by Judge John P. Barnes, is to carry live broadcasts of Brooklyn Dodgers and Chicago White Sox, with which it has contracts, and to recreate top games of other teams in both leagues. Only remaining team not included in either category is Cincinnati Reds, expected to "go along with live broadcasts".

Liberty's main objective is to prolong suit with temporary restraining order followed by temporary injunction, latter remaining effective until outcome of conspiracy hearings. Network reportedly faces possible loss of many affiliates who signed originally for ball games.

for more AT DEADLINE turn page

April 14, 1952 • Page 5
REYNOLDS, GENERAL TIRE TO CO-SPONSOR DRAMAS

R. J. REYNOLDS TOBACCO Co. has signed for co-sponsorship, with General Tire & Rubber Co., of WOR-TV New York's new Broadway TV Theatre, which starting tonight (Monday) will present full-length Broadway dramatic successes, each of which will be carried five consecutive evenings [BWT, March 31].

This week's show is "The Trial of Mary Dugan," and will be seen at 7:30 p.m. Monday, Tuesday, Thursday and Friday and at 8 p.m. on Wednesday, featuring Ann Dvorak and Vinton Hayworth. Other Broadway, hits have been lined up for showing in successive weeks.

Reynolds, sponsoring for its Cavalier cigarettes, and General Tire & Rubber will alternate in taking first 45 minutes of each show. Move to present same show on consecutive nights is part of a general program strengthening which has been in progress since General Tire became major stockholder of WOR radio and TV properties early this year.


EDUCATORS HAIL THAW

JOINT Committee on Educational TV hailed educational reservations included in FCC's final order unthawing the TV freeze released today. Statements were issued by Ralph Stetler, executive director of JCEF, and following educators: Dr. Edgar Fuller, chairman of JCEF; President David Henry of Wayne U., vice chairman of JCEF; President Arthur S. Adams of American Council on Education; William E. Givens, executive secretary of National Education Assn.; Seymour J. Siegel, president, National Assn. of Educational Broadcasters; Belmont Farley, National Education Assn. representative on JCEF; James H. Denison of Michigan State College, representing land grant colleges and universities on JCEF; Dr. A. N. Jorgenen, president, U. of Connecticut.

POWER OF SPOT SHOWN

ADVANTAGES of spot broadcasting as advertising to be shown in presentation by National Assn. of Radio & Television Station Representatives, slated for preview tomorrow (Tuesday) before business press in New York. Tom Flanagan, NARTSR general manager, will handle presentation following luncheon at Blitmore Hotel.

ADMIRAL SALES HOLD UP

INTEREST in political conventions will bring Admiral Corp.'s sales of radio and TV sets in first half of 1952 to about same level as last year, President Ross D. Siragusa said in Chicago at annual stockholders meeting. Admiral is sponsoring both conventions on ABC-AM-TV.

TWO NBC RADIO PROJECTS

NBC RADIO believed interested in new show, just auditioned, titled Meet Your Match, featuring Jan Murray. Network has taped another new program, Word by Woolley, quarter-hour show featuring Monty Woolley.

In this issue—

The freeze is thawed; 2,063 TV stations assigned to 1,291 communities in the FCC's Sixth Report and Order. Of these, 242—of which 80 are VHF—are reserved for non-commercial educational use. Main story and highlights of the report. Page 23. Communications between new allocations and those proposed a year ago in the Third Report are on Page 94. Full text of the report is published in the special Part II of this issue. Procedures to be followed by applicants, now that TV is opened for business nationwide, are described in detail on Page 65. Concurring opinion of Comr. Webster and dissents of Comrs. Jones and Henock on Page 24.

House version of the Senate-passed McFarland Bill, first piece of basic legislation affecting broadcasting to get this far in Congress since the Communications Act was passed in 1934, is exposed in detail. Some of its provisions give the FCC authority in such areas as ownership, but it now has or claims Page 25.

Manhattan Soap drops high-rated TV program to put the money into spot radio. It's only one of several big moves by sponsors reported in the week. Page 29.

Edgar Kobak is named president of the Advertising Research Foundation which is off to a well-heeled start on several vital projects. Page 27.

American Civil Liberties Union seeks full-dress FCC investigation of blacklisting in radio and television, charges four networks and two stations with allegedly discriminating against specific performers. Page 25.

U.S. Census Bureau issues first statewide report of radio and TV circulation in 1950. It's for Delaware and it shows that radio saturation rose from 87% in 1940 to 96.2% in 1950. Page 27.

Sen. Hubert Humphrey wants to remove from tax deductions the cost of institutional advertising that expresses political attitudes. He'll probably have a fight on his hands. Page 31.

One of the biggest headaches of the TV film industry is undercapitalization, but generally the future for the industry looks promising. Here's a report on a meeting of the National Television Film Council in New York. Page 66.

Edward J. Noble says there won't be any more radio rate cuts at ABC this year. Page 44.

Ohio State U. Institute for Education by Radio-Television announces 16th batch of broadcasting awards. Page 44.

Upcoming

April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Educational Television, Deshler-Wellicott Hotel, Columbus, Ohio.
April 19: Ohio Assn. of Radio News Editors, Deshler-Wellicott Hotel, Columbus, Ohio. (Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

bined ATS-REC range from American Radio & Television Society (ARTS) to Radio & Television Executives (RATE), affording members opportunity offered by broadcast media for choosing either creative or commercial path to success.

IN ANTICIPATION of big business in TV, more than one top FCC lawyer (as well as engineer) contemplating hanging out shingle or being imported to join existing firms. Half-dozen lawyers have left in recent weeks.

ANOTHER manifestation of anticipated TV business seen in splitting up of both law and engineering firms. So far there has been one in each field, while engineers, who have been in government or non-radio-TV practice during lean period of freeze, are re-establishing themselves in broadcast operations.

WHILE entire FCC was working overtime to meet its April 14 deadline on final TV allocations, Commons worked practically around the clock in writing his voluminous dissent protesting overall allocations. For several weeks, he took 15 minutes for desk lunch and kept away from telephones.

NBC ARRANGES SERIES OF RADIO WORKSHOPS

PLANS for four radio promotion-press-merchandising meetings when NBC network officials and affiliated stations, with first to be held in New York's Waldorf-Astoria May 1-2, announced Friday by Jacob A. Evans, NBC radio advertising and promotion manager.

Other two-day meetings "to effect a closer liaison and mutual understanding" between station officials, promotion and publicity managers and their network prototypes—to be held in Chicago, May 9-10; New Orleans, May 9-10; and Hollywood, May 12-13.

All workshops to follow same format: First day, station heads to hear of network sales, promotion, merchandising, publicity, exploitation, news and research operations, plus general network plans for rest of year. Second day, network officials and station heads to discuss means for affiliates' maximum use of those network plans. Then station members to have closed session, followed by network-station meeting for further discussion.

Network officials to participate in New York workshop include: Joseph H. McConnell, NBC president; John K. Herbert, vice president of Radio Network Sales; Charles C. Barry, vice president of Radio Network programs; William F. Brooks, vice president of public relations; Sydney H. Elges, vice president of press and information; Mr. Evans; Clyde L. Clem, radio audience promotion supervisor; Fred N. Dodge, merchandising director; Henry Casidy, Light program director; Andy; M. Beville Jr., plans and research director; and Fred Shaw, radio station relations manager.

LORILLARD CHANGES

P. LORILLARD Co. (Old Gold cigarettes), replacing its 8-9 p.m. portion of "Stop the Music," a TV program, with "Chance of a Lifetime," starring Dennis James, beginning May 1. Agency is Lennen & Mitchell, N. Y. ABC-TV planning to continue 8-9:30 p.m. trial of "Women of the Year" on "Circus of the Stars.

for more AT DEADLINE see page 98

BROADCASTING • Telecasing
These Accounts Know...

and year after year, more
national advertisers learn...

for Successful Summer Selling in Worcester
Use Independent WNEB!

You're in Good Company on WNEB!

The 45 National accounts
listed used WNEB during
June, July or August, 1951
... a 36% increase over
1950!

Some of the above accounts
have been with WNEB for
5 consecutive summers!

Yes, there's a trend to WNEB
—for reasons why—for rat-
ings and rates—call in our
representative today.

WORCESTER
MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.
Let WGST handle your sales problem in the Atlanta market. 28 years of successful selling in this steadily growing area coupled with the top ABC and local shows PLUS high-powered merchandising support PLUS complete market coverage make WGST your sales tool to gain distribution and consumer acceptance. Get the full story on Atlanta's favorite station by contacting WGST or our national representatives.
In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.

2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.
2,300 INDEPENDENT DRUGGISTS
PUSH WFIL-ADVERTISED PRODUCTS

An exclusive arrangement with the Philadelphia Association of Retail Druggists and its affiliates now makes WFIL "the voice of the independent druggist" in the heart of this rich coverage area. Here's a tailor-made plan for you to cash in on full co-operation by 2,300 druggists who account for 75 per cent of Philadelphia's retail drug volume. Here's a plan which once again gives a head start in merchandising to WFIL advertisers!

DISPLAYS!
Each week a different product will be featured on an eye-catching WFIL Spotlight Drug display set up in PARD member stores. This tremendous point-of-sale impact can be yours—exclusively—for seven days!

RADIO JACKPOT!
A daily telephone jackpot quiz is featured on the PARD-sponsored Skip Dawes disc jockey show. Cash awards go to consumers who can answer a question on the Spotlight Drug of the week, and to the druggist who submitted the winner's entry blank. A sure-fire gimmick to pull customers to your display.

DIRECT MAIL!
The Spotlight Drug of the week is promoted through PARD direct-mail product notices to members in Philadelphia and seven neighboring counties. WFIL designates the product with PARD's prior approval.

EFFECTIVE SPOTS!
Any WFIL-advertised drug product which uses the equivalent of six minute spots a week for 13 weeks is eligible for the Spotlight Drug promotion. When you schedule WFIL you hit hard in an area with 6,800,000 people and more than $9 billion in buying power.

FOR FULL DETAILS CONSULT
Food Fair, one of the nation's leading supermarket chains, has made a special co-operative agreement with WFIL covering its Philadelphia-area stores. Now WFIL can offer advertisers valuable point-of-sale merchandising and a strong tie-in with a successful women's show. You'll reach an estimated 500,000 shoppers at point-of-sale each week under this plan. Here's another example of how WFIL leads Philadelphia radio stations in merchandising sponsors' products.

DISPLAYS!
Special merchandise displays for qualifying WFIL advertisers will be erected each week in 35 busy Food Fair markets. A different advertiser will be featured every seven days on these attractively-designed displays. It's an ideal way to put your product in position where it can't be missed by a half-million shoppers!

POINT-OF-SALE CO-OPERATION!
Wherever possible, Food Fair will use point-of-sale and other display material prepared and furnished by the advertiser. This is a worthwhile plus to the basic merchandising plan—a plan that's worth real money to every food advertiser.

COVERAGE IN 35 SUPERMARKETS!
Food Fair is one of the three leading supermarket chains in Philadelphia. You cover these markets by taking part in WFIL's merchandising plan: Philadelphia, Trenton, Chester, Wilmington, Atlantic City, Coatesville, Bryn Mawr, Jenkintown, Norristown, Camden, Collingswood, Vineland.

PARTICIPATION!
WFIL's Spotlight Foods Service is available to advertisers who buy three or more participations a week in the popular Mary Jones Show, for a minimum of 13 weeks. This show has proven pulling and selling power throughout the 14-County Philadelphia Retail Trading Area, where WFIL's voice is strongest.

THE KATZ AGENCY OR WFIL

BROADCASTING • Teletcasting
April 14, 1952 • Page 11
He's a chimpanzee. To monkeys and chimpanzees that makes a lot of difference.

Similarly, all radio stations are radio stations . . . but there are some very important differences.

Take KOMA for example. We look, sound and act like most quality radio operations, but the difference is personality! Oklahomans have an affection for KOMA that has been carefully nurtured through years of public service by our farm, special events, marketing and charities departments. They trust KOMA . . . so can you.

KOMA

50,000 WATTS • CBS RADIO

J. J. BERNARD  Vice-President and General Manager
Obviously OUTSTANDING...

Caterpillar Pay To 28,000 Tops $2 Million Weekly

Proof again that the prosperous Peoriarea market is a must on your market list! One industry with 28,000 employees earning over $2 million each week—that's mass buying power . . . and when you add the $30 million that Caterpillar spent last year among 439 Peoriarea merchants for products ranging from peanuts to industrial cranes . . . and look at Peoriarea's many other industries and its rich agricultural market . . . you can see that PROSPEROUS must be capitalized to describe the Peoriarea market.

WMBD Dominates the Rich Peoriarea Market

WMBD, the mass medium for Peoriarea, reaches and sells more of these people than any other radio station in the area. Advertisers use WMBD to tell their story beginning at 5:35 in the morning and don't stop until after 11:15 at night. Their commercial messages are beamed to the rich PROSPEROUS Peoriarea "mass buying power" . . . the sales results prove it!

WMBD—THE NO. 1 STATION IN THE MIDWEST'S NO. 1 TEST MARKET

See Free & Peters...

April 14, 1952 • Page 13

BEAT

PAUL J. BASINGER, executive vice president, McGiveran-Child Co., Chicago, has purchased complete stock from MILTON J. KLEE, president, who is no longer associated with firm.

CHARLES L. MOSS to staff of Walter J. Klein Co., Charlotte, N. C.

EDGAR WILBORN to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of copy staff.

ROBERT CLEAR, Young & Rubicam, N. Y., to Doherty, Clifford & Shenfield, that city, in radio-TV department.

DUDLEY N. ROCKWELL to Fuller & Smith & Ross, Chicago, as account executive, from Dallas Jones Productions, same city, where he was account executive-sales manager.

HENRY J. SENNE has purchased controlling interest in Roberts & MacAviniche, Chicago. Name will change to Roberts, MacAviniche & Senne.


JACK K. CARVER returns to traffic department, Hazard Adv., N. Y., after serving 17 months with U. S. Infantry.


WILLIAM R. CLAXTON, formerly with Lambert & Feaseley and Ruthrauff & Ryan, both N. Y., to Harry B. Cohen Adv., N. Y., as art director.

JACK KADUSON, William H. Weintraub & Co., N. Y., to Roy S. Durstine, same city, as member of executive staff.

DON C. JOHNSON, account executive, BBDO L. A., to sales staff, Reuben H. Donnelley Corp., that city.

RALPH R. LEDDER, advertising manager, W. & J. Sloane, Beverly Hills, to Walter McCrery Inc., that city, as account executive.

CRAIG MAUDSLEY, owner, Craig Maudsley Adv., Seattle, resigned as president and disposed of all interests in Maudsley-Miller Inc., Hollywood.

J. C. BALSON, director of media, Vickers & Benson Ltd., Toronto, to same position with McKim Adv. Ltd., that city.

LAURENCE E. DAVIDSON joins Botsford, Constantine & Gardner, Portland, as service-media assistant.

GENE STURM, WCCO Minneapolis, to Rand Adv., N. Y., as account executive.

GENE MASTERS, advertising manager, Denver Chemical Mfg. Co., N. Y., to Dowd, Redfield & Johnstone, N. Y., as assistant to EDMUND F. JOHNSTONE, executive vice president.

JULIUS HARBURGER, Warwick & Legler, N. Y., to copy staff of Pack Adv., that city.


MEDBERRY & BARTH, L. A., merges with CARSON-ROBERTS Inc., that city, with offices at 8811 Alden Drive under name CARSON-ROBERTS Inc. Telephone is Bradshaw 2-2719.

SID SLON, script editor, Ruthrauff & Ryan, N. Y., father of boy, April 7.

ED SHAPIRO Adv, Phila., moves to larger quarters in Fox Bldg., that city.

TED HAINES promoted to production manager, Adolph L. Bloch Adv., Portland. EARL GRAY joins agency as art director.
PARKROSE BUSINESS DISTRICT

Merging with part of Multnomah county's fine agricultural district, it is one of the leading shopping centers in the Portland area.

In community after community, people declare KGW is the "People's Choice"! This acceptance is no accident. More than 30 years of continuous operation plus diversified programming combine to make this pioneer station a dominant advertising medium without equal. Read what Portland area residents say about KGW and learn why you, too, will benefit by placing your copy on the station that delivers results!

COMMUNITY CIVIC LEADERS

Men such as these three community leaders in the Parkrose district say, "KGW is the leading station in the Portland area." With support from such well-known business leaders KGW can assure advertisers of the utmost in listener loyalty.
THESE PARKROSE PEOPLE HAIL KGW'S LEADERSHIP

DRUGGIST "The most productive advertising in Portland radio is KGW....the favorite in this area," states Douglas Densem, Parkrose Pharmacy.

BANK MANAGER "Definitely a good investment, whether you're a listener or have a product to sell in Portland radio," reports Arthur Damschen, manager, Parkrose branch of Portland Trust Bank.

CAREER GIRL "Prestige with local listeners makes KGW 't vents in our area," says Clara Johnson, Parkrose resident.

GROSER "The 'Silent Salesman' in the grocery business is Radio Station KGW...really the 'People's Choice' in my store," asserts Parkrose Grocer G. R. Silverthorne.

Parkrose
Where more than 60,000 people are influenced by KGW's "selling"...one of the most rapidly growing sections in the Portland area.

SCHOOL HEAD "KGW's educational value and long-range civic efforts have brought it a place of prominence in our community," according to Don Campbell, Parkrose Superintendent of Schools.

STUDENTS "Our favorite station and programs that attract ALL age groups. Truly the best in the Portland area," declares Parkrose High School Students Diane Mahoney and Jim Sheley.
Spot...


WILLIAMSON CANDY Co., Chicago, launching first TV spot campaign for Oh Henry candy bars. Schedule calls for one spot weekly on 20 stations through May. Agency: Aubrey, Finlay, Marley & Hodgson, same city.

J. C. ENO (CANADA), Toronto (proprietary), to sponsor transcribed I Was a Communist for the FBI on large number of Canadian stations. Agency: Atherton & Currier Inc., Toronto.

Network...

PURE OIL Co., Chicago, renews Pure Oil News Time on 32 NBC stations for 25 weeks Monday through Friday, 6-6:18 p.m. CST from April 28. Agency: Leo Burnett, Chicago.

DERBY FOODS, Chicago, began sponsorship of Sky King Theater on 26 NBC-TV stations April 18 on alternate Sundays, 4-7:45 p.m. CST. Show has been converted from AM to TV with use of specially filmed Westerns. Agency: Needham, Louis & Brophy, Chicago.

LOOZ PRODUCTS, L. A. (mfrs. dietary supplement), started Stewart Craig, health commentator, on 53 ABC Pacific and Mountain radio stations, Sat., 5:45-6 p.m. PST and Mon., 7:45-8 p.m. PST, for 13 weeks from April 5. Agency: Dean Simons Adv., that city.

Agency Appointments...

GLAMOUR PRODUCTS Inc., N. Y. (reducing aids), appoints Leonard Shane, N. Y. Radio and TV will be used. Account executive is RUDY RUDOLPH.

VENTURA COASTAL LEMON Co., Ventura, Calif. (lemon products growers), names Erwin, Wasey & Co., L. A.


EMERSON RADIO and PHONOGRAPH Corp., names Grey Adv., N. Y.

PEPSI-COLA BOTTLING Co., Portland, names Hal Short & Co., that city.

KITCHEN ART FOODS, Chicago, names Aubrey, Finlay, Marley & Hodgson, same city, to handle advertising on FY-O-MY mixes and other food products. Broadcast media are expected to be used.

COLONIAL DRAPEY and CURTAIN Corp., N. Y., appoints Wexon Co., that city.

DIXIE MILLS Co., East St. Louis, Ill., appoints Olan Adv., St. Louis. Radio will be used.

COCA-COLA BOTTLING Co. of N. Y. Inc., appoints Comstock & Co., Buffalo, for Western New York market areas. Extensive radio-TV campaign planned.

TEL-E-KING TELEVISION Corp., N. Y., appoints Monroe Greenhal Co., that city to promote company's newest TV receivers.

Adpeople...

F. I. MULLIN, region planning manager for eastern region of Sales Div., General Foods, N. Y., and C. E. CHRISTENSEN, same position for western region, named associate managers of sales promotion department. W. A. SCHEIBLE, supervisor of assignment and planning in sales promotion, appointed staff supervisor of sales planning.


FOR

Gruen

SPOT

PROGRAMS

MAKE

TELEVISION

TICK

they started with a good program and a sound idea


THE IDEA: Develop broad coverage for the program ... with stations only in markets they need ... on a Spot basis.

On a Spot basis, Gruen cleared good time in 35 hand-picked markets, including 29 hard-to-get one- and two-station markets. In all markets, Gruen got top picture quality ... thanks to film.

And thanks to Spot Program television, Gruen saves enough on time costs to take care of extra film prints, their handling, distribution.

What you can expect from Spot Program television is told in a new presentation, "A Better Approach to TV Advertising." A call to your Katz representative will bring it to your office. It shows why Gruen and other advertisers agree:

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22 • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

BROADCASTING • Telecasting

April 14, 1952 • Page 17
is a simple word... but Mr. Webster takes up half a column to tell its different meanings.

In this broadcasting business "FIRST" gets sort of overworked, too. Some stations enthusiastically claim to be first just because they are the oldest in the market. And other stations talk about the Number One network—also on the basis of grey hairs. We respect grey hairs (and have our share) but the Webster definition of FIRST that we want to talk about is FOREMOST.

**WTAX**

is first with the listeners with more audience than other Springfield stations combined (see HOOPER).

**WTAX**
is the first choice of Springfield advertisers—to the extent that spot availabilities have a habit of getting non-existent at times.

**WTAX**
is affiliated with CBS—which has more top-20 programs than the other three major networks combined—and ranks first with national advertisers as shown by an investment of 28% more dollars in 1951 than the next ranking network.

**WTAX**
is only 22 years old (not first in years we admit) but we won't weep over that. It's modern up-to-the-minute plant was constructed in 1947-48 and its equipment is unsurpassed. If you want to cover the Springfield market thoroughly and economically—the most listeners at the lowest cost to you—you will put WTAX on your list.

Open Mike

**Blue Chips in Demand**

**EDITOR**:
The March 31 issue of your publication has an article which has aroused considerable interest here. We're referring to the one entitled "How Leaders Play Their Blue Chips" starting on page 84.

May we have some extra copies of the article?...

Walter H. Hooper
Research Librarian
Brooks, Smith, French & Dorrance
Detroit

**Word to the Weiss**

**EDITOR**:
Last year during the early spring an article about Courtesy Motors of Chicago appeared in your publication.

Would it be possible for us to get a copy of this article? We are conducting a survey of the used-car market and were told that your article would be most helpful to us.

Sidney P. Weiss
William N. Scheer Adv.
Newark, N. J.

[EDITOR'S NOTE: The article which appeared in the Feb. 19, 1951, issue, has been forwarded to Mr. Weiss, and with it BROADCASTING • TELECASTING's new brochure of sales success stories, which includes several case histories of auto dealers.]

Nosegays

**EDITOR**:
... We are very appreciative of the fine coverage that BROADCASTING • TELECASTING has given the (FCC) hearings on ABC-United Paramount merger and your impartial treatment.

We are sure we are on the right side in this merger and we feel the business will be helped measurably. You will have played a big part in helping us get our case over....

Robert E. Kintner
President, ABC
New York

**EDITOR**:
One of the first things I read was your splendid editorial in the (March 31) issue in regard to radio card rates. It has been, and is, a wonderful thing for the radio industry that you are able and willing to be frank, outspoken and fearless in expressing your convictions about the broadcasting business' relations to government and its intra-mural problems...

T. F. Planagan
Managing Director
National Assn. of Radio and Television Station Representatives
New York

**Half-Time Activities**

**EDITOR**:
KINY Juneau, Alaska... believes it has recruited the youngest listener in history to basketball broadcasts. It all happened when the town of Wrangell, 140 miles south of the Alaskan capital, went on the air for the first time with a broadcast of the territorial high school basketball championship series. The play-by-play was carried by the Signal Corps' submarine cable to the Juneau transmitter...

Mrs. Robert Whickman, wife of the town clerk, was expecting a baby but didn't intend to miss the historic broadcast. When she was taken to the [Wrangell] hospital, her radio went with her. A considerate daughter arrived at half-time so that neither Mrs. Whickman nor her husband (who had been ordered away from his wife and the radio during the delivery) missed any of the broadcast.

Baby and team both did well, Wrangell sweeping the series in two straight games.

William J. Wagner
President
Alaska Broadcasting System
Seattle

Caught Napping

**EDITOR**:
... I believe the broadcasting industry was asleep at the switch when they allowed the New York legislature to put through a ban on such telecasting [of legislative hearings] without even making a fight of it. I am also confident that public opinion will be on our side of this question and the best way we can get that public opinion is to let them know that there is a real chance that such television opportunities may be withdrawn through legislative action...

Jack Harris
V. P., Gen. Mgr.
KPHC-AM-TV
Houston

**One of the Boys**

**EDITOR**:
My article on "The Service to be Expected from UHF" which appeared on page 146 of the March 31 issue of BROADCASTING • TELECASTING seems to have inspired some editorial interpretation which I would like an opportunity to correct at least comment upon.

The purpose of the article was to present an objective picture of the relationship between UHF and VHF. It was not my intention to (Continued on page 91)
MORE PEOPLE listen to WOAI than live in the city of DETROIT*

Detroit is the country's fifth city. We of the Southwest are proud of the industrial giant that is the motor capital of the Nation. We're proud, too, that WOAI serves the great Southwestern area with its 50,000 watt voice. Over 834,000 families listen to WOAI nighttime*—they listen—enjoy—buy!

WOAI IS THE MOST POWERFUL ADVERTISING INFLUENCE IN ONE OF THE NATION'S LEADING MARKETS

NBC — TGN
Represented Nationally by EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT

*Computed from I.M.B.—Study No. 2
KBKR Baker, Ore., is more than slightly proud of an advertising campaign which has won three awards in the past two years. The sponsor, Henry Levinger, owner of a Rexall Drug Store, is highly pleased, too. Gross business has increased more than 400% in the past five years and the store now reportedly is doing more business than all other eight stores in the county combined.

Planned and supervised by Milton L. Levy, KBKR advertising manager, the campaign consisted of a twice-weekly give-away show, a weekly remote broadcast, a prescription contest and a Christmas letter-writing contest for children. In addition, spots were used.

By dint of hard work, Mr. Levy was able to get more than 25 firms to assist with cooperative advertising for the Rexall campaign. Prizes won were the Highest Merit Certificate in the Oregon Advertising Club's Oregon Advertising Achievement Exposition; the Highest Merit Award in the Third Annual MacWilkins Memorial Award contest conducted by the Oregon Advertising Club, and a first prize from BAB in its "Radio Gets Results" contest.

In effect, the campaign has made of Mr. Levinger a "neighborhood druggist" for the entire county. His voice, heard throughout the remote broadcast, is a familiar one to listeners.

Mr. Levinger (1) and Mr. Levy hold the three awards.

This is what Mr. Levinger has to say about radio advertising: "During the last 20 years we have tried all types of advertising, direct by mail, newspaper and radio. We find for a small town such as ours with a good rural trading area, the radio is by far the most effective. "Before we concentrated on radio advertising we spent far too much time working out newspaper ads. We find that the radio is much simpler, more flexible and pulls better dollar-for-dollar of expenditure. "We continually 'scop' our competitors on promotions because of the speed with which we can get new items on the air. We believe changes in the programs are essential and are planning on many revisions to keep our listeners listening."

Mr. Levy reported that many radio stations and drug stores have made inquiries about his campaign.

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Way down west in North Carolina, the kids have their own idol of six-gun glamour. It's WBT's Fred Kirby whose Saturday morning "Tiny Town" bangs away with a 10.5 Pulse rating at 10 AM—with over 10,000 roped, branded and certified "citizens." Shooting from both hips, Fred also wings a 14.5 rating for his Saturday afternoon folk-music disc session, "Hillbilly Star Time." If you're shooting for sales in the Carolinas, use the local big gun for best results.
“Unfailing success with KWKH”

Says JAMES E. CAWTHON
President, Shreveport Grain and Elevator Co.
IMPORTANT LOUISIANA FEED MANUFACTURER

In addition to manufacturing and marketing their own line of stock and poultry feeds, Shreveport Grain and Elevator Co. also distributes PurAsnow Flour in the big Louisiana-Arkansas-Texas area. Mr. James E. Cawthon recently wrote us as follows:

“For several years we have used KWKH with unfailing success, for promoting our firm and the various lines of stock and poultry feeds which we manufacture. The same good results have been produced for the nationally-advertised products we distribute. Our dealings with the station have been pleasant as well as profitable, since the personnel has been most helpful. We know we can call on them at any time for fine cooperation.

(Signed) James E. Cawthon”

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH’s daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners”. (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

A Shreveport Times Station

50,000 Watts · CBS Radio ·

The Branham Company
Representatives
Henry Clay, General Manager
THAW JULY 1

THE FCC today (April 14) thawed the 43-month-old television freeze with the release of a ponderous “Sixth Report and Order” which establishes a national television policy for the United States.

The new allocations, providing over 2,000 stations in nearly 1,300 communities, came by a divided FCC vote, with four of the seven commissioners (Chairman Paul A. Walker, Vice Chairman Rosel H. Hyde, Comrs. E. M. Webster, George E. Sterling) giving it unqualified endorsement. Comr. Robert F. Jones bitterly dissented on all counts, and Comr. Frieda B. Hennock, visitor in her crusade for educational reservations, concurred in part and dissented in part. The seventh Commissioner—neophyte Robert T. Bartley—did not participate in the final vote.

The report’s objective is to set off the biggest land-rush for facilities since the advent of electrical communications, does not become effective until July 1. This leaves 78 days of “waiting period” during which applications can be perfected. And it will be on the controverted “channel—by-channel” basis, as against the “one-pot” proposal.

Actually, the report does not become legally effective until 30 days following its publication in the Federal Register. But that is a technicality.

A temporary expedient procedure is established, with cities having no TV service to be processed first. (Detailed outlines of procedures and priorities, plus highlights of the report on this and the next page. For full text, see Allocations Supplement published with this issue.)

In its 600-plus page final report, the Commission establishes a zone system with varying spacings between stations to fit engineering or geographical conditions. Most of its conclusions followed closely the speculation that had been circulating broadcast ranks for many weeks (as depicted in issues of this publication).

On July 1, the processing actually resumes. There will be some grants—where uncontested—but most applications will go to hearing. The station population of 105 is not destined to increase by more than a handful this year, it is thought. And hearing cases may take months; even years.

With the release of the report, it now can be expected that literally hundreds of new applications will be filed. Consolidations of applicants in given areas also are anticipated, in consonance with the revelation of the table of assignments to cities, and the new rules of the game.

The FCC provided no additional VHF channels to such major “trouble” areas as Boston, Chicago, San Francisco, Philadelphia or Pittsburgh, compared with the assignments last year in the “Third Notice” [B&T, March 26, 1951].

It did, however, provide additional VHF channels in 21 cities. But this was partly offset with the deletions 2-6 to VHF channel 15 from 15 cities. Most of these losses were in the Gulf Area states, where wider separations were specified because of interference factors.

Educational reservations were increased from the proposed 209 to 242—11.8% of the total assignments. Among the 242 edu. reservations are 80 VHF channels—13% of all VHF assignments.

The voluminous report (reprinted in full in this issue’s Special TV Allocations Supplement) embodied a legal, point-by-point discussion of the various proposals and counter-proposals filed in the more than 1,500 comments submitted to the FCC last fall.

Report contained discussion and decisions on the general issues and the city-by-city comments. It also contained a complete revision of the TV Rules and Engineering Standards, prediction charts, curves, and tables.

Three reasons were given for the Commission’s support of a table of allocations: (1) It was the most efficient technical use of the limited number of TV channels. (2) It protects the smaller cities and rural areas. (3) It eliminates procedural disadvantages and delays in processing applications.

“Assignments made upon the ‘application’ or ‘demand’ method necessarily leads to results which do not adequately reflect on a nationwide basis significant comparative needs as well as differences among communities throughout the country,” the Commission stated.

Commission table of assignments under the entire VHF and UHF Bands—the latter from 470 to 890 mc.

In answer to several suggestions that commercial TV be moved to the UHF band, separately and completely, the Commission questioned whether there would be enough UHF channels to provide a nationwide service.

Former FCC Chairman Wayne Coy never made any bones about his belief that all TV should be moved to the UHF band, solely and completely. He said as much in several public statements and speeches.

Idea of UHF flexibility channels reserved for “drop-in” purposes was abandoned. Although all 18 such channels were not assigned, those remaining can only be assigned to a community through rule-making procedure.

Table of Assignments (see page 132) Subject to this issue) is in force without change for one year, the report noted. However, exceptions to this “freeze” will be made in the assignment of a channel where no assignment has been made in the table to a

For city-by-city assignments see page 132, TV Allocation Supplement.
OF the three separate opinions to the majority FCC final TV "freeze" report (originally in full in special supplement, Comry. Robert F. Jones was the only one who dissented in toto. He found the whole philosophy of the report distasteful—and he said so, vigorously and colorfully.

Comry Frieda B. Hennoch also objected vigorously to the lack of what she claimed was an "adequate" educational reservation plan, to the power and antenna height standards, which she claimed "enhanced VHF at the expense of UHF," and to the temporary expediting procedures. She concurred with the idea of the educational reservation plan, although re-emphasizing that she didn't think it went far enough.

Comry Edward M. Webster issued a concurring opinion in which he declared that the Commission was forced to accept the educational reservation plan because of the lack of a case against it by commercial interests.

Blistering Attack
Blistering attack on the FCC's "Sixth Report and Order" was set down by Comry. Jones in 27 pages and 85 charts and tables. In graphic language, he declared that the report:
1. Gave the advantage to major cities to the detriment of the smaller areas.
2. Was based on administrative convenience rather than on the fair and equitable distribution of frequencies to the various cities and states.
3. Was on questionable legal ground when it included the Table of Assignments in the rules, which proceeded the paragraphs through rule-making procedures.
4. Was in error when it established minimum separations to assign channels throughout the United States. He said he believed that the Commission should take advantage of the flexibility provided in raising antenna heights rather than powers and use the difference in efficiency to get the equivalent of minimum co-channel separations agreed upon.
5. Gave VHF operators a greater break than UHF in station coverage. He desired, he said, regulations which would equalize the coverage of VHF and UHF stations.

"Actually, all this selfishness charged against them in the Commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities," he said.

Speaking of the high cost entailed in meeting the Commission's maximum powers and antenna heights, which he believed almost everyone will be forced to meet, Comry. Jones said:
"This means that there is a million dollar entry fee for every broadcaster to guarantee the Commission plan's efficiency. ... This plan throws the heaviest financial burden upon those least able to pay [UHF operators]."

Other, equally vivid, passages follow:
"It [the FCC] has created a bigger Frankenstein with this artificial scarcity of channels in this plan than it is trying to avoid. ..."

"The Commission has had the parasilys of analysis for one year, not consumed in drafting the general rules and Standards, but consumed in a search for a city-to-city allocation plan which it can freeze on the country by rule-making proceedings.
"... the firm, fixed and final location plan constitutes an inefficient use of our valuable spectrum space.
"... this dodge of mileage separations is the Achilles heel to this allocation plan's efficiency. ... The arbitrary mileage separations ... are not based upon engineering principles at all.

"In their report, they [the Commission] have given only lip service to that standard [fair and equitable distribution of television service]. ... The inevitable result [of abandoning that standard] is an allocation which is neither fair nor efficient nor equitable and which so far departs from the realities as to be completely arbitrary and capricious.
"... by giving excessive co-channel protection to VHF stations and inadequate production to UHF stations the Commission has arbitrarily and adversely affected the ability of UHF stations to compete.

In establishing maximum powers and antenna heights, the Commission should have limited VHF so that UHF stations could compete properly, Miss Hennoch declared. She would have limited Channels 2 to 6 to 50 kw with 500 ft. antenna height, Channels 7 to 13 to 150 kw and 500 ft., and the UHF frequencies to 1,000 kw. She did not mention antenna height limitations for UHF.

The greater coverage that VHF channels will get with high power and antenna heights were specified by Miss Hennoch. She stated that she feared that the unassigned channels will be "preempted" by the larger cities.

A "two-lump" hearing procedure

WHERE VHF CHANNELS WERE ADDED

Table: Cities and Lost VHF Channels

<table>
<thead>
<tr>
<th>City</th>
<th>VHF Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>Channel 5</td>
</tr>
<tr>
<td>New York</td>
<td>Channel 11</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Channel 21</td>
</tr>
</tbody>
</table>

And the Cities That Lost VHF Channels

NEW OFFICERS of the American Assn. of Advertising Agencies, elected at early April meeting [8+T, April 7] are (seated 1 to r) John P. Cunningham, Cunningham & Walsh, new board chairman; Henry M. Stevens, J. Walter Thompson Co., vice chairman; standing (1 to r) are Frederic R. Gamble, AAAA, president; Harold Cobet, Harold Cobet & Co., secretary-treasurer, and George Link, Jr., AAAA legal counsel.

VHF and UHF—instead of the channel-by-channel procedure is best, Miss Hennoch declared. "By permitting applicants to pick and seek particular VHF frequencies, the 'channel-by-channel' procedure is inconsistent with this basic allocations principle [that all VHF channels are identical]," she said. She also foresaw "multiple" VHF hearings in the same community under the Commission's plan of proceeding, she said, rather than any more speedy grants as it believed.

"Maximizing" the number of educational reservations should have been the program in the final Table of Assignments, Miss Hennoch declared. She stated that she believed also that the reservations have "predominantly been confined to the UHF portion of the spectrum and an insufficient number of VHF reservations provided."

Her 26-page dissent went into detail as to reasons why she is opposed to the reservation methods followed in the final report.

Educational reservations are the

(Continued on page 38)
FUTURE Senate conference on the McFarland bill had a chance to see the House version of the bill last week instead of the white last week and prepare strategy. It's believed that Senators will be represented by the Communication on the House Interstate & Foreign Commerce Committee's revised bill in a move to bring it more in line with the Senate-passed original legislation. Since 658, only major communications legislation in Congress, was released for full inspection Wednesday. It contains a rewritten Article and fine-levying to add to the agency's present authority to revoke broadcast licenses [B&T, March 24, 17].

Bill arrived on the eve of a House Easter holiday recess. The chamber convenes April 22.

Bill will be for the House Rules Committee to give the bill, which would modernize FCC functions, a go-ahead. That action will propel the bill to the House floor where it will be up for a vote at almost any time.

If amendments are to be proposed in the House they will be offered at that time. Alvin B. O'Konski (R-Wis.) already has warned he will attempt to amend the bill so as to direct the FCC to charge fees for station licenses.

Next Steps

Once the House approves the bill, it will travel to the Senate, where, if a conference is asked, both houses will appoint conferees. From there, the bill will be on its last lap toward enactment.

A case in the bill says that the new Communications Act would take effect "on the first day of the first month which begins more than 60 days after enactment." There were these signs pointing to eventual joint conference:

(1) House committee has added language to the McFarland bill that was not there when the measure left the Senate. It has rewritten some Senate bill sections, deleted still others entirely.

(2) One of the sections omitted refers to "double jeopardy" in anti-trust, a pet clause of Senate Majority Leader Ernest W. McFarland (D-Ariz.).

(3) A controversial re-worked section is that of suspension-fine levying powers. It hastened out but by the House committee brought immediate radio and TV industry opposition. Industry people say they are fearful of how these new powers could be used by FCC [see editorials, B&T, April 8, 9, 10]. At issue also is rife in radio's ranks on the potential power of cease-and-desist. (The section in the House version dealing with these powers appears in大纲.)

More important implications of House committee actions:

(1) The McFarland section on anti-trust (Sec. 511) was omitted.

However, there was no explanation in the committee's report on why this was done. The report described the McFarland change saying it would have eliminated from Sec. 311 the provision "which authorizes the commission to refuse a station license..." It would have eliminated the House language.

(2) revocation of construction permits, (3) issuance of cease-and-desist orders, and (4) imposition of penalties in the nature of forfeitures. (Specified grounds appear below in text of section).

(3) So-called "job-jumping" clause has been eliminated from the McFarland bill. It would have barred any Commissioner from representing an individual or a firm before the FCC in a professional capacity for one year after he failed to serve out his term. It would have become effective one year from the date of enactment.

(4) The section in the committee, the committee said, was that similar agencies do not have such a bar.

The same reason was given for eliminating a provision in the McFarland bill on placing certain limitations on the authority which FCC now has to issue declaratory orders. Latter orders would have been used by FCC, in the Senate version, to make a controversy or remove uncertainty.

In the main, except for the section added on non-discrimination against newspaper applicants and the important changes related above, the House version is considered by obvious not to be radically modify the original Senate bill. Thus, the conferees can concentrate on key sections.

Surprise new section (Sec. 6 of House version) is a provision which would permit an unsuccessful applicant for license renewal to request FCC to condition its grant to the successful applicant with right of putting pay day television facilities (plant and equipment) owned by the unsuccessful applicant. It would add a new subsection (f) to Sec. 307 of the Act.

Here is the section on suspensions, fines and cease-and-desist:

Sec. 10. Section 312 of such Act is amended to read as follows:

"Sec. 312 (a) Any station license may be revoked, or may be suspended for a period not to exceed 30 days, and any construction permit may be revoked--"

(1) for false statements knowingly made either in the application or in any statement which is required pursuant to section 308; or

(2) because of conditions coming to the attention of the Commission which would justify suspending or revoking a license or permit an original application; or

(3) for willful or repeated failure to observe substantially as set forth in the license; or

(4) for repeated violation of, or willful or repeated failure to observe, any provision of this Act or any

(Continued on page 51)

Mcfarland BILL

Senate Eyes House Version

ACLU asks FCC action on 'Blacklisting'

Citizen four networks and two stations specifically, the American Civil Liberties Union last week called upon FCC to conduct a general investigation of "blacklisting" in radio and television and to consider adoption of rules banning the practice [B&T, April 7].

The complaint also asked FCC to refuse to renew the station licenses of the defense contractors-NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica, Calif.—until they take an active interest in investigating complaints of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers, agencies or others.

The "general investigation and hearing" requested, by ACLU would be designed "to determine (1) the extent of such discrimination and blacklisting in the radio and television industries and (2) which appropriate measures may be necessary, including the adoption of a general rule, pursuant to...the Federal Communications Act...to insure the immediate cessation of such practice." A letter accompanying the complaint to FCC appeared to question the legality of networks permitting advertisers and agencies to produce programs that may be called blacklisting occurs or not, but officials told newsmen that they are not concerned with this question except as it relates to blacklisting. Officials denied that the complaint, which was prepared with the assistance of former FCC Chairman James Lawrence Fly, was a "press agent stunt" to promote the book on which it was based: The Judges and the Judges, a report by author and ACLU board member Merle Miller on an investigation of blacklisting which, commissioned originally by FCC, was published last week by Doubleday & Co. in New York. The Doubleday book is submitted to FCC as "Exhibit A."

Whether the Commission would undertake the probe could not be foretold. At least once before, it has refused to consider the problem. That was when Rex Stout, president of Authors League of America, called for FCC hearings on blacklisting during the turbulently surrounding release of Philip Loeb from The Goldbergs TV show [B&T, Feb. 7].

But ACLU officials felt that although it turned down Mr. Stout's request, FCC had "practically invited a complaint of this sort."

They noted that in his letter of notification to Mr. Stout, then-Chairman Wayne Coy had said that "any specific information which might establish that a licensee has surrendered its station to the operation of his station would be relevant" in license-renewal proceedings and that "you may therefore disclose any facts which may have relative to specific stations and licensees to the Commission, so that it can be ascertaining any matters within the jurisdiction of the Commission are involved."

(Continued on page 51)

in review...


THIS BOOK manages a successful effort in presenting a documented, objective case history of the so-called blacklists, allegedly circulars and other rules in radio and television offices.

It was compiled with the assistance of the American Civil Liberties Union, which sponsored this report on blacklisting and its effects.

In closing words of the book, Mr. Miller, a former writer for Time and Harper's magazines, makes this plea:

"Freedom is expensive. In wartime freedom might cost the cost of lives; in peacetime the price must be paid in terms of cooleaded courage."

"It is a price that Americans have a right to expect the leaders of one of its basic industries to pay."

"We have a right to demand moral responsibility in radio and television as well as in government."

(Continued on page 95)
**DEMO. CAMPAIGN**

Joseph Katz Co. Named

MAJOR step in media planning by the Democratic National Committee for the '52 Presidential election campaign was taken last Tuesday with the appointment of The Joseph Katz Co., New York and Baltimore, as its advertising agency.

Preliminary discussions were held among agency executives and committee officials the following day to map plans for radio-TV time buying and other media programs.

While the national committee has given no concrete figure on proposed radio and television expenditures, the overall budget calls for between $1 million and $2 million during the campaign—or substantially more than for the 1948 election.

Kenneth Fry, radio-TV director of the committee, is expected to confer with network authorities in New York this week. Cost problems and other factors will be explored.

The Katz agency will handle all timebuying allocated by the national organization, including national network and national spot commitments. State and city Demo- cratic organizations will purchase time for local candidates at community levels.

**TV Complicates the Picture**

Television complicates the picture this year because of its expansion since 1948 and high costs. Because of the latter factor alone, radio-TV's share will be substantially greater than four years ago when roughly $700,000 was expended on radio-video broadcasting through Warwick & Legler.

Joseph Katz, president of the agency, believes his firm will supervise the account. Lloyd G. Whitebrook, vice president, and Robert Swan, radio-TV director, will assist Katz and work directly with the national committee. The appointment was effective last Tuesday, concurrent with the announcement.

It was emphasized that media planning is in the formative stage and that thinking on time purchases will not firm up immediately. The bulk of the media budget—the Democrats approved a total outlay of $2.8 million for the campaign—will go to radio-TV broadcasting, with the stress on post-convention activities.

The Wednesday's agency-committee session was attended by Mr. Katz and half a dozen other executives from his company, Mr. Fry and other top-level committee officials.

Funds will be available on the state or county level for broadcasters. The Democratic National Committee will urge local groups to buy time for local candidates and broadcasters were urged at the NARTB convention to canvass local organizations for paid time segments [B*T, April 7].

**STRIKE THREAT**

ABC-NBC Newsmen Ask Fees

RADIO Writers' Guild served strike notice Tuesday—"this afternoon, tomorrow, or you guess"—after ABC and NBC networks refused to grant commercial fees to news writers.

Continuity writers at both networks might also walk out, it was said, although their question concerns rights to their materials from which the companies now claim complete ownership.

Strike date remained unspecified late last week, although RWG spokesmen underlined the seriousness of their Guild's stand. General RWG membership has voted to support the strike and the Guild's parent body, Authors League of America, gave strike approval through its council. A possibility pointed out by RWG was that the League may call all writers—including novelists, dramatists, radio and video authors—to withhold TV material from the networks since no general TV contract with writers is yet set.

Newswriters on non-sponsored newscasts first raised the question of commercial fees in 1943. Their argument is that actors and others who take time by contractual arrangements that engineers automatically get the higher scale, and that newswriters are only ones not paid on commercial basis. The network representatives denied the double-structure for sustaining and commercial shows and refused to extend the structure further.

A $300 weekly maintenance was reported by RWG as pledged to its members during the proposed strike, and Guild leaders hoped to add $1,000 a week more at the RWG membership meeting Thursday.

NBC and ABC would not comment.

**SELL-RADIO DISCS**

Distributed by NARTB

FIRST transcriptions of the radio-promotion series authorized for station use by the NARTB were sent to all stations last week by Robert K. Richards, NARTB director of public affairs.

The first release had a subscription list of 250 stations. Only subscribers will receive future monthly transcriptions.

Titled "Radio on the Record," the transcription series was approved by the NARTB board last year on recommendation of President Harold E. Fellows, who conceived the idea. It is designed to use radio to sell radio, with prominent public figures depicting the medium's solid place in the American structure.

All initial discs carry radio-promoting announcements voiced by several political leaders, including Guy George Gabrielson, chairman, Republican National Committee; Mrs. India Edwards, vice-chairman, Democratic Committee; Sen. Edwin C. Johnson (D-Colo.), chairman of the Interstate & Foreign Commerce Committee, and FCC Chairman Paul Walker.

A quarter-hour script recalling radio's growth in the news field and its development into the world's leading news medium was voiced by H. V. Kaltenborn, commentator.

**FULTON LEWIS FILES**

Seeks New AM Outlet

FULTON LEWIS Jr. applied to FCC last week for a new AM station.

He requested 1370 kc with 1 kw, daytime, and would construct the station at Lexington Park, Md., near his farm at Hollywood, Md.

Mr. Lewis reported that his net worth is "in excess" of $200,000, and that his annual earnings exceed $50,000. Mrs. Lewis has 5% interest in KJBS San Francisco, but he has no radio interests.

**MBs Gross Up 11.1%**

GROSS billings for Mutual during the first quarter of 1962 showed an 11.1% increase over the comparable period last year, according to a network statement issued Thursday. Total for the first three months of this year was given as $5,126,201.82 in contrast to last year's $4,617,598.72.

**TV Allocations Supplement**

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING is publishing in complete text the FINAL TELEVISION ALLOCATIONS REPORT.

The ALLOCATION REPORT is being delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at $3 each.

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**RADIO HOMES**

B*T Estimate on Target

ESTIMATES of Delaware radio homes by counties as of 1960 [B*T, Jan. 7], as compiled by BROADCASTING • TELECASTING, are almost identical with official figures released last week by the U. S. Census Bureau (see story and table on opposite page).

The B*T county figures for 1950 were compiled by applying Broadcast Measurement Bureau figures against the number of occupied dwellings in each of the nation's 3,070 counties. These dwelling figures were made available in December by the Census Bureau.

Comparing the Census Bureau's official 1940 radio homes figures for Delaware and the B*T estimates follow:

<table>
<thead>
<tr>
<th>U.S. Census Estimate</th>
<th>B*T Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington*</td>
<td>72,565</td>
</tr>
<tr>
<td>Kent</td>
<td>10,301</td>
</tr>
<tr>
<td>New Castle Co.</td>
<td>58,815</td>
</tr>
<tr>
<td>Sussex Co.</td>
<td>14,900</td>
</tr>
</tbody>
</table>

*Standard Metropolitan Area

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**DREW for Broadcasting • Telecasting by Sid Hix**

"The network wants to put a hitchhike on that 8 p.m. cowcatcher and sell it at daytime rates."
THE NUMBER of radio homes in the State of Delaware rose from 59,221 in 1940 to 85,776 in 1950, according to official U. S. Census figures. This represents 96.2% saturation in 1950 compared to 97% in 1940.

First of a series of state reports showing radio and television homes by cities and counties was made available last week by the U. S. Census Bureau. The data are based on radio and television ownership estimates of April 1950, when enumerators took the 1950 Census (see attached table).

The state had 20,405 television homes as of April 1950, according to the Census, showing 23% of all occupied homes in the state had television service at that early moment in TV history. Fewer than 5 million TV sets were in use at the time the Census figures were gathered, compared to 16,761,000 at present.

Release of the Delaware figures starts a flow of state radio-TV Census data, giving city and county radio as well as television homes. The state reports will be completed by mid-December, according to the present Census Bureau schedule.

"Release of the statewide radio and television reports will give advertisers, media and marketing organizations a true picture of broadcasting and TV potential state-wide," said Mr. William J. Bracken, director of the Census, told Broadcasting • Telemacbing.

Figures Trace Growth

"In the case of television the 1950 Census provides benchmark figures that will help trace the growth pattern of this fast-developing medium. The figures showing the number of radio homes by states, counties and cities reflect a national increase in radio saturation from 91.3% in 1940 to 95.5% in 1950."

Radio-TV statistics were based on a 20% sample, one out of each five returns used by enumerators having the radio-TV questions. This large sample is believed to involve only infinitesimal danger of error, giving a high degree of accuracy. In Delaware, for example, all but 1,200 of the 90,269 dwellings are representatives of the radio homes data, with 95.9% reporting set ownership.

The official Census data do not include extra radio sets in homes nor do they show non-home sets in homes, offices, stores, other places of business and non-home structures.

At the time the 1950 Census was taken, the bureau had anticipated the state radio-TV figures would be available within 12 months, or spring of 1951. Pressure of high-priority government work and need of countless re-checks to assure accuracy are understood to have been mainly responsible for the one-year delay in release of the figures.

The 1950 nationwide radio homes data, as released by the Census Bureau, showed a total of 40,000,000 U. S. homes equipped with radio receivers as of April 1950, [BT, June 11, 1951]. This represented 95.5% saturation.

As of Jan. 1, 1952 there were 42,472,000 radio homes in the nation, according to an estimate by Broadcasting • Telemacbing [BT, Dec. 31, 1951]. This estimate was based on the Census Bureau's official 96.6% radio saturation figure (as of April, 1950) applied against the bureau's estimate of 44,380,000 occupied dwellings at the start of 1952. By adjusting the 95.5% saturation figure upward to show the increase of radio homes since spring of 1950, it was estimated the number of homes actually had reached 45,000,000 as of Jan. 1, 1952.

The number of radio homes in the nation in 1950, by standard metropolitan areas, was estimated last December by Broadcasting • Telemacbing [BT, Dec. 31, 1951] by applying Broadcast Measurement Bureau percentages against new Census Bureau figures showing the number of households in 1950.

County estimates were compiled similarly [BT, Jan. 7].

In starting the flow of state-county radio-TV homes data, the Bureau includes the following area classifications: State, urban and rural nonfarm; urban; rural nonfarm; rural farm; standard metropolitan areas; urbanized areas; cities and counties. The urbanized area figures were not compiled in the 1940 Census.

Highest saturation rate for radio homes in Delaware was found in urban or city areas, amounting to 97.3%. Lowest rate was in rural farm areas, at 91.3%.

In Wilmington and nearby thickly populated areas there were 51,210 radio homes out of 82,807 occupied dwelling units, a rate of 98.1%. New Castle County, including Wilmington, had a saturation rate of 98%. Kent County had 92.7% and Sussex, Sussex, the third county, showed a rate of 92.4%.

The Wilmington metropolitan area, including counties immediately surrounding the city showed 72,656 radio homes out of 75,075 occupied dwelling units, a rate of 97.5%.

On a statewide basis, Delaware's 23% TV saturation in the spring of 1950 compares with 33.3% in Wilmington and nearby thickly populated areas and 25% of the nation's early stage of total 25,546,000 of TV's development when TV circulation on a national basis was less than a third of the current circulation.

THE STATISTICS in this table are extracted from a final report of the 1950 Census of Housing, Series 12, No. 8, for Delaware which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30¢ per copy.

Statistics on distribution of the population in Delaware are presented in a special report of the 1950 Census of Population, Series P-A, No. 8, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Delaware are presented in a final report of the 1950 Census of Population, Series P-B, No. 8, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is defined as an urban county or group of contiguous counties with at least one city of 50,000 or over. New Castle County, Delaware, is defined on a town or city basis. An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

ARF REACTIVATED

Kobak Elected President

ADVERTISING Research Foundation, semi-dormant all-advertising project, set out last week to attain a prominent role in the media world by starting work on four studies and electing Edgar Kobak, consultant, as president.

Mr. Kobak, long a leading figure in the media and advertising industries, was picked by the ARF board at a Thursday meeting to direct the cooperative organization in its effort to improve advertising research and techniques. (As predicted in Closed Circuit, March 24.)

American Assn. of Advertising Agencies and Asso. of National Advertisers have thrown their weight behind ARF, with individual media also lending their support [BT, April 7, March 24].

CBS has given ARF already over $125,000 in subscription income from 56 agencies, 45 advertisers and 21 media. CBS is only broadcast member announced to date.

Basic objectives are to provide a set of research standards acceptable to the whole industry and to stimulate new techniques in advertising.

B. B. Geyer, chairman of the ARF board, announced election of Mr. Kobak following the board session.

"Appointment of Mr. Kobak as president of the foundation marks a major step forward in the new expansion program of the recently reconstituted foundation," Mr. Geyer said. "His extensive experience in business, advertising and media will be most helpful in extending the work of the foundation serving the advertising industry."

The new president will initiate (Continued on page 36)
three hundred women from all parts of the country gathered at Detroit for the first national convention of the Organization of Women in Radio & Television, April 4-6 and all agreed that a firm step had been taken in accomplishing the organization’s aims: To enable women to understand the great contribution in their industry, their station and to their own well-being.

The convention opened Friday afternoon at the Statler Hotel with a brief address by Edythe Fern Melrose, WXYZ Detroit, convention chairman. Gov. G. Mennen Williams made a welcoming talk and Edythe Meserand then addressed the group.

Before the convention opened, the national board of directors appointed the first national project to be undertaken by AWRT. It will be a citizenship project for women, to be titled “Are You a First Class Citizen?” Material will be furnished by the Project Committee to AWRT members, enabling them to enlist the active support and the understanding of the women in communities throughout the United States, to inform them of their citizenship responsibilities as women, and to stress vigorously how important they can be in the scheme of things.

Reform For Future

AWRT leaders expect this project to be very influential, in years to come. Though it followed unsatisfactory school conditions, juvenile delinquency, poor housing and generally raising living standards.

Saturday was devoted to a series of five panel discussions on different phases of telecasting and broadcasting.

In “You Gotta Have Vision in Televising,” chaired by Miss Melrose, the problems faced by a TV station were discussed by representatives from an advertising agency official and the operator of a small television studio were discussed. Each field was covered by someone from that field who explained how his or her problems was solved.

Esther Van Wagoner Tufty, a Washington syndicated radio news writer, led a discussion labeled “Why Not More News?” in which several speakers gave their views on how radio and TV news programs could be broadened and improved. At this panel, President Meserend, a woman with WOR New York, explained the need for unbiased, accurate and concise news reports.

The leading address in the panel discussion “How to Sell . . . and Sell . . . and Sell” was made by Stephen Douglas, director of sales of The Kroger (Cincinnati, O.).

Chairman of the panel, “Meet the Agencies,” Ann I. Gleason, owner of the Gleason Advertising Agency in Detroit, listed five “don’ts” for women in TV and radio: (1) don’t pack your program with too many commercials; (2) don’t take a product on your program unless you believe in it; (3) don’t take competitive products without allowing a reasonable time to elapse between them; (4) don’t let your programs become “sterile”; (5) don’t pass your fan letters on to the sponsors without answering them.

She also urged women in radio to sell their bosses on not getting caught up in the present competitive situation because the tendency to cut rates, special deals and agency-by-passing can lead to destruction.

In the discussion “The Public Be Served,” Henriette Harrison, radio–TV director of the YMCA and WYCA in New York, urged her listeners to be schizophrenic, altruistic and commercial at the same time, by participating in community organizations as much as possible.

“Ten who became tops” was a novel feature of the convention. Miss Melrose introduced 10 of the most successful AWRT members who spoke briefly.

The convention's chairman, Edyde Blair, radio–TV account executive, Young & Rubicam, Chicago; Kathleen Lardere, WDTR Detroit, agency librarian, New York; Elizabeth Marshall, assistant director, WBEZ Chicago; Christine Miller, General Foods Corp., New York; Bette Doollittle, assistant to the director of TV, NARTB; Joyce Smith, WDSU-TV New Orleans; Josephine Wetsler, director of education, WLS Chicago; Geraldine Zorbaugh, legal

**POLITICAL TIME**

Overcharging Is Hit By Rep. Mansfield

**LEGISLATIVE** whip may be cracked against stations which overcharge political candidates for their advertisements, Rep. Mike Mansfield (D-Mont.) warned Thursday.

He thus revived a complaint he made in December 1960 when he was chairman of the House Special Campaign Expenditures Committee (see Jan. 15, 1951, Dec. 4, 1950).

At that time, the committee scolded certain broadcasters for charging higher rates for political advertising than for commercial advertising. NAB (then NARF) immediately re-routed the congressman's complaint to stations. The NAB board adopted a resolution calling for the desist of such practices by stations and sent a copy of the resolution along with a statement by Judge Justin Miller, then president and now chairman of the NAB board to individual broadcasters.

Rep. Mansfield, however, brought the subject up again in a speech on the floor of the House waging that he “was studying legislation” in this regard. As he put it to BROADCASTING • TELECASTING last week, the legislation would be directed against those stations “who charge twice as much” for political

At formal opening of the American Women in Radio & Television convention April 4-6 at Detroit's Statler Hotel were (1 to r) Edythe Fern Melrose, WXYZ Detroit, convention chairman; Gov. G. Mennen Williams; Edythe J. Meserand, national president, and Dorothy Fuller, WBET Brockton, Mass., past secretary-treasurer and elected an area vice president.

**N.Y. AMA-SEC Clinic**

N. Y. CHAPTER, American Marketing Assn., in cooperation with the Sales Executive Club of New York, will conduct its 1952 merchandising clinic April 29-30 in New York's Hotel Roosevelt. Conference will include panel discussions and business sessions on such topics as robot selling, media merchandising, co-op advertising, contests, test markets, and retailing practices. Joint luncheon meeting with the Sales Executive Club will be held April 29, with a closing luncheon following day.
SPRING activity in both radio and TV took an unexpected leap last week.

One advertiser, Manhattan Soap Co., has decided to drop its alternate-week NBC-TV show and put the budget into a radio campaign of news and spot announcement schedules, to be placed on a local basis. The agency, Scheider, Beck & Werner, New York, currently is lining up availabilities in major cities to start May 12 and continue weekly for six weeks. The soap firm may return to TV next fall but plans are still indefinite.

Manhattan drops its One Man's Family on NBC-TV (Sat., 7:30-8 p.m., alternate weeks) despite the high rating of the program, reportedly because it is unhappy with the time period. Meanwhile, Miles Labs will continue to sponsor the show weeks and NBC, which owns the show. Network expects to line up another sponsor shortly.

At least three advertisers are understood to be interested in the television version of Our Miss Brooks. Colgate - Palmolive - Peet, which has first option on the show and also sponsors the radio version on CBS Radio, is expected to make a decision early this week. General Foods and American Tobacco Co. are said to be interested in taking over the TV version, if Colgate turns it down.

Benny Replaced

American Tobacco Co. will replace the Jack Benny Show on CBS Radio (Sun., 7:30-8 p.m.) for the summer season with FBI in Revolution. Mr. Benny was to return to the time period in the fall for Lucky Strike cigarettes. The talent cost on the show will be cut from $25,000 weekly to $18,000 in the new fall contract, it was understood. BBDO, New York, is the agency.

General Foods (Jell-O), which had been considering sponsorship of Edgar Bergen on CBS-TV, has definitely decided not to take the program.

Gulf Oil Co. for its Gulf Spray insecticide is considering a 16-week summer radio series of 2½- to 3-hour Sunday afternoon shows on CBS Radio, featuring a disc jockey. Deal late last week was still in the negotiating stage because the telephone strike had held up station clearances. The show would feature recorded and live music, with local cut-ins for reports on local weather, traffic conditions, etc. Gulf is expected to reach a final decision this week. Young & Rubicam, New York, is the agency.

Real- Lemon-Puritan Co., Chicago (Lemon Juice), will pick up sponsorship of the 10-10:15 a.m. segment of the Arthur Godfrey Show on CBS Radio, which has been...
INFO. PERSONNEL
Radio-TV Funds Attacked

PUBLIC information personnel of the Defense Dept. drew fire again last week on Capitol Hill as House members lashed out at use of funds for radio and television programs. Although the attack was not new, members of the House voted down a proposal to delete $312,000 recommended by its Appropriations Committee for the department's Office of Public Information. The overall fund cuts may mean a reduction of 75% in defense personnel and 50% in each of the services—Army, Navy and Air Force.

Rep. Pat Patton (D-Tenn.) labeled OPI activities as "propaganda" consisting of "radio programs, with movie stars, and so forth on television at the taxpayers' expense." Rep. Sutton was advised that he unwittingly had reference to "recruiting" or perhaps the OPS' "Stars for Defense series.

Rep. H. R. Gross (R-Iowa) insisted that many performers are paid $75 an hour, when most of the people who watch television and listen to the radio programs think they are contributing services." He said he found no limitation in the defense bill which would prohibit any branch of the service from paying...for the services of actors, singers, musicians, sports broadcasters, announcers, news commentators or script writers.

ITU TO CONVENE

Geneva Meeting Planned

SEVENTH session of the Administrative Council of the International Telecommunication Union will convene in Geneva, Switzerland, next Monday, with Frances Colt de Woff serving as president.

Mr. de Wolf, chief of the State Dept.'s Telecommunications Policy Staff, will be accompanied by Helen G. Kelly, also of the policy staff; Miss G. Blaisdell, U. S. representative in Switzerland, and Wayne Mason, U. S. telecommunications attaché for the American Legion at Bern.

The council, which comprises 18 ITU members, will discuss administrative and fiscal operations of the union in preparation for the Plenipotentiary Conference at Buenos Aires this October. A major council function is to insure efficient coordination of all ITU work.

Richter Appointed

EDWIN C. RICHTER Jr. has been appointed general manager of WKRC-FM Cincinnati, Transit Radio officials announced. The appointment is to David G. Taft, managing director of Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV. He succeeds Robert F. Bender, who has transferred to the west coast as manager of WKRC-TV.

Mr. Richter has been WKRC-FM account executive since September 1956.

DEFENSE BUDGET

Hill Cuts May HalF Paid Advertising

CONGRESS last week wielded its economy axe over military recruiting operations, with the prospect that virtually all paid radio-TV and other advertising may be eliminated by July 1.

The House of Representatives took a dim view of voluntary recruiting activities and lopped off a sizable chunk for Army maintenance and operation, under which recruiting monies fall. Personnel procurement authorities for both Army and Air Force thus are faced with the prospect of restudying the overall recruiting program and distributing the cuts down the line—providing the Senate goes along with the lower chamber.

Authorities noted that the axe was not aimed at advertising per se but the Defense Dept.'s personnel program as a whole. But, in any event, the combined Army-Air Force budget of $1,050,000 is certain to suffer unless the cut is restored.

Air Force recruiting officials said the reduction would mean "considerable curtailment of volunteer recruiting" with perhaps complete elimination of the advertising program.

According to best estimates, overall recruiting months of $12.5 million would be cut to the bone. The Air Force pointed out it would suffer more than the Army, which still receives manpower through selective service. The proposed $1,050,000 was earmarked for radio, TV and other media in fiscal 1953. The ad split is 60% Army and 40% Air Force.

The House Appropriations Committee had recommended that recruiting be pared $2 million. The lower chamber lowered the boom in adopting an amendment by Rep. Leroy Johnson (R-Calif.) to pare Army maintenance and operation $135.6 million out of the budget request of $4.5 billion. The other amendment completed the job, chopping pay and allowances for field recruiting stations 76%.

Last week's action, taken during debating a Defense Dept. appropriation bill (HR 7391) aggregates an already bruised condition in which recruitment, advertising...

TUBE OUTPUT

Defense Orders Needed

Many manufacturers of transmitting tubes will need additional defense orders to continue normal operations this fall, the government was told last Tuesday. A advisory group met with George Henyan of National Production Authority's Electronics Division, and other officials to discuss production needs.

Concerned tube makers reported some shortages of certain tube types for non-military demands but indicated that, in the main, sufficient quantities have been made available to industry. Present and proposed plant facilities should meet production needs for both transmitting and special purpose tubes, NPA was advised.

Representatives of General Electric Co., Raytheon Mfg. Co., RCA, Western Electric and other firms were told that no substantial relaxation of controls is in sight [BT, April 7]. Copper will continue scarce another year and the nickel situation will remain acute even longer. There will be sufficient copper to meet current second-quarter needs, however.

The session was called during the heat of the steel dispute last week. The government promptly froze steel supplies deliveries for civilian needs to conserve vital stockpiles for defense.

While the tube industry failed to materialize, production was set back by the mantling and dismantling processes at the steel companies. There were estimates that TV set production would be cut about a million receivers if it had come off. The freeze on civilian goods using steel will be maintained only long enough to permit withdrawal of stocks for defense.

Aside from receiver production, TV broadcasters are pinning their hopes for new station construction on microwave construction steel late this year and in 1953.
Radio Helps AP

Newsgathering Cited

ASSOCIATED Press services in the U. S. and 72 other countries were channeled to a total of 5,564 outlets by the end of 1951—with domestic radio membership alone having increased by 88% to a total of 1,126—according to a year-end report by the AP general manager, made public last Friday.

Domestic radio members increased by 13 to 1,733, and outlets for the news, radio and picture report outside the United States rose by more than 200 to reach 2,705.

Speaking of the radio service—as distinguished from domestic and world newspaper service, newsphotos, features, etc.—the report said that, since it was impossi-

ble to give over the radio wire to individual requests for specialized coverage, radio service would operate "on the basis of the greatest good for the greatest number of subscribers."

Some station members, it was noted, had sought only football games and golf details on Saturday days during the fall, even to the exclusion of all general news, and there had also been requests for baseball play-by-play coverage and fights, round-by-round.

Some stations had requested extensive coverage of special events lending themselves to sales of programs, such as the AP Pennsylvania conference at San Francisco.

Seeking Greater Coverage

State meetings of radio members, the report continued, persisted in seeking greater coverage of the particular areas on Sundays. "Fundamentally," the general manager observed, "they are looking for something that does not exist, since people's normal activities do not make news Sunday mornings. AP tried to expand its State coverage of regular telephone calls and telegrams, however.

General news coverage was aided and increased throughout the year by participation of radio members, it was said. Cooperation of most of the 162 radio members in localities where there are no newspaper members was particularly cited as "of noteworthy value."

Possibility of regular AP membership for qualified radio stations, suggested by the AP board of directors as early as 1950, was discussed with newspaper members and various state groups throughout the year, the report indicated, "but no definite conclusions were reached."

Radio subscribers — quoted as praising AP services highly and criticizing harshly—indicated a marked preference for factual news reports and omission of slang from radio news wire, although an occasional colorfully written feature story drew member praise. The report added that it was usual criticism was that women's scripts were overly specialized, that rural radio listeners had no interest in recipes for avocado salad or in Paris styles.

Radio members of AP continued to form state associations, according to the yearly review, with a new group formed in New Mexico to bring the total to 36 state groups which cover the geographical areas of 46 states plus the District of Columbia and Alaska.

The report noted that Tom O'Neil, radio news editor of AP for 11 years, retired and was succeeded in late December by John A. Aspinwall, former general early news editor.

College Radio

Discussed at IBS Clinic

College radio is still largely an untried advertising medium which should develop more facts about itself and its market but which the sponsor will be ready to use when it proves itself, an Intercollegiate Broadcasting System sales clinic was told April 4 at Columbia U., New York.

The speaker was James C. Bowling of Philip Morris & Co.'s college sales department, who outlined both advantages and disadvantages of advertising via the wired-radio medium.

Thomas F. Clark, national representative for the IBS group, reported "reasonable success" in sales of spot announcements, but emphasized the need for developing programs to offer agencies as well as for more audience and market data. "We are beginning to get the medium across to the advertisers," he asserted.

Other speakers in the IBS week-end sales and promotion clinic included Leslie T. Harris, radio-TV director of Colgate-Palmolive-Perr, who stressed the importance of public relations and publicity and also noted the value of campus radio experience as an "entre into radio"; Roy C. Porteous, NBC-TV account executive, who discussed "The Television Salesman;" J. Donald Foley, WCBS New York advertising and promotion director, who outlined station promotion needs and tools, and Samuel Kaufman, NBC press dept., who sketched NBC's activities in the various fields of publicity.

Frontal attack on institutional advertising—Hubert H. Humphrey (D-Minn.) last week which may add steam to the advertising industry.

Telecasting that the Senator is disavored by the Senator [BT, April 7].

Sen. Humphrey said he had not been aware this language was in the report and in any case it had no business being in the report.

Should the Senator be successful in generating the idea, the bureau in cracking down on "political" institutional advertising, the ruling would affect the funneling of advertising on both radio and television as well as in the printed media.

The report was delayed on Capitol Hill for a week. One paragraph was deleted when Sen. Andrew F. Schoeppel (R-Kans.) said he would object to the report which blamed the newspaper shortage on increased advertising.

Further Explanation

In the report, the Senate committee recommended legislation for the formation of publisher-owner cooperatives for the manufacture and distribution of materials.

In further explanation of why the Senator is against higher advertising rates, an associate explained last week that the "little fellow" would be squeezed out of the picture.

While he is not against the practice of a corporation or any person advertising in order to expand political views, Sen. Humphry said "it is not a legitimate business expense. It has nothing to do with the product sold by a corporation. . . ."

Wismer to Lee

To Help Guide Expansion

HARRY WISMER, radio-TV sportscaster and commentator, has joined the Thomas S. Lee Enterprises in a general executive capacity, the President, Thomas F. O'Neil announced Thursday.

Mr. Wismer will be assigned to work on the new and expanded program of the O'Neil radio and television stations, including WOR-FM-TV New York, and the Mutual Yankee and Don Lee radio networks, and later this month will start his own series of sportscasts on WOR. The five-times weekly program will be sponsored by General Tire & Rubber, of which Mr. O'Neil is vice president.

The sportscaster also will develop a sports feature on WOR-TV in the future, and will continue with his reporting of major athletic events, the announcement said.

Mr. Wismer associated with ABC as a member of its sports division and then on a free lance basis until last fall, when he moved his New York offices from ABC quarters and assumed independent operations.

April 14, 1952  Page 31
PHILIP JOHN MEYER, 70, founder and owner of KFYR Bismarck, N. D., died April 6 following a heart attack at his winter home in Miami Beach, Fla.

Mr. Meyer, also president of the Meyer Broadcasting Co., licensee of KFYR, founded the station in 1925. He reportedly was one of the first three persons to get a station license from ex-President Herbert Hoover, who was then Secretary of Commerce. The Dept. of Commerce confirmed the rumor.

KFYR grew from a one-man operation to its present stature as a 5 kW station on 550 kc. From the outset, Mr. Meyer aimed at improving Canadian-North Dakota relations, once strained.

So successful was this effort that in 1952 a delegation from Winnipeg went to Bismarck to honor Mr. Meyer.

Born in Waseca, Minn., Mr. Meyer moved to Bismarck at an early age. At the time he started the radio station he was working in his father's combination florist-stationery store.

Mr. Meyer was a member of the Bismarck Chamber of Commerce, the Rotary Club, Bismarck Masonic Lodge, the Shrine at Fargo, WOPA-LBS CASE

Settlement Terms Studied

FINAL terms of the out-of-court settlement between WOPA Oak Park, Ill. and Liberty Broadcasting System were being checked last week by WOPA owner Harmon Egmont Soderling and William L. Klein.

The agreement was drawn during the NARTB convention by these men, who also own United Broadcasting of Chicago, Gordon H. McLeod, Liberty president, and James Foster, LBS executive vice president.

Although both parties have agreed not to divulge settlement terms, it is presumed Liberty will pay a cash sum to WOPA and continue with WCFL Chicago as its affiliate. WOPA charges affiliation contract violation.

Magazine Revenues Up

MAGAZINE advertising revenues reached a new high during the first quarter of 1952, with a total of $122,041,555, up 10.1% from the $111,633,629 gross for the first quarter of 1951, according to Magazine Advertising Bureau. Pages of magazine advertising were up 3.9%, with 18,894,500 pages in the opening three months of 1952 to 18,188,15 in the same period of last year. Saturday press sections, which are down from last year, MAB reports, with total first-quarter billings of $13,846,354 this year, down 8.6% from the $15,325,725 last year. Advertising pages in Sunday supplements for the quarter dropped to 1,160.27 this year from 1,186.34 last, a decrease of 2.2%.

PHILIP J. MEYER 1952

1881

SHEA NAMED

Heads NBC Cleveland Outlets

HAMILTON SHEA, controller of owned and operated stations of NBC, was named general manager of the network's WTAM-AM-FM and WNDB (TV) Cleveland last week following the resignation of John McCormick from that post.

The appointment, announced Tuesday by James M. Gaines, NBC vice president in charge of the OdO division, is effective May 1.

Mr. Gaines predicted that Mr. Shea "will bring new excitement to radio and television in Cleveland," and said the network's stations "will explore new formulas and devices to accentuate the vital policy of community integration.

"Mr. Shea's most important job is one of service to the greater Cleveland community," he said. "He will add to this local service the world-wide facilities of the national networks of NBC in radio and television. Thus local and national programming will stand side by side to form the strongest broadcasting partnership in Cleveland."

With NBC since 1949, when he joined as controller of the OdO division, Mr. Shea formerly was treasurer and controller of Emerson Drug Co. for five years, during which time he was closely associated with the successful Bromo-Seltzer advertising campaigns. He previously was with Chase National Bank for two years and with Tel-Autograph Corp. for six years.

His successor as operations director and controller of the OdO division was not designated.

20-Year Radio Veteran

Mr. McCormick, leaving the management of the WTAM properties, has been in radio for more than two decades and with NBC since 1940 except for a part of 1945 when he was on leave of absence to serve as director of the radio department of the Republican National Committee.

He joined WGBS (now WIN) New York in 1930 as an announcer, engaged in free-lance program work in New York from 1933, then moved to WKRC Cincinnati as program and production director, rising to assistant manager of the station in 1938 and manager in 1956. He joined WCCO Minneapolis in 1938 as assistant manager and two years later entered NBC service as an account executive in the central division. Except for the brief leave of absence, he remained with the central division until named manager of WTAM on Feb. 1, 1948.

Jr., administrative vice president of the audience measurement firm.

The closing day saw WRFD presenting the first broadcast of the Columbus Little Symphony, conducted by G. E. Hardesty conducting. Before the Open House week WRFD entertained the Ohio press at a luncheon, with Mr. Evans of PBC describing the station's future development plans. The station was the cover feature of the March issue of the Ohio Farm Bureau News and received a seven-page spread in the Columbus Citizen magazine section. More than 5,000 invitations were mailed throughout Ohio.

During the Open House week WRFD sponsored furnishings special contest and door award prizes included: Meridian plastic tile, Youngstown kitchen, Gibson refrigerator, Apex washer, Norge home freezer, Hamilton clothes dryer, Tappan range, Crosley electric range, Perfect electric range, Grumman watches, Lincoln welder, Westinghouse roaster, Crosley radios, Columbus plastic kitchen sets, Big H feed, Purity feed, Genuine Pfister hybrid, Miami baby chicks and others.

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In comparing Iowa’s “best-liked” types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

<table>
<thead>
<tr>
<th>MEN</th>
<th>1947 Survey</th>
<th>1951 Survey</th>
<th>WOMEN</th>
<th>1947 Survey</th>
<th>1951 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>News broadcasts</td>
<td>80.4%</td>
<td>87.1%</td>
<td>News broadcasts</td>
<td>77.1%</td>
<td>79.9%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>71.5</td>
<td>62.0</td>
<td>Popular music</td>
<td>44.7</td>
<td>41.4</td>
</tr>
<tr>
<td>Popular music</td>
<td>39.9</td>
<td>48.5</td>
<td>Sports broadcasts</td>
<td>37.8</td>
<td>47.4</td>
</tr>
<tr>
<td>Sports broadcasts</td>
<td>38.7</td>
<td>47.4</td>
<td>Audience participation</td>
<td>49.4</td>
<td>38.1</td>
</tr>
<tr>
<td>Audience participation</td>
<td>43.7</td>
<td>47.4</td>
<td>Complete drama</td>
<td>38.4</td>
<td>39.3</td>
</tr>
<tr>
<td>Complete drama</td>
<td>32.7</td>
<td>29.7</td>
<td>Religious music or devotionals</td>
<td>28.5</td>
<td>28.2</td>
</tr>
<tr>
<td>Religious music or devotionals</td>
<td>17.4</td>
<td>18.4</td>
<td>Variety programs</td>
<td>22.3</td>
<td>21.3</td>
</tr>
<tr>
<td>Variety programs</td>
<td>23.2</td>
<td>23.6</td>
<td>Religious music or Oldtime music</td>
<td>19.5</td>
<td>18.4</td>
</tr>
<tr>
<td>Religious music or Oldtime music</td>
<td>14.5</td>
<td>13.4</td>
<td>Market reports</td>
<td>12.8</td>
<td>18.8</td>
</tr>
<tr>
<td>Market reports</td>
<td>11.2</td>
<td>11.8</td>
<td>Sports broadcasts</td>
<td>15.6</td>
<td>16.1</td>
</tr>
<tr>
<td>Sports broadcasts</td>
<td>12.0</td>
<td>11.3</td>
<td>Serial drama</td>
<td>15.5</td>
<td>15.6</td>
</tr>
<tr>
<td>Serial drama</td>
<td>11.2</td>
<td>11.3</td>
<td>Talks, comment</td>
<td>16.0</td>
<td>16.1</td>
</tr>
<tr>
<td>Talks, comment</td>
<td>17.0</td>
<td>14.3</td>
<td>Classical music</td>
<td>20.7</td>
<td>16.4</td>
</tr>
<tr>
<td>Classical music</td>
<td>16.1</td>
<td>9.5</td>
<td>Band music (brass)</td>
<td>13.2</td>
<td>13.4</td>
</tr>
<tr>
<td>Band music (brass)</td>
<td>14.5</td>
<td>15.3</td>
<td>Talks on farming</td>
<td>8.8</td>
<td>8.3</td>
</tr>
<tr>
<td>Talks on farming</td>
<td>4.3</td>
<td>5.4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs. In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You’ll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It’s packed with authentic, up-to-date information. It is one of America’s most dependable radio studies. Write us for your copy, today! — or ask Free & Peters!
UNANIMOUS!

"No transcription library can approach APS." That was the unanimous verdict of broadcasters in the U. S. and Canada at both NABTT and CAB Conventions in Chicago and Toronto during the past weeks.

"It sounds better" was a frequent comment. The cumulative impact of all that fine talent...all that specially-arranged music...made a sound that broadcasters liked. And sound counts in radio.

"What a talent list!" Delighted programmers revelled in that APS Talent Roster. Where many libraries have had an "opening" band, APS has built well—with basic ingredient music. Yes—we saw the importance of commercial help as a part of library service long ago—long before the rest, but the big difference lies in the fact that we didn't borrow from the music (the heart of any library!) to pay for the sales gimmicks.

"You must be after a rate increase," was an oft-heard comment. Broadcasters were realizing that APS' overwhelming superiority as a station tool made it an outstanding value. Where good music has been on the down grade in "promotional" libraries, the APS music have been heard at the same station and the difference lies in the fact that good music is better than any other kind of entertainment material. It "plays" or it doesn't. Ours does.

"It's been ten years—and we use it more than ever." We heard that from many old friends. They chuckle with us at the "two-year-and-out" kind of library. There's only one "best performance," and once you have it, there's no sensible reason for changing to second best "just for a change." Stations never junk top-audience shows "just for a change" and our old friends have learned that when you have a flock of solid performances all in one library it gets better and better as time goes on and new material keeps flowing in.

"How much?" We enjoy hearing that question. It's a "closer" for us. That's because there's an APS library service for every broadcaster. Our Specialized libraries lease at rates like these: $9.50, $22.50, $32.50, $39.50, $47.50 per month. The full basic APS library costs less than any other full-sized library on the market. What bargaining? Nope! Just a sensibly priced service for broadcasters, produced by broadcasters who know broadcasting. We have nothing else to sell—this is a full-time business for us.
Watch your pennies, Mister!

When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!

Every penny you spend on WITH helps produce exactly what you want from radio—low cost results! Because WITH delivers more buying listeners-per-dollar than any other radio or TV station in Baltimore.

No wonder WITH is so popular with the local folks! Their advertising must produce immediate, economical results. And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Let your Forjoe man give you the whole WITH story today!

WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY
To an advertiser who prefers to captivate audiences

There are no captive radio audiences in Iowa. Every set has a dial. The dials work, the radios work, and any listener is free to free lance. Apart from the totalitarian implications of the word (no self-respecting Iowan—that's the same as saying no Iowan—would sit still for being a captive anything) we figure an audience earned on program merit is more healthy for business.

Being on WMT, CBS outlet in Eastern Iowa, is like occupying a choice location on Main Street. Twenty-three of the top twenty-nine programs are on CBS. There's great customer traffic—great opportunity to reach more than 300,000 radio families in WMT-land. They're captivated by programming—CBS and local. For full details, trap a Katz Agency rep (they capture easy).

ARF Reactivated
(Continued from page 27)

a study of the Foundation's program and make recommendations for enlarging the service to the membership.

A complete report was made at Thursday's board meeting on the various research projects which ARF plans to undertake. It is expected that analyses of these projects will be completed within a month, so that work can be commenced without further delay. A survey of the membership showed a study of magazine ad readership measurement and one of radio-TV ratings most wanted by most subscribers, and it was indicated they will be undertaken first. The ARF research committee has also recommended two short-term projects, one of preparing analytical tabulations of the findings of ARF continuing studies, the other a study of the relationship of advertising expenditures to sales and to national income. Presumably these will also be launched promptly.

Mr. Kobak will serve as salaried president of ARF but continue his consulting practice, retaining his headquarters at 341 Park Ave., New York. He is not under contract to ARF and is to devote one day a week to the foundation once it is well under way.

Among Clients
Among his clients, it is understood, are General Mills, Knox-Reeves Adv., Miles Laboratories, Westinghouse Radio Stations Inc., A. C. Nielsen Co., Cleveland Plain Dealer. He also is identified with McGraw-Hill interests.

In addition Mr. Kobak is owner of WTWA Thomson, Ga., and a weekly newspaper in that city. He is an NARTB director-at-large for small stations. Just a fortnight ago he resigned as chairman of the board of Broadcast Advertising Bureau. In advertising much of his career, Mr. Kobak was president of Mutual network before becoming a consultant. Prior to that he had served in high executive capacity at NBC and McGraw-Hill as well as in the agency field.

Fred B. Manchee, executive vice president of BBDO and chairman of the ARF Projects Development Committee, reviewed survey results at the ANA convention in March.

In the survey, 72% voted for the magazine readership study and 65% wanted the radio-TV ratings study. Ranking fourth was the effect of TV on magazine and newspaper reading.

"We want to be sure that we can rely with confidence on the data we receive on the measurement of our radio and television advertising," Mr. Manchee had told the ANA convention. He added that agencies rated the radio-TV project first in their voting, with advertisers ranking it fourth and media fifth.

ARF will not go into the rating measurement business, according to Mr. Manchee, but try to get the answers to questions asked about present methods and techniques. This, he felt, would aid in interpreting present data and possibly lead to improved techniques. In addition it would put into force recommendations made last year by a special test survey committee which is called for field testing of broadcast research methods. This committee had been formed following an advertisement in the July 10, 1950 issue of Broadcasting-Telecasting.

In this advertisement Stanley G. Breyer, KJBS San Francisco, pointed to confusion in radio research and proposed an impartial evaluation of techniques. The report was made March 3, 1951 by Dr. Kenneth H. Baker, then NAB research director who served as chairman of the special test survey committee.

PEABODY AWARDS
Announcement Set May 1

ANNUAL George Foster Peabody Radio and Television Awards will be announced May 1 in New York at a meeting of the Radio Executives Club of that city at the Waldorf-Astoria, Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, has announced.

The awards, given for outstanding meritorious public service during 1951, are presented to individuals, stations and/or networks as follows:

Radio—for public service by a regional station above 1 kw, public service by a local station 1 kw or under, reporting and/or interpretation of the news, drama or other non-musical entertainment, music, education, children's program or series, and promotion of international understanding; television—education, entertainment, news and/or interpretation and children's program or series. Special awards also are made.

LEE ESTATE
Twin Sisters Named

TWIN sisters Marilyn Joan and Mary Jean Lee who will eventually receive nearly $1 million from the estate of the late Thomas S. Lee have been granted a monthly allowance of $150 each in Santa Monica Superior Court.

Cousins of Mr. Lee, the 16-year-old twins were among 10 persons named to share $4,788,206 remaining from $12$$ million left by the heir to the late Don Lee broadcasting and automobile distribution fortune. They are daughters of the late Cupler Lee, brother of Don Lee, and reside with their mother, Mrs. Frances M. Lee in Northridge, Calif. The twins are to receive $470,000 each from estate.
More Texas advertisers used KMAC during the first quarter of 1952 than any other San Antonio radio station.

"Texans Know Texas!"

KMAC
Mutual on 630
San Antonio

* HOWARD W. DAVIS, OWNER
* REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.
sole basis for Comr. Webster's concurring opinion.

"The failure of the commercial interests to make a strong, positive showing with respect to educational productions leaves me with the impression that that group is not as prepared to voluntarily go forward with this type of television programming as originally indicated ..." he said.

"But, with respect to the overwhelming majority of the 209 communities tentatively assigned educational channels by the Third Notice, support therefor by local educational organizations took, for the most part, the form of affidavits stating that reservations of such channels were desired," he continued.

WBT's 'Mr. Dixie'

CAREER of Grady Cole, WBT Charlotte farm director, is traced in the April 19 issue of Collier's magazine. The article is written by William A. Emerson Jr. under the title, "Mr. Dixie." Writes Mr. Emerson: "Grady is generally recognized in the Carolinas by sight or sound. He'd be downright disheartened if a formal introduction were necessary."

An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "What radio station does your family listen most?" 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station... a 3 1/2-to-1 favorite over all competition combined!

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than all other stations combined!

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

*Competition includes local stations of the other three major networks.

NARTB MEMBERS

Total Passes 1,500 Mark

AM STATION membership of NARTB reached the 1,000 mark last week—highest point in the last two years, according to President Harold E. Fellows. This brings the overall membership total to more than 1,500, comprising in addition to the AM group a total of 376 FM stations, 92 TV members (88 stations, four networks) and 75 associate members.

No. 1,000 in the NARTB AM directory is WOWL Florence, Ala., according to William T. Stubblefield, NARTB station relations director.

Most of the members recently signed made application during the NARTB convention in Chicago, which Station Relations Dept. maintained a service desk. Over 1,100 service cards were handed at the desk by William Trenor, assistant station relations director, and Helen Fruch. The service desk served as a central point for phone calls, telegrams and other messages addressed to convention delegations.

Other new member stations include KLCN Blytheville, Ark.; KLO Ogden, Utah; KOMO Seattle, Mont.; KQFY Sanger, Calif.; KULP El Campo, Tex.; KXIU Logan, Utah; WKWC Abilene, Tex.; KUSC (FM) Los Angeles; WACO Waco, Tex.; WHEC Rochester; WJZ Baltimore; WQXI Buckhead, Ga.; WVLK Wheeling; WAAJ Montgomery, Ala.; WPAB Mount Airy, N. C.; WPCF Cleveland; WOKX Columbus, S. C.; WLOK Lima, Ohio; WIBB Topeka; WDNW Wilson, N. C.; WGCN, WGCN-FM Gulfport, Miss.; WCRB Albertville, Ala.; KCBS Stearns, Ark.; KRB Hastings, Neb.; KCKN Kansas City.
WNHC doesn't operate 's or theaters!!

But it does run a network that feeds top rated programs plus sparkling local shows to a so high that it covers all of plus adjacent parts of and

WHAT HAPPENS?

This is a reprint from the Monday, March 10th issue of the New Haven Evening Register

Represented by the Katz Agency

Subscriber, NARTB seal and good practice

Truly Connecticut's Only Window on the World for Over 250,000 TV Homes.
Summer ‘Boom-State’

The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY’s sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY exclusively. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America’s foremost vacation areas.

Motorists visiting “WGY-Land” learn the station’s location on the dial through seven striking, colorful 8’ x 24’ Scotchlite billboards which are located on the major traffic arteries leading into the “17th State.”

You can realize outstanding results by doing your summer selling on Station WGY.

The Capital of the 17th State

The WGY area is so named because its population exceeds that of 32 states.

Represented by NBC Spot Sales

HOW MANY COMMERCIALS AIRED IN ’51?
More than 114 Million, B’l Survey Discloses

RADIO and television have had a nose-counting job performed on their commercials by Broadcasting Telecasting. Here are the results, based on carefully computed estimates:

- 100,620,000 commercial messages were delivered in 1951 by all AM broadcast stations.
- 10,000,000 commercial messages were delivered in 1951 by all FM broadcast stations.
- 4,009,000 commercial messages were delivered in 1951 by all television stations.
- Grand total: 114,620,000 commercial messages delivered in the year on the three broadcast media (AM, FM, TV).

The figures came out of actual checks of radio and TV station logs, using samples believed typical in each category. In addition, the renewal applications of typical stations were checked at the FCC.

NLRB SETS VOTE

For WGH, WNOR Employees

DIRECTIONS of election were handed down by the National Labor Relations Board last Wednesday involving the American Federation of Radio Artists (AFL) and two Virginia stations—WGH Newport News and WNOR Norfolk.

The board ordered a ballot at WNOR among announcing, announcer-engineer and continuity employees, and at WGH among announcing and programming personnel. Elections will be held within 30 days.

At WNOR, the union sought a unit of announcers and announcer-engineers excluding continuity, traffic, production and commercial help. The station, licensed to Norfolk Broadcasting Corp., favored inclusion of a salesman and traffic and receptionist personnel. In including continuity help, NLRB noted "the small size of the radio station . . . and integrated nature of the employer's broadcasting operations."

WGH, licensed to Hampton Roads Broadcasting Corp., favored inclusion of its commercial manager, chief announcer, choir director, and continuity and promotion employees. The board directive included in the unit only continuity employees from this proposed group urged by WGH. APRA would have limited the voting unit to announcers.

Paul Styles, NLRB member, dissented from the majority opinion. He contended that while "this is a small radio station" and jobs performed by announcers are integrated with other program functions, announcers perform a special kind of work involving special conditions of employment. He favored a unit of announcers, pointing out the board has so acted in other radio cases.

With number of spot announcements projected to give total number of commercial announcements in a week.

In the case of AM stations, the number of commercial announcements (including all announcements within programs) ranged from 20,800 to 96,000 during the year for 2,256 stations. A median figure of 45,000 commercial messages per year per AM station resulted.

The FM figure was more difficult to pin-point because so many stations duplicate AM and because of the variation in number of daily operating hours. The computation produced an estimate of 10,000,000 commercials broadcast in a year by the 653 stations.

The check of TV commercial announcements (again including all announcements within programs, as done in the AM and FM estimates) showed 146 commercial announcements as the highest daily total for the logs selected. The total for 108 TV stations was 1,008,000.

These figures do not include free public service announcements, which in the case of AM stations range from 30 to over 200 a week.

WCBS NARCOTICS SERIES

Gets Wide Development

WCBS New York is giving a demonstration of program and idea development, all focused on the true story of a heroin addict—known to the public as “Robert Adams”—and his 30-year struggle with drugs, first told as a two-week series on Bill Leonard’s This Is New York.

The story was slated for further discussion last week on Dwight Cooke’s You and the World (WCBS, weekdays, 6:15 p.m. EST) as well as for a Thursday roundtable with State Attorney General Nathaniel Goldstein and State Senator Seymour Halpern on Mr. Leonard’s program.

Simon & Schuster has scheduled publication of “Robert Adams” story, “Confessions of a Heroin Addict,” and two film companies (MGM and Paramount) are listening to broadcast transcripts as possible movie material. The addict’s wife, who participated in one broadcast to explain what it meant to be married to a drug-user, is writing an article for publication in June issue of Today’s Woman.

HENRY W. TYMICK, Buchen Co., Chicago, has been appointed general chairman of the 30th annual conference of National Industrial Advertisers Assn., Chicago, June 25-July 2. Debate on communications is scheduled as well as origination of ABC America’s Town Meeting of the Air.
How you can make a profit of $27,295,971 and go in the hole!

1. According to our accountants, Union Oil made a net profit during 1951 of $27,295,971. If this bookkeeping profit represented the company's actual "take" our 38,347 common share owners would be overjoyed. But after paying dividends of $11,444,259, we actually ended up on the minus side of the ledger to the sum of $7,534,000 in working capital.

2. Here's the reason: In 1951 we had to spend $62,421,000 for replacement of worn-out equipment and oil properties and to enlarge our facilities to meet the greatly increased demand in the West for petroleum products. This money came from three sources.

3. $40,281,000 of it came from the "depreciation and depletion" allowance. (The sums a corporation sets aside each year to replace equipment and oil properties when they're worn out.) $14,606,000 of it was made up out of profits. $7,534,000 of it was taken from working capital—the "checking account" a business keeps on hand for day-to-day expenditures.

4. We obviously can't keep dipping into our working capital indefinitely and stay in business. For if we do we'll eventually run out of money to carry our receivables, inventories, etc., and pay our daily operating expenses. That's why something has to be done about a situation that affects not only us but every U.S. corporation.

5. Briefly it is this: The sums the tax collector allows you to set aside for depreciation and depletion are based on what things cost when you acquired them—not what it costs to replace them today. Since these depreciation funds aren't adequate to replace equipment and oil properties at today's prices, we have to make up the difference somewhere—or go out of business.

6. On top of this, extremely heavy taxes on corporate earnings make it almost impossible to retain enough profits to make up the difference. So we have to take it from working capital. That's why we must have a tax policy that will permit corporations to earn enough for the replacement and expansion necessary to maintain the productivity and economic growth of the nation.
AFRA L.A. TALKS
Open With Independents
WITH CURRENT contracts expiring April 30, American Federation of Radio Artists has started negotiating for a 10% overall wage increase and improved working conditions for staff announcers of Los Angeles area independent outlets.
Besides KFQB, KLAC, KFVD, KFAC and KKKD Los Angeles, the group includes KGLI San Fernando, KGER and KPOX Long Beach, KKKW, KALI and KXLA Pasadena.
Improved working conditions requested include a health and welfare plan which would be paid for by the station, covering each announcer and dependents, with cost to employer of $8 monthly; severance pay based on one week for each year of service, with minimum of two weeks' notice; special conditions covering employment of parttime announcers with premium pay time-and-a-half minimum call provision; and full day salary for parttime work.
AFRA also requests KGIL and KXKW to adjust $3 weekly differential to same salaries as KFOX; KLAC to increase pay to the same as KFWB, eliminating $6 differential. KMPC Los Angeles, Liberty affiliate, was put in the network category by AFRA and instead of present flat $99 per week, the union wants $100 weekly for first year men, plus commercial fees, and $115 for second year.
Announcer pay on Los Angeles independents currently varies from $75 to $90, Claude McCue, AFRA executive secretary, stated.
KBBG Avalon, Cali., has contracted for United Press news service, effective when station starts operating in early May. Teletypes will be installed in both the Avalon studio on Catalina Island and Hollywood studios at 6540 Sunset Blvd.

EDUCATION ON FM
Chicago Series Scheduled
FIVE Chicago-area colleges April 14 will begin educational programming on WBKB (FM), affiliate of WBKB (TV) Chicago, General Manager John H. Mitchell has announced.
Preliminary program plans were revealed at a press conference in the Garrick Television Center. Schools participating in the cooperative plan are Roosevelt College, the U. of Illinois, Lake Forest College, Illinois Institute of Technology and Loyola U.
Each school will broadcast its programs one day weekly for 10 weeks, furnishing educational material from 3-9 p.m. If the series, entitled Operation New Horizon, wins enough public response, it will be resumed in the fall on WBKB as well as on WBKB. Stations are owned by the Balaban & Katz theatre chain.

KDKA Aid to Blind
KDKA Pittsburgh has begun shipment of a second ton of used radio transcriptions to the American Printing House for the Blind Inc., Louisville, Ky., which company started in September 1940. Transcriptions, which KDKA supplies free of charge, are re-milled, worked in with new material and used in the production of "talking books" for the blind. Officials of the printing house explained that the demand for "talking books" is increasing daily.

LIKES WNBC MUSIC
Rep. Morano Tells Cott
A CONGRESSMAN, who doesn't like "claptrap emanating from other radio stations in New York City on after-midnight programs," wrote a fan letter to WNBC New York complimenting the station on its classical music disc jockey show, Music Through the Night.
Rep. Albert P. Morano (R-Conn.) last week released his letter to Ted Cott, program director of WNBC. Rep. Morano created a stir last fall when he complained that WMCA New York's nighttime music m. c., Barry Gray, had made "ad-lib" remarks on his program [B. T., Oct. 29, 1951]. It was alleged that Mr. Gray had criticized a column printed in the Greenwich (Conn.) Time that had attacked government sponsorship of recruiting programs.
In his letter, Rep. Morano said in part: "This program is indeed a real public service, I am sure that the predominant majority of the radio public would much prefer to listen to the great masters ... as interpreted by the contemporary conductors ... in marked contrast to the claptrap emanating from other radio stations in New York City on after-midnight programs.
In the WMCA incident, Rep. Morano had complained to the FCC. While praising WNBC and the program, Rep. Morano, who noted he is a frequent listener, also commended NBC for placing the show in the midnight-to-dawn period.

KFAB SCHOLARSHIPS
Offer In-Service Training
HARRY BURKE, general manager, KFAB Omaha, has announced that for the seventh consecutive year the station will cooperate with the U. of Nebraska in taking students from the university's radio department for summer training at KFAB.
In-service scholarship "graduates" include Bob Jones, KFAB staff announcer; Herb Hermann, KFAB farm field director; Myron Levenson, WOAI-TV San Antonio; John Carson, KPTV (TV) Hollywood, and Arved Christiansen and Jo Anne Mellin, KFOR Lincoln.
YOU MIGHT CAST A TROUT FLY
183 FEET*

BUT...
YOU NEED THE FETZER
STATIONS TO LAND SALES
IN WESTERN MICHIGAN!

AM or TV, here's proof that the Fetzer stations are Western Michigan's best advertising buys.

RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver Western Michigan's largest audience, at surprisingly low cost. Each is consistently the most listened-to station in its home city, and BMB figures prove the same kind of audience in surrounding rural areas. WKZO-WJEF's unduplicated BMB Audience is up 46.7% over 1946 in the daytime—up 52.9% at night! Yet this strong CBS combination costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

TELEVISION
WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It also provides Battle Creek with intensive primary service—effectively reaches a total market with a Net Effective Buying Income of more than two billion dollars! And here's the best part of the story: A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation, using the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Station "B"!

Write direct or ask your Avery-Knodel man for all the facts.

* Dick Miller of Huntington Beach, California, holds this world's record.

WKZO-TV
WKZO TV
WKZO

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING * Telecasting
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American Exhibition of Educational Radio and Television Awards

RECOGNITION is extended to local and regional television programs for the first time this year in the list of awards presented honorable mentions of the 14th American Exhibition of Educational Radio and Television Programs.

The exhibition, to be announced today (Monday), is sponsored by the 22nd Institute for Education by Radio-Television, which meets under the auspices of Ohio State U. at Columbus this week (see separate story).

All awards are based upon entries made by networks, stations and other organizations. Regional and local TV programs are auditioned comparatively by the same panel of judges as national network video fare. With one exception, the awards are made to series rather than individual broadcasts. Series were judged in 14 cooperating centers, one for each program class.

Radio awards are broken down into national (network or transcription) programs, regional networks, stations and organizations (including clear-channel, 5 kw to 50 kw stations) and local organizations and stations (less than 5 kw).

Television awards cover network live and kinescope fare and local network regional stations or organizations.

List of awards, honorable mentions and citations by classification follows:

RADIO AWARDS

Programs Heard Nationally by Network or Transcription

Religious—First Award, The Ave Maria, Broadcast from St. Francis Friars of the Atonement, New York, broadcast at various times over numerous stations.

Honorable Mention, The Louie H. Light to Broadcasting and Film Commission of National Council of Churches, New York, broadcast at various times over numerous stations.

Agricultural—(No awards).

Women's—(No Awards).

Cultural: Art, science, literature and music (but not straight music)—First Award, Stage 5, to Canadian Broadcasting Corp.

Honorable Mention, CBC Wednesday Night, to Canadian Broadcasting Corp.

Dealing with Personal and Social Problems—

Honorable Mention, The Lonesome Road, to Communication Materials Center, Columbia U. Press, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, Cross Section, to Canadian Broadcasting Corp.

News Interpretation (not straight reporting)—(No awards).

Furthering International Understanding—First Award, Citizens of the World, to United Nations Radio, broadcast at various times over numerous stations.

Special One-Time Broadcasts—First Award, Arise and Go Thy Way, to The National Society for Crippled Children and Adults, broadcast over the NBC network.

Honorable Mention, No Escape, to Canadian Broadcasting Corp.

Children's (for out-of-school listening) Awards—First Award, Best to Public Broadcasting, to Audio-Visual Division, Federal Civil Defense Administration, Washington, D.C.; Second at various times over numerous stations.

Honorable Mention, The Children's Theatre, to Canadian Broadcasting Corp.

Honorable Mention, A Carol for Canada, to Canadian Broadcasting Corp.

Teens' Awards for out-of-school listening—(No awards).

Designed for in-school use by pupils in primary grades (approximately grades I-III)—(No awards).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(No awards).

Designed for in-school use by pupils in junior and senior high school (approximately grades VII-XII)—(No awards).

Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)

Religious—First Award, The Pastor's Study, to WBBM Chicago.

Agricultural—First Award, McClatchy Farm Review, to McClatchy Broadcasting Co., Sacramento, Calif., broadcast over various California stations.

Honorable Mention, The Voice From The Farm, to WNOX Knoxville, Tenn.

—Special Citation, The Farm Front, to Farm Department, the Crosby Company, Cincinnati, Ohio, broadcast over WVL Cincinnati.

Women's—First Award, Knudsen Women's Forum, to Columbia Pacific Network, broadcast over KNX Los Angeles, Calif.

Honorable Mention, The Barbara Welles Show, to WOR New York.

Cultural: Art, science, literature and music (but not straight music)—First Award, The University Hour, to Communication Center, U. of North Carolina, Chapel Hill, broadcast over various North Carolina stations.

Honorable mention, Critically Speak- up, to KUOM Minneapolis (U. of Minnesota).

Dealing with personal and social problems—First Award, Minnesota Mid-Century, to KUOM Minneapolis (U. of Minnesota) broadcast at various times over other Minnesota stations.

Honorable mention, The Untouchables, to WBBM Chicago.

Presenting Public Issues (Forums, etc.)—First Award, Freedom Revisited, to WCAU Philadelphia.

First Award, The Listeners, to Public Service Division, WMCA New York.

News Interpretation (not straight reporting)—First Award, E. W. Ziebold News Analysis, to WCCO Minneapolis, Minn.

Honorable Mention, W. S. C. Views the News, to KWSC Pullman (State College of Washington).

Furthering International Understanding—First Award, The Ralph Story Show, to Columbia Pacific Network, broadcast over KNX Los Angeles, Calif.

Honorable Mention, It's a Small World, to WMAG Chicago, Ill.

—Special Citation, Japanese Peace Conference, to KFWB Hollywood, Calif.

Special One-Time Broadcasts—First Award, Behind the Scenes of the Alva Dr. Doolittle, to KQIN Portland, Ore.

Children's (for out-of-school listening)—First Award, Let's to Listen to a Story, to Public Service Division, WMCA New York.

Honorable Mention, Down Story Book Lane, to Speech Dept., U. of Michigan (Ann Arbor).

Teen-Agers' (for out-of-school listening)—Honorable Mention, WKCR Youth Forum, to WQXR New York, and WMAL Washington, D.C.

Honorable Mention, Young Book Reviewers, to Public Service Div., WMCA New York.

Designed for in-school use by pupils in primary grades (approximately grades I-III)—First Award, Old Tales and New, to Minnesota School of the Air, KUOM Minneapolis (U. of Minnesota).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—First Award, Let's Sing Together, to the Departments of Education of Manitoba, Alberta, and British Columbia, broadcast over CBW Winnipeg, Manitoba, and stations in Alberta and British Columbia.

Honorable Mention. News of the Week, to WHA Madison (U. of Wisconsin), broadcast over Wisconsin State FM network.

Designed for in-school use by pupils

(Continued on page 46)

American-Standard ups its sales $14,000,000

Complete story of this big increase appeared in the March 28 Printers' Ink

"But," said an official of the company, "this sales increase in 1951 is only the beginning." Now eying the program for the second year, the company believes it can parlay increased sales results in the years to come.

Pick up your copy of the March 28 issue of Printers' Ink. (If you can't find it, send us 25c for another.) Note the first of four paragraphs that are preceded by a "But's Eye." The first one says, "For the first time consistent schedules of local radio and TV" were used in conjunction with other local media.

At the close of 1951, this fine company had more than 7,000 retailers in all parts of the country tied in with their overall plan of selling and consistent advertising. Last year it spent around $2,000,000 for space advertising, and another $750,000 in cooperative advertising.

You will get two benefits from reading this Printers' Ink article:

First—a sales idea that you may be able to use right now. If you didn't get any of the $750,000 spent last year, contact the nearest American-Standard dealer. About 1,200 of them are scattered all over the country, one in every major market.

And second, you'll get a good example of the kind of material we give our 23,475 subscribers every week that consistently attracts to Printers' Ink the largest combined audience of advertisers Bob Kenyon and agencies that you can reach anywhere.

Many things are involved in making any sales drive a success. But the backbone of the most successful campaign is, as was reported in this and other Printers' Ink articles, consistent schedules.

You find the same thing true in advertising to advertisers. Each year more radio stations start to advertise in Printers' Ink. Some use but 1/6 of a page to tell with consistent schedules the story of their market. Others use full pages. Whatever your budget allows, we believe that you, too, should sell to the reader—the advertising, management, sales and agency executives who make the buying decisions—the importance of your market. "Advertising to Advertisers" is one of the most profitable ventures you ever started.

When can we have a talk with you about what Printers' Ink can do to help you sell more advertising?

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink* 105 East 42nd Street, New York 17, N. Y.
Chicago, Pasadena, Atlanta, Boston, London

Broadcasting, Telecasting
“Yes, and if that’s a TV antenna, you’ll get a year in jail!”

Obviously neither television nor newspapers can deliver any "impact" in the 213,316 privately owned cars and trucks within 60 miles of Louisville.

But radio is at work regularly in 128,303 of them.

That’s another reason why WAVE radio can deliver 1000 impressions for you, for only 37¢!

Ask Free & Peters for all the facts!

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

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
in junior and/or senior high schools (approximately grades VII-XII).
Honorable Mention, Fun From the Dictionary, to WBOE Cleveland Board of Education.
Honorable Mention, Educators, to British Columbia Dept. of Education (Vancouver) in cooperation with the Canadian Broadcasting Corp., broadcast over the Pacific Division of the Trans-Canada network.

Local Organizations and Local Stations (less than 5 kw)

Religious-Honorable Mention, Our Kind of People, to the Radio Class, Yale Divinity School, New Haven, Conn.
Women's-(no awards).

Honorable Mention, Sir Ernest Plays Favorites, to CKYE Toronto, Ont. Dealing With Personal and Social Problems-Honorable Mention, Unfinished Business, to WCFM Washington, D. C.
Presenting Public Issues (formal, etc.)-First Award, Alabama Document, to WUOA Tuscaloosa (U. of Alabama).
Honorable Mention, Notes on Labor, to Bureau of Publications, Government of Saskatchewan, broadcast over CKRM Regina, Sask.
News Interpretation (not straight reporting)-Honorable Mention, Religion at the News Desk, to New Haven Council of Churches, broadcast over WELI New Haven, Conn.
Special One-Time Broadcasts-Honorable Mention, Strike in Danville, to WFDR-FM New York.

Children's (out-of-school listening)—First Award, When the World Was Young, to Junior League of Salt Lake City and the Radio Dept. of the U. of Utah, broadcast over KSL.

Teen-agers' (for out-of-school listening)—(no awards). Designed for in-school use by pupils in primary grades (approximately grades I-III)-Honorable Mention, Tell Me A Story, to Minneapolis Public Schools, broadcast over KTIS Minneapolis.
Honorable Mention, Tell It Again, to WABE-FM Atlanta, Ga., Board of Education.

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(no awards).

Designed for in-school use by pupils in junior and/or senior high schools (approximately grades VII-XII)-First Award, United Nations-Success Story, to Radio Div., Dept. of Theatre Arts, U. of California at Los Angeles and the Audio-Visual Aids Section of the Los Angeles City Schools, broadcast over various local stations.

TELEVISION AWARDS

Network: Multi-Station telecast by cable, relay, or delayed video recording (kinescope)

Public Affairs: News Interpretation, Issues, Problems, etc.-First Award, How Long Shall We Go On?, to WHAS-TV Louisville, Ky.

Honorable Mention, Your Family Doctor, to Baltimore City Health Dept. and WMAR (TV) Baltimore.

Special Award, Inside Our Schools, to WHAS-TV Louisville, Ky.

Cultural: Drama, Music, Literature, Science, Art—First Award, Science in Action, telecast by California Academy of Sciences, telecast over KGO-TV San Francisco.

Honorable Mention, KING's Community Workshop, to KING-TV Seattle, Wash.

Programs directed to special interest groups: Women's, Agriculture, etc.—First Award, How Does Your Garden Grow? to WNBQ (TV) Chicago.

Systematic instruction: TV university Telecourses, etc.—First Award, The Western Reserve University Telecourses to WEWS (TV) and Western Reserve U., Cleveland.

Children's programs (out of school)—First Award, Televalue Tales, to KING-TV Seattle, Wash., in cooperation with Gloria Chandler Recordings Inc.

Honorable Mention, Magic Window, to WOI-TV (Iowa State College) Ames.

Recreational (elementary and high school)—First Award, Operation Blackboard, to Philadelphia Public Schools, telecast over WPTZ (TV) Philadelphia.

BBM Officers Elected

CHARLES R. VINT, president, Coilgate-Falmolithic-Foot Co. Ltd., Toronto, was re-elected president of the Board of Broadcast Measurement, Toronto, with Horace Stovin, president of Horace N. Stovin Co., station representative firm, Toronto, as vice president. Charles J. Follett, Assm. of Canadian Advertisers, was elected executive secretary, and Athol McQuarrie, ACA, named as treasurer.
what makes WREC TOPS

FOR THE LISTENER

Quality Programming for Listeners
Mechanical Perfection
Adequate Power

FOR THE ADVERTISER

- A market of over $2,000,000,000.
- 10% less cost per thousand listeners than in 1946.
- A Hooper averaging higher than any other Memphis Station.

AFFILIATED WITH CBS. 600 KC, 5000 WATTS

WREC MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY
ABC RATES

Stability This Year

Sealed By Noble

THERE will be no further decline in ABC's radio network rates this year, Edward J. Noble, board chairman and major stockholder in ABC, told the annual stockholders' meeting last Tuesday.

Asked about the possibility of further radio rate reductions, Mr. Noble answered, "Definitely not." On the contrary, he said, some radio rates "ought to be higher than they now are. I look for the next move to be an increase rather than a decrease."

Mr. Noble added that for the immediate future, ABC radio rates probably would remain at their present level.

Questioned as to ABC's low net income last year, less than 1% of the gross, Mr. Noble admitted the net "was not anywhere near what it ought to be." He blamed the small profit on the costs of TV operations, saying the TV network's overhead costs are as high now as they will be when there are video stations all over the country instead of in only 66 cities as at present.

Answering a query about reports of a decline in TV business, Robert Kintner, ABC president, said that "a weakness" in network TV business began to develop last December, with "the three major TV networks—ABC, CBS and NBC—the hardest hit." Shortage of TV stations, which he said has had a depressing effect on the medium, and increased costs of TV time and programs were the main causes of

RADIO SALES JOB
Recalled by WLS' Snyder

RADIO'S sales job today is similar to that in the late 20's and early 30's, "when we had to show people it worked," Glenn Snyder, general manager of WLS Chicago, said last week in commenting on the station's 29th anniversary.

"We had to talk hard to convince an advertiser that he should be a 52-week man, going year after year. We still have to advance the same arguments today, through it is interesting to notice how many of our year-around, long-term advertisers have grown and developed right along with radio, while the spasmotic type passed out of the picture."

"Problems we've always had with us—we welcome them as a challenge that forces us to sell and sell the full power of radio, a power that has never been equalled anywhere," Mr. Snyder said.

In April 1924, WLS housed its 500 w transmitter atop Sears, Roe- buck & Co. (world's largest store, from which the call letters were taken) on the city's West Side, with a "remote" studio in the Hotel Sherman.

Sears Agricultural Foundation established the station, with Edgar Bill, retired owner-manager of WMBD Peoria, Ill, as the first station director. Prairie Farmer newspaper bought the station in October 1929 with Mr. Snyder as general manager.

Handy's Cows—
"Tired But Happy"

Handy Peterson is one person around here who really lives up to his name. Stopped by his fine-looking farm the other day and watched his cattle enjoying the latest brainstorm he had—a back-scratcher.

What Handy did was to cut a tractor tire in half—then he slid the open ends over the tops of two posts set in the ground—bolling the tire to the posts, making the inside edges come just about the height of a cow's back.

Handy's cattle-scratcher wasn't a very big idea as ideas go—but he figures the happier his cows are the better. (And he'll probably get more milk from them, too!)

From where I sit, it's important to keep your eye on the little things. They add up. For example, little differences of opinion are important. You may like a milkshake, my choice may be beer—the difference may be small in itself, but the right to have that opinion is one of the biggest things in this democracy.

Joe Marsh
FM PROGRESS
Smith Sees Strides

FM BROADCASTERS are overcoming their greatest mistake—failure to reach the public with the FM story, John H. Smith Jr., NARTB’s FM director, said in an address last Monday to the National Capital Forge, American Public Relations Assn.

Mr. Smith joined with Robert Rogers, general manager of WGMS-AM-FM Washington, in pointing to the need for proper programming if listeners are to be drawn to the high-fidelity medium.

Sales of FM receivers are holding the 1951 level in Washington despite a drop of 35% in appliance lines. Mr. Smith said. He described results of the test FM promotion campaigns in Washington, North Carolina and Wisconsin. Other campaigns are to get under way soon. The three drives staged in recent months have been effective in making the public more conscious about FM, he explained.

Mr. Rogers said good-music programming had drawn many listeners to radio, with the nighttime FM-only service showing a constantly rising audience. He said good music programming “is likely to survive in the TV world.” WGMS announcers, he added, were trained to a level delivery “without unusual emphasis or oil.” Cards showing dial listings of all AM and FM stations are sent every family moving into the Washington area.

KSBW DRIVE
Hits 125% of ARC Goal

WHIRLWIND one-day KSBW Salinas, Calif.'s, Red Cross campaign over the seven-town Salinas Valley in March raised $48,000 or 125% of the fund quota in a nine-hour broadcast in which 1,500 workers participated in the drive among the valley's 80,000 people, the station reports.

KSBW General Manager John Cohan, fund drive chairman, and his partner, W. M. Oates, pre-recorded announcements by 180 business, union, professional and other leaders calling for funds. Jaycees placed radios at 100-yard intervals in all business districts and seven sound trucks patrolled streets announcing for KSBW tune-in.

The campaign, covered by Life, Universal News Reel, San Francisco Chronicle and all wire services, featured a continuous KSBW broadcast from four pick-up points, interviewing citizens. Broadcasting also for MBS, Mr. Cohan says KSBW's build-up campaign attained one of the highest ratings ever recorded in the area.

U.S. SENATOR WILLIAM F. KNOWLAND (R-Calif.) will conduct re-election campaign on 13 ABC California stations, Mon., May 12, 19 and 26, 9:45-10 p.m. PST, and June 2, 9:30-10 p.m. PST. Agency handling arrangements is Erwin, Wasey & Co., L.A.

WSYR—Local Radio Sales UP 46%
To musicians the name Ludwig van Beethoven has been pre-eminent in the sphere of orchestral composition for 150 years. For real grandeur, perfect sense of beauty, and range, depth and truth of thought, Beethoven is possibly the greatest musician that ever lived. His major orchestral works, of which the Fifth Symphony is a classic example, have achieved a pinnacle of fame second to no other. Today, more than ever before, Beethoven's name is remembered for the originality and creative power of his music.

To time-buyers the name FORT INDUSTRY has been recognized as a leader in the field of broadcasting for 25 years. THE FORT INDUSTRY COMPANY is well-known, in each of the thriving markets where its stations are located, for attentive programming and high ideals of service in the public interest. Today, as in years past, FORT INDUSTRY is the name remembered by alert advertisers who want the greatest audience-response and maximum sales results.
Humphrey, Drop Dat Gun

AS REPORTED elsewhere in this issue, Sen. Hubert H. Humphrey (D-Minn.) has set out to remove institutional advertising of a "political" nature from the business expenses that can be deducted from corporation taxes. He objects in particular to those advertisements which take an attitude on political questions and which, he says, have no connection with the business of the advertisers.

Is he really confining his interest to this particular kind of advertising? Hardly.

He is chairman of a Senate Small Business Subcommittee on Newsprint which has just released a report recommending ways of conserving paper. An illuminating part of that report reads: "... Postal subsidies and tax regulations tend to stimulate advertising that may be unnecessarily extravagant and not particularly productive. Possibly our government can give more consideration to its postal rates and tax regulations."

The inference there, of course, is that if advertising is curtailed, so will be the use of newsprint. You can't quarrel with that conclusion, not if you attend to the fact that newspaper profits, already perilously slim, will be tragically curtailed.

Can the government, either by legislative or administrative means, tell newspaper advertising without also curtailling advertising in all other media? Not by a long shot.

Suppose Sen. Humphrey succeeds in getting the Internal Revenue Bureau to turn thumbs down on the institutional advertising of which he is the judge of what is "political" and what is not—a government agency which itself as political as it is possible to be? Would a pro-Administration ad receive the same judgment as one that opposed Administration policy?

Quite obviously Sen. Humphrey's proposals must be answered firmly and immediately, else everybody in advertising suffer. This is not exclusively a defense to be fought by newspapers or any other media. The whole advertising business must rise to defend itself.

Wrong Channels

IT IS DIFFICULT in these times of emotional and intellectual strain for even the sanest and most even-tempered to keep their heads. Hence, it is not surprising to find the officers of the American Civil Liberties Union losing theirs over the blacklisting issue in radio and TV.

However commendable the intentions of the ACLU in seeking to correct what has admitted been an awkward and regrettable situation, the way they take the matter to the FCC was not rational.

Misunderstandings too often crop up in discussions of this kind and so we wish to make some note of a memorandum we received setting forth why we think the FCC is not qualified to deal with blacklisting.

First, it must be understood that regardless of its legality, the Communist Party, by the proved treason of many of its members, has been clearly shown to be a menace to the security of the United States. Broadcasters must be especially wary of Red infiltration which could do much harm. Red pick, seize radio-TV facilities which would be of greatest value in espionage and fifth column activity.

Concurrently, however, broadcasters must do everything consistent with security to protect the cherished principles of respect for the individual which distinguish democracy from totalitarianism. This is one principle which have unquestionably suffered in the publication of Red Channels and the attention paid to that accumulation of innuendo and doubtful facts. It is not irresponsible to say that a good deal of fear hysteria has been bought about within radio and television by Red Channels. The important thing is to remember that it has not been fear of placing subversives in positions where they endanger security but rather fear of being associated with anyone remotely "counterrevolutionl" that has prevailed.

The charge cannot be avoided that broadcasters and sponsors have acted timidly in the handling of Channel and Counterattack. But, to get to the main point of this editorial, that is none of the FCC's business.

It is, after all, the responsibility of the broadcaster and nobody else to determine who gets the air. If Actor X can prove he has been deprived of a livelihood or has otherwise been damaged as a result of his being listed in Red Channels, his recourse must be to the courts, not to the FCC.

Indeed the ACLA would completely negate its own purposes if it were successful in prosecuting its preposterous complaint to the FCC. For broadcasters too have liberties which would be seriously infringed upon if the FCC were able to order them to put a specific person on the air or forbid them to take another off it.

One of the greatest enemies of democratic freedom is the unbridling of power in the hands of the state. It ill suits the ACLA to be petitioning an agency of the state to assume more power over broadcasters and to limit the broadcasters' own discretionary authority.

Ubiquitous Mr. Kobak

THE NEWS that Edgar Kobak, a name as well known to advertisers and media management, is to be the president of the revived Advertising Research Foundation should reassure broadcasters about the future of this tripartite effort to learn more about the advertising business.

It is no secret that broadcasters have been skittish about joining up with an organization that seemed so heavily dominated by advertisers, agencies and rival media. Their not unnatural concern was that research projects undertaken by the ARF would be loaded in favor of the competition.

Perhaps broadcasters will be more willing to subscribe to ARF now that a man of intensive experience in all phases of advertising, including broadcasting, is administering it. We hope so.

Just about the only topic on which almost everybody in radio and television is in agreement these days is that some basic research is needed to find out what is wrong with present research and with its uses. That is a job which only broadcasters can do.

In the operations of ARF there seems to be an excellent chance to at least stimulate a search for comparable information about all media. In that direction lies the greatest hope for radio. For radio has suffered because advertisers have isolated it from other media in assessing the influence of TV.

But they will not lose their possession equally detailed information about TV's effect on, say, newspaper readership as they had about TV's effect on radio listening, it is probable that they would not have concentrated on lowering radio rates.

The ARF provides a chance to correct these inequities and to improve knowledge about all phases of advertising. It would be short-sighted of radio and television not to give this organization their full support.

CBS as an example of what a political institutional advertising can do.

It is a job, Mr. Kobak says. By that he means not only waste of dollars and time, but anything—whether words, motion or thinking—that doesn't lead directly to desired goals. Mr. Kobak likes efficiency because it saves dollars. By economy he seeks not to do a job cheaply as possible, but to make sure that the

(Continued on page 60)
Five Years Ago—at 9:37 a.m. On April 16, 1947—

A telephone call to the KPRC newsroom brought the first bulletin of the Texas City disaster—minutes before news was flashed over press association wires.

From that moment... and for the next 48 hours... KPRC newsmen, under the on-the-spot direction of News Editor Pat Flaherty, broadcast to the Houston area and to the entire nation via NBC accurate, up-to-the-minute reports of one of America's major tragedies.

For this brilliant radio news coverage, KPRC was lauded by Texas City officials, by NBC listeners throughout the country, by officials of the National Broadcasting Company, and by the press through the annual Headliners Awards.

It was No Accident that KPRC Won Local and National Acclaim for Its Coverage at Texas City.

Today, still under Pat Flaherty's direction, KPRC maintains an even larger staff than five years ago... men whose full-time job is covering and broadcasting the news for KPRC.

Complete, accurate, instantaneous news coverage is a KPRC tradition that has helped to make us...

FIRST in the South's First Market!

JACK HARRIS, General Manager

Represented Nationally by EDWARD PETRY & CO.
**'FATHER OF RADIO' HONORED**

**de Forest Feted by 500 at Waldorf-Astoria**

DR. LEE de FOREST, famed inventor whose invention of the audion tube in 1907 paved the way for all radio developments since then, was guest of honor Tuesday at a testimonial dinner held at New York's Waldorf-Astoria, where some 500 top radio engineers and executives gathered in tribute to the man who is generally termed the "Father of Radio."

Dinner was organized by the de Forest Pioneers, a group of men who have been associated with the inventive genius at some stage or other of his long career in radio—50 years in which he has been granted more than 300 patents. Hosts with the de Forest Pioneers were American Institute of Electrical Engineers, American Radio Relay League, Institute of Radio Engineers, NARTB, ETMA, SMPTE and Veteran Wireless Operators Asn.

The importance of the de Forest three-element vacuum tube, essential to every radio and television broadcasting station and receiver as well as to sound motion pictures, radar, radiotelephony and radiotelegraphy and industrial electronic controls, was hailed by the banquet speakers.

Rear Admiral Ellery W. Stone, president, American Cable & Radio Corp., who presided at the dinner, traced Dr. de Forest's phenomenal career in his "keynote" speech and reported that the inventor, who will be 79 this August, is still active.

Filed Patent Application

When Dr. de Forest arrived in New York last week, Admiral Stone reported, his friends shied away from any mention of transistors, which seem likely to compete with the vacuum tube in many of its applications. That is, they did not mention the subject until Dr. de Forest himself brought it up, telling them that before leaving California he had filed patent applications for an improvement on the present transistor and stating "I think it's going to be a real good patent."

Herbert Hoover, chief banquet speaker, said that when Faraday was asked by a politician of his day what practical use could be made of his invention of a device for transforming energy into electricity, he replied: "Sir, some day you will tax it." If an American politician had asked Dr. de Forest the same question about his vacuum tube, Mr. Hoover suggested that his answer would have been: "Sir, some day you will try to regulate it with laws."

"And now," said the former president who, as Secretary of Commerce during the early 20's was responsible for licensing the nation's first broadcasting stations, "the managers of this $6 billion industry are haunted by day with summons to Washington and by night theirs is the restless pillow of regulation nightmares in their sleep."

Mr. Hoover hailed Dr. de Forest for bringing "infinite blessings to mankind by the instant transmission into every home of the news, of great music, of great drama and great lifts in education."

"But," Mr. Hoover went on, "he has some grave matters to answer for. He has made it possible to transmit the worst music on earth—and political speeches. Perhaps the worst of his results is the singing commercial that plagues in when we try to get the news. And then there is the fellow who cannot sponsor a program without periodic interruption of huckster chatter into the midst of an inspiring musical presentation or a great drama.

Suggests Another Invention

"Dr. de Forest could redeem himself if he would produce another great invention. That is the push button by which we could transmit, our emotions instantly back to the broadcasters. It would explode our feelings over the air instead of having their inner gnawing of our morals."

Charles Edison, former governor of New Jersey, recalled the association of Dr. de Forest with his father, Thomas A. Edison. E. N. Pickerill, president of the de Forest Pioneers, presented a bust of Dr. de Forest to Yale U., from whose Sheffield Scientific School the inventor had earned his B.S. in 1896 and his Ph.D. in 1909. Irving S. Olds, chairman of the board, U. S. Steel Corp., accepted the gift on behalf of the university.

**INTERWOVEN PLANS**

**Minute Spot Drive Prepared**

FOR the third successive year, Interwoven Stocking Co., New Brunswick, N. J., has prepared one-minute radio spots for dealers and radio stations throughout the country to launch its promotion for Father's Day.

Last year, as a result of the unusual tie-in with dealers and local stations, more than 700 Interwoven dealers used the spots (which are supplied free) and bought time on local stations. This year the number of dealers using the service is expected to increase greatly.

The announcements—90 one-minute spots—are made available to the Interwoven dealers throughout the country. In addition the company also supplies radio stations with spot announcements in every part of the country where Interwoven dealers are located.

The promotion for Father's Day holiday is the second largest sales season for the stocking company—second only to Christmas. Thus its annual campaign begins at this time of the year.
GROUCHO MARX and Bob Dwan (co-director of "You Bet Your Life" with Bernie Smith) check the tape of a recent broadcast. Tight, noisefree splices are easily made — the only equipment required is ordinary scissors and "Scotch" Splicing Tape.

How funny would a comedian be without his script writers? Groucho Marx supplies the hilarious answer to that one every week on "You Bet Your Life". His deft ad libs ("You say you're a philatelist? So am I...I figure if it's gonna happen, it's gonna happen") are captured on tape during relaxed non-broadcast sessions with studio audiences; the tape is skillfully edited to produce a laugh-packed show that has climbed to top listenership ratings.

"Scotch" Sound Recording Tape is used exclusively for "You Bet Your Life."
AGENCY STATUS

Ver Standig Sees New Age

THE DAY of the "15% house" in the advertising agency business is passing. M. Belmont Ver Standig, head of the Washington agency bearing his name, told the Washington Ad Club last Tuesday in an agency day panel, presided over by Joseph Katz, president of Joseph Katz Co., Baltimore-New York.

For seeing the end of the old "blood and guts" method of "slapping out advertising," Mr. Ver Standig said, advertisers finally are placing agencies "in their proper light—not as people who just 'do advertising' but as counselors to be consulted in all fields pertaining to advertising, merchandising and selling."

He contended that every agency must be a marketing agency, with clients entitled to demand merchandising, marketing and sales help including research.

"The time is here now in some agencies, and will soon be in others," he said, "when you will no longer be able to sell space or time according to routine methods and facts concerning readership, listeners and viewers. We now know that readers aren't necessarily buyers, listeners aren't necessarily customers and viewers just aren't necessarily interested.

"With the high cost of media, smart advertising men are demanding proof of salesworthiness from media. So a great deal of media testing is being done by agencies—and, let me caution you on this: You should know enough about media testing and good copy and advertising techniques to be sure that the agency testing your media is using fair samples. If not, you can come out on the short end."

Mr. Katz, in a serious departure from his humorous approach to the whole "crazy business" of advertising, asserted that too much lip service is given to the "responsibility" of media. It's the advertising message that counts, he said, pointing out that the media "constitutes the hell the advertiser hires" and that media should not be blamed if the advertising message isn't right. He cited the recent case of a 1.5 rating through which an advertiser doubled his business, while a 24 rating "didn't sell anything."

Mr. Katz was introduced as the "account executive" for the agency which had just been named by the Democratic National Committee to handle the 1952 advertising campaign for the Presidential elections.

Henry J. Kaufman, head of Henry J. Kaufman & Associates, Washington, in his panel stint, suggested to Mr. Katz that a good slogan for the campaign might be: "Honesty is no substitute for experience."

Other panel participants were Bill Sigmund of Kaufman, Alvin Miller, Ernie Johnson, Henry Kronst, Gervis Stark, Alvin Epstein, Charles Isbel (Advertising, Inc.) and Robert J. Enders.

FOUR radio stations, KOMO Seattle, KQr Spokane, KEI Los Angeles and KGW Portland, celebrate 25th anniversary as NBC affiliates, this month. KNBC, owned and operated by NBC, has been in Francisco outlet also for 25 years.

PERSONALS


Jack M. Logan, formerly account executive with Kool Phoenix, Ariz., and general manager of KLID Galveston, Tex., joins advertising staff of KRDL Dallas.

Charles Clifton Howard named resident manager of KISW (FM) Seattle, replacing Robert Waldron who transfers to KRKL Kirkland, Wash.

William E. Walker, sales staff, KIKI Honolulu, appointed sales manager.

William Sanford, former news editor at KNX, Calif., named manager of station.

Earl A. Peterson, division manager of Montgomery Ward's major appliance division, to sales staff of WTCN-TV Minneapolis-St. Paul.

Tom Underwood, WPDQ Jacksonville, Fla., to WGRG Louisville, Ky., as commercial manager.

Neal B. Bunn, program director, KNEA Jonesboro, Ark., promoted to assistant manager.

Carl W. Hill, account executive, KPOB Long Beach, Calif., and Robert Wayne Muller, account executive, KIEV Glendale, Calif., to KBIG Avalon in similar capacities.

Ben Burdett, transmitter technician, KSL Salt Lake City, transfers to sales staff.


Norman Flynn, salesman, WENE Binghamton-Endicott, N. Y., appointed sales manager effective April 8.

Bertram Lebhar Jr., director of WMGM New York and head of MGM Radio Attractions, and Sam Rossant, WMGM account executive, won blue ribbon pair event in Eastern Tournament of American Contract Bridge League, held in New York fortnight ago... Arthur E. Gerbel Jr., assistant manager, KJR Seattle, elected secretary-treasurer of Seattle Rotary Club... Gordon B. McLeod, president of Liberty Broadcasting System, named "Man of the Month" for April of East Texas Chamber of Commerce.

When KMA Shenandoah, Iowa, President Edward May, son of the station's founder, presented this engraved silver cup for 25 years in radio to Bernice Currier, station's homemaker, there was a total of 180 years' service in broadcasting represented. The KMA veterans attending, and their length of service, were (1 to 2) Tony Koelker, assistant manager (16 years); Mr. May; Gretta Bellamy (27 years); Mrs. Currier; Frank Field (26 years); Adella Shoemaker (9 years); Doris Murphy (23 years), and Mrs. Earl May, widow of founder. Mr. May practically "used the KMA microphone for a teething ring," station pointed out.
The government may do it for you—using your tax money to promote a giant federal power monopoly.

The plan is to spend more than a third of a billion tax dollars to build a dam and hydroelectric plant on the Snake River along the Idaho-Oregon border. The site: Hell’s Canyon.

This would be a needless expense because the local electric light and power company already has offered to develop the power at no cost to American taxpayers. For more than four years the company, with the wholehearted support of its customers, has been ready with plans for a series of five dams.

But the job is held up. For there are those who want the federal government to take over electricity— as well as medicine and other businesses and services. They insist that the government develop the power even though it takes longer and costs many more millions.

Congress will make the final choice within the next few months. And these are the facts that will be considered:

**If the local company does the job**

- The company and its investors will pay for it.
- It will pay about $6 million a year in local, state and federal taxes.
- Power produced will be shared by all with rates regulated by public commissions.
- All dams can be completed and power available in about 2½ years.

**If the federal government does the job**

- You and every other American taxpayer will put up the money.
- Little or no local, state or federal taxes will be paid.
- Specially favored groups will have first call on all power. Rates won’t be regulated by state commissions.
- Six years to build one high, costly dam. Ten years to complete project.

Those who want a socialistic America know that when government takes over electricity, it is a step toward the control of every business, farm and family. The time to stop the spread of socialized electricity is now. That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies*.

*Names on request from this magazine.

For the Fourth Consecutive Year
the Brewers of C.V.
Champagne Velvet Beer
are sponsoring
a complete season of
Major League Baseball
on the selling station
of Indianapolis.

Positive Proof that
WLW's Sales Impact
does all the jobs!

Let Sales Impact
go to work for you.

Contact Your Nearest
John E. Pearson Office
New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco

Wilson Profiles Lamb
EDWARD LAMB, owner of WTVN (TV) Columbus and WICO (TV) Erie, was the subject of a column by Earl Wilson, nationally-known New York newspaperman. Mr. Wilson wrote that Mr. Lamb was "an unusual man" because he "wants to give the public something." Mr. Lamb told Mr. Wilson of his proposal to set aside a couple of hours a day for "non-profit" programs. In addition to the TV station, Mr. Lamb owns WTOD, WTRT (FM) Toledo and WHO-AM-FM Orlando and is publisher of the Erie Dispatch.


Strictly Business
(Continued from page 20)

company's Chicago office in August 1949, started with a sales force of two men and three office girls representing two stations. The list has grown to eight stations, with offices in Chicago, New York and San Francisco.

He has been in the broadcasting business since 1938, when he worked for $2.50 weekly as a singer at WGRW in Chicago while attending the U. of Illinois. A star debater, athlete, dramatist and student government official, he spent his first two years studying law at Harvard U. after winning the first National Elks Foundation $1,000 cash scholarship. He was chosen the most outstanding high school or parochial school graduate in the competition after graduation from DuQuoin (Ill.) High School, the city where he was born and raised.

After graduation from Illinois in 1938, he learned about radio station operation "from the bzoom" at WDWS and at WDAN Danville, Ill., later freelancing in Florida. Still favoring the Midwest, he returned to Chicago and was hired as a credit representative for the U. S. Gypsum Co. after cornering the personnel director on a slow Saturday morning and getting a job for which he didn't apply.

He left to join the Navy as an ensign in 1943. Helping to keep WGRW's schedule, he spent most of his service time in the Palau Islands, where he discovered over a five-month period in Anguar that the Army and Navy got along famously despite reports to the contrary.

After his Navy duty, Mr. Layman worked as an account executive at T. R. Bauerle Agency and Grant Adv. in Chicago before selling network time for ABC there.

He married the former Betty Jane Lovegren, whom he met at the U. of Illinois, and they live in west suburban Chicago with their children, Susan Gay, 8, and twins Carol Lyn and Cathy Lea, 4.

Mr. Layman is a member of the Chicago Television Council. He also works actively in Hindus civic affairs and is a member of the Union Church there.

FREEPORT, TEX., GRANT
WAFB Withdraws Protest
BRAZOSPORT Broadcasting Co., Freeport, Tex., has been granted 1400 kw with 500 w. daytime. FCC adopted an initial decision recommending grant.

About three weeks after the issuance of the initial decision by Hearing Examiner Hugh B. Hutchison, WAFB Baton Rouge, La., filed a petition objecting to the proposal, asserting that it feared interference [B*TV, March 24, 17].

The FCC stayed the effectiveness of the initial decision in order to study the matter further. Later, WAFB withdrew its objections.
added information for busy buyers of space and time

publishers and station operators are providing another source of timely media information

Getting standard media information fast poses no problem . . . you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is not standard that is harder to keep up with . . . trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. Last year approximately 1.050 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.

Media buyers tell us they appreciate finding helpful "non-standard" information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is added information for busy media buyers.

srds

STANDARD RATE & DATA SERVICE, INC.

The national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

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

station operators please note!

The advertisement shown here is appearing currently in Advertising Agency.

Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to media men.

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers . . . to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: $1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Rates & Data." Available at cost, $1.00.

WALTER E. BOTTHOF, Publisher
lars, like other tools, are well used.
He believes the creative elements must be given all the tools, materials and assistance they require to do their end of the job. Whatever economies are effected must not be at expense of quality of production.

"By acting in close teamwork with the creative people, the production administrator can actively help in insuring quality of the final shows," he declares. Summing it up, Mr. Glett says, "My job is to work hand-in-hand with the creators to help get a good end product at realistic cost."

Born in New York March 13, 1902, Mr. Glett attended Public School 42, but by the time he enrolled in high school, he had to go to work. He spent only one year in regular day high school. In his second year he became stockroom boy for the old Motion Picture News. He continued high school at night for another 12 months. Then he enrolled in New York School of Journalism night classes. After two years his formal education was completed.

Meanwhile, he changed jobs. He joined Far East Film Co. in 1918. The following year at 17 he went to Europe for that firm.

He went to Chicago in 1920 and got a job selling negatives of Triangle movies. During his next two years Mr. Glett learned the film distribution business. He joined Goldwyn Film Co. in 1922 and a year later became mid-west sales representative for United Artists, distributing movies of Mary Pickford, Douglas Fairbanks, Charles Chaplin and D. W. Griffith.

Forms Production Unit
The ambitious young man went to work in 1925 for George Mathew Adams' newspaper syndicate, which handled Edgar A. Guest poems. Interesting exhibitors in a series of short subjects based on Guest's works, his employer gave him the go-ahead to form his own film production unit.

Mr. Glett wrote, directed, produced and edited 18 of these films during 1926. He won a national trade paper blue ribbon award for his second picture, The Yellow Dog. After this promising start, sound came in.

Some months later he produced Paramount's first sound short, Song of the Builder, ending a 10-year period that Mr. Glett now looks back on as his apprenticeship in motion pictures.

In 1928 he became production manager of Western Electric's motion picture subsidiary, Audio. He continued in that post until 1931, resigning to again enter independent production.

Mr. Glett went broke in 1932 when backers defaulted on their notes during the government bank holiday. Undaunted and determined to pay off obligations, he borrowed $350 and went to England where U. S. dollars weren't frozen. He arrived in London with $62. By week-end he couldn't even pay his hotel bill. He managed, however, to liquidate all his firm's foreign holdings and brought back enough dollars to New York to pay off company debts. With bills paid in full, Mr. Glett had $100 left.

Rejoining Western Electric in 1934, he was made vice president in charge of production. When that company took over the former Paramount Studios in Astoria, Long Island, in 1937 he became vice president of studio and production operations, continuing in that capacity for the next two years.

Then Mr. Glett joined director William Dieterle in Hollywood as associate producer and they formed William Dieterle Productions. Their first picture, The Devil and Daniel Webster, won two Academy awards.

This association ended in April 1942 when he became vice president and general manager of General Service (United Artists lot) in charge of production and studio operations for about one year.

Shortly afterward Mr. Glett was elected vice president of Myron Selznick Agency, handling many top film stars, directors, producers and writers. He took military leave-of-absence from the agency in 1943 to join the Army Signal Corps. Still in service upon the death of Myron Selznick in 1944, Major Glett was elected the talent agency's president by estate executors.

As Chief of Operations Branch, SCPCW, Western division, while in service, Major Glett supervised from 20 to 26 active production units making over 500 training and indoctrination films.

Returning to civilian life in 1945, he rejoined the Selznick family. He became vice president and general manager in charge of production and studio operations for David O. Selznick Studio. Next move was three years later to Motion Picture Center Studios as managing director.

Mr. Glett joined Don Lee Broadcasting System on June 7, 1949 as vice president in charge of TV. When CBS bought Don Lee TV station some months later, his present association began.

Faced with the problem of creating a production organization for an industry entering into a period of rapid expansion, but at a rate not yet measurable, he found a solution that Mr. Glett believes anticipates any increasing or decreasing work load.

He set about creating basic units for each phase of physical production. Once these were established and their functions clearly defined, he had a foundation that could be expanded indefinitely to handle any
flow of production with “quality the goal regardless of any other consideration.”

Work and his family are almost Mr. Glett’s only interests. He enjoys the relaxation of his Beverly Hills home shared by Mrs. Glett, the former Clarice Allen and their 12-year-old daughter, Patricia. Not a hobbyist, he works around the house and yard on week-ends, and has become an expert rose fancier and carpenter.

A reserve officer, a member of Amvets, and Retired Military Officer’s Assn., he is a founder and board director of Television Broadcasters of Southern California.

Total Ads Up

TOTAL national advertising in four major media—network radio, network TV, magazines and Sunday newspaper supplements—reached a new all-time high in dollar volume in 1951 of $873,428,513, up 17.1% over the 1950 aggregate, Magazine Advertising Bureau has reported. Figures came from tabulations kept by Publishers Information Bureau, which showed a gain over 1950 for every one of the 28 industry classes included in the PIB service. PIB shows that 1951 was the top year for network TV and magazines; network radio and Sunday supplements fell below their 1950 levels of advertising revenue.


ANNOUNCEMENT that Westinghouse’s WOWO Fort Wayne, Ind., has embarked upon a health conservation project came at the 13th annual Farm Achievement Award banquet, sponsored by the station. Franklin Tooke, general manager, who will direct the project, said WOWO believes the work will be counted among the most important public service activities ever undertaken by an individual radio station. WOWO will co-operate in the project with other organizations throughout Indiana, Ohio and Michigan, which hope to improve environmental factors affecting health, Mr. Tooke said. He indicated that there are many professionals devoted to curing disease, but few dedicated to preserving health.

The project, “Health From the Soil Up,” will include any activity pertaining to physical, mental, social or community health, the station manager said. He stated WOWO personnel will work with all individuals or agencies who seek the common goal of good health, including extension departments of state universities, county agents, home demonstration agents, soil conservation men, health councils and services, among others. Some objectives are: Natural resources use and conservation; improvement in the average home’s ration balance; complete health checks for school children, with hot and better lunches, and a closer approach to ideal health conservation through home environment, personal habits and disease control.

The project also would improve health and conservation education in schools, with church participation in these activities; add more organized recreation for youth and adults and more county health councils, and promote contests, displays and demonstrations of health maintenance at local events.

WMRY Increases Rates

WMRY New Orleans has announced a 15-25% rate increase in both local and national advertising. Mort Silverman, general and commercial manager, explained that this was the first increase since May 1, 1950, at the time when the station went into all-Negro programming.
OPERATION Blood Bank, a project to meet the needs of the armed forces in Korea, and other Red Cross projects have been an unqualified success at the community level, judging by reports from local stations.

Participation of radio-TV networks has been reported previously in detail in past issues of Broadcasting & Telecasting, with commendations from top government authorities. But the American Red Cross and other organizations also have been lavish in their praise of stations that evolved promotional plans to put over local quotas. Staffmen literally gave their blood in many instances.

The techniques and promotions varied throughout the country, but as always, the results were uniformly the same—successful. Typical of the reports submitted by stations were these:

In Pennsylvania, WMGW Meadville cooperated with the Red Cross and local chamber of commerce by remaining on the air an hour past signoff for several nights. On one such occasion, broadcast engineers volunteered to sleep in the local park all night if five people would each donate a pint of blood to meet quotas. They got the blood—so announcers Jim Strickler and Mike D'Angelo slept in the park—advertised.

In New York, WPAS-AM-FM White Plains had five staffers donate blood and describe their reactions in the process via tape recorder. Staffers included Joan Schneider, assistant manager; Fran Keegan, traffic supervisor; Bob Juhrinem, copywriter; Lenny Dillon, sportscaster, and Dan Valle, assistant chief announcer.

WLAM Lewiston, Me., announced Norm Card, who is m.c. on WLAM Bandstand, went through the Red Cross bloodmobile "line" when the donor vehicle visited there. He interviewed Red Cross workers and nurses at each step, giving his personal reaction, including the period when he was giving his blood. The quota for the Bloodmobile visit was 100 pints. Armed Forces, for whom the blood was earmarked, received 119 pints from residents of Lewiston and Auburn.

Swinging south to Georgia, WFCR Athens credits H. Randolph Holder, news director, for "single-handedly" putting over the most successful blood bank drive in the city's history. Over 280 pints were pledged—well over quota.

In Texas, Charlie Harrison, program director at KPBD Rosenberg, greeted the arrival of a Red Cross bloodmobile with a donation. He gave listeners a first-hand report on its effects and on procedure to be followed.

In the Midwest, reports were received from Wisconsin, Michigan, Missouri, Nebraska and Minnesota. WTMJ-AM-TV Milwaukee set up a "Five Thousand Club," seeking that number of pints during a two-week campaign. Result: a total of 7,612 came in. A "600 Club" was offered to donors. Station cooperated with the Milwaukee County Red Cross Chapter and Junior League Blood Center.

A total of 3,871 pints of blood were promised the Detroit chapter of ARC for Korea veterans as the result of a feature film promotion on WXYZ-TV there. Sponsor of Motion Picture Academy series, the Rose Jewelry Co. devoted commercial time to appeals. Switchboard was kept open to 3 a.m. with many celebrities contributing blood.

**KANSAS CITY EFFORTS**

In Kansas City the voices of some 1961 flood victims offered a moving human drama as the Red Cross Bloodmobile was in town.

KMBC there had transcribed statements of victims to push the drive. Heavy play was given by WDAF WHB KCMO KCKN there, with WDAF-TV using still picture as well.

KMBC reported praise from civic leaders, local Red Cross directors and E. Rolland Smith, assistant manager. Kansas City Bloodmobile director. Other stations carrying transcriptions reported favorable listener comment. Number of pledges doubled after spot interviews were begun.

In Nebraska, KWBE Beatrice went promontionally all-out with the theme, "Anything for the Red Cross." The gimmicks consisted of a baby-sitting auction by Acting Manager Bud Pents and announcer Bill Boyce. Top bidders got the services of the two staffmen for a night. Station made a tape recording of the proceedings with hilarious results after news story and promotion put over the idea.

In Minnesota, KAUS Austin took dramatic means to remind listeners of need. Staffers donated blood after station signed off in mid-afternoon and invited listeners to join in. Ten daily announcements pointed up arrival of the Red Cross Bloodmobile. Total of 1,309 pints of blood was collected in five-day visit.

**TEMPERATURE STABILITY**

Research Aids Production

**BOTTLENECK in manufacture of certain electronic equipment has been eliminated through Navy research, according to the Office of Technical Services in the Dept. of Commerce.**

**new tech-nique that tuning and other operating characteristics of equipment should remain unchanged even when temperature fluctuates. To a void temperature-produced changes, electronic components are used as "compensating" elements. The Navy devised a test which, when applying a quick "heat pulse," produces same effects as obtained by a long heating run. New tech-nique requires less time, is less costly and involves smaller test equipment.**

This is outlined in a 27-page book, A New Instrument for the Rapid Measurement of Capacitor Temperature Coefficients. It is available for $1 at OTS, Dept. of Commerce, Washington 25, D.C.

**WCHS Full Time**

**FULL-TIME, round-the-clock operation by WCHS Charleston, W. Va., has been announced by John T. Gelder Jr., vice president and general manager of the CBS affiliate. WCHS will program 24 hours a day. During weekdays, with accent on standard music designed to reach a general audience. Doug Martin will handle the record show. Station operates on 580 ke with 5 kw.**
Did You Realize That You Can Sell Eleven Key Markets with TV for as little as $590.50 A WEEK?

Spot Television is
one of the most economical media available today—and certainly the most effective per dollar.

Yes, TV advertising on the outstanding programs of these eleven stations can be purchased for as little as $590.50 a week. That's an average of $53.68 per market per week.

That's low cost (and highly effective) advertising.
Worth buying into right now.

WSB-TV ........ Atlanta
WBAL-TV ........ Baltimore
WFAA-TV ........ Dallas
KPRC-TV ........ Houston
KHJ-TV ........ Los Angeles
KSTP-TV .... M'p'l's-St. Paul
WSM-TV ........ Nashville
WTAR-TV ........ Norfolk
KPHO-TV ........ Phoenix
WOAI-TV ........ San Antonio
KOTV ........ Tulsa

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NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Get your share of the BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET!

PARTICIPATIONS ON THESE HARD-HITTING KNBH TV FOOD SHOWS WILL TAKE YOUR SALES STORY INTO EVERY TV HOME IN SOUTHERN CALIFORNIA!

Results prove that television is particularly effective in selling food products.

This is especially true in Southern California — one of the most heavily TV saturated areas in the nation.

With retail food sales in food stores alone estimated* at $1,224,699,000 a year, Los Angeles and Orange Counties deserve your close attention.

Shown here are three of the top food participation TV shows in this area...all on KNBH — the aggressive NBC outlet in Los Angeles. Time is available on these shows for YOUR product. For details on the proved results these shows are delivering, consult KNBH, Hollywood, or your nearest NBC Spot Sales office today.

*Standard Rate & Data — Consumer Markets 1951-1952

TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET

FOODS FOR THOUGHT

features Betty Hoyt with market operators as guests. Program ties in with point-of-sale material and products featured in newspaper ads for timely, direct merchandising.
TV APPLICATIONS

FCC Will Begin Processing July 1

PROCESSING of TV applications, after a 45-month freeze, begins July 1—78 days after the April 14 issuance of the FCC's Sixth Order and Report. Applications will be considered on a channel-by-channel basis. That is, qualified applicants seeking a channel for which there is no competing application will be granted a construction permit no matter how many applications are filed for other facilities in the same city. A temporary expediting procedure has been set up which has as its prime purpose to get TV service to those cities which have none today. A subsidiary purpose is to process UHF applications as early as possible. Four processing lines will be set up.

Line A will process: (1) changes required to be made by 30 of the 106 existing TV stations immediately after the date of the final report (30 days after date of publication in the Federal Register). (2) Applications for cities which are not now receiving TV service. As a rough rule of thumb, the Commission designated such cities as those 40 miles from the nearest TV transmitter. Processing will start for such non-TV served cities in order of population.

Line B will process, in the following order, applications for cities now receiving TV service: (1) UHF applications where no commercial VHF channels are assigned. (2) UHF applications where all commercial VHF channels are occupied. (3) Applications for cities with one TV service but no local station. (4) Applications for cities with one station and no other TV service. (5) All other applications for cities which are now getting two or more TV services.

Line C will process requests for modifications of CPs made after July 1, petitions for reconsideration, waivers of hearings, etc.

Line D will process applications (Continued on page 76)

FOUR WASTED YEARS?

WAS THE freeze necessary? That's the startling question which overrides all others in appraising the FCC's final Television Report, born of nearly four years' labor. The what, why and wherefore of the Great Thaw, biggest event in broadcasting's history, is recounted in these pages. The full text, which becomes the television law of the land, is published as a supplement to this issue.

In capsule, the allocations provide for 2,053 stations in 1,291 communities, including the territories. Of these 817 are VHF, 1,436 UHF. The big lament is that of an exorbitant 242-channel reservation for noncommercial educational stations, a lucky 80 UHF facilities that properly should be used to serve vast mass audiences, both urban and rural, rather than lie fallow, awaiting single-purpose educational occupancies which may never come. Thus, the educators get 11.8% of total assignments and 13% of the coveted VHF's.

While it's futile now to rehash the need for the freeze, it nevertheless behooves us to see where we have been and where we are going. The freeze was imposed in September 1948, when the FCC was under terrific duress. The reason given for the freeze (which was to have been of a few months duration) was something called troposphere, and how this interference was to be circumvented. The final report scarcely mentions it.

The 48-month freeze has brought certain pluses. There are wider separations and there's offset carrier operation. There are other admitted engineering refinements.

The minuses: A sell-out to the educators, who were hardly aware of TV's existence in 1948. The onslaught of politicians who recognized TV as the difference between winning and losing elections. The Klondike rush of applicants who regard a TV license anywhere as a modern-day Wallingford. Most important, denial of service to many millions of people.

The FCC certainly didn't need four years to emerge with a plan which, at best, still must be viewed as abortive. It provides no more service for large areas than did the 1948 report —with certain glaring exceptions. Whatever new desirable facilities that were opened up, in large part, go to educators, for service to unknown and unchecked minorities. Many important cities are left without VHF commercial facilities adequate to accommodate their minimum needs.

Certainly, when we look at what we have—after four years of gestation—it's evident that the better part of those four years were wasted. It would have been wiser to have allowed the interplay of normal forces of competition, through allocation as demand developed. That now seems to be the approach of Comr. Robert F. Jones, in his formidable, albeit bitter, dissent, but Comr. Jones right or wrong speaks too late. It's a lost cause. The Commission majority has voted. The hot breath of Congress was on the FCC's neck. It couldn't re-traverse old ground without inviting a Congressional investigation.

No matter how well reasoned the Jones plan, it comes after the fact. In our judgment, he should have publicly proclaimed his philosophy months ago. The FCC then could have had the benefit of reactions from broadcasters, engineers and attorneys specialized in the field. And vocal members of Congress, looking to the time when TV would be available to their constituents, might have reasoned that possibly another few weeks could have been spared to reach for near-perfection. The stake is investment of untold millions by public and industry in what potentially is the greatest medium for mass communication in the history of man.

The fact that the FCC and its staff labored long and hard (and we do not question their integrity, zeal or indefatigability) doesn't absolve the Commission from criticism. The most regrettable phase was the complete capitulation to Comr. Frieda Hennock's campaign for education "reservations."

But the FCC isn't entirely to blame. Broadcasters, who waited until the eleventh hour, made an abysmal showing on education. Comr. Webster, in his caustic concurred opinion, is correct in severely indicting "commercial interests" for failing to make a positive showing.

Educational "reservations" were even given to a score of "applicants" who made no pleading whatever. This was done on petition of the Joint Committee on Educational Television, and comes as close to flouting the law as is possible.

The educators get 242 reservations. It's our guess they won't use a dozen. Theoretically, these reservations are up for grabs after a year. But, if we perceive the strategy, they'll be back asking for "non-profit" status, which means they could become network affiliates and take other millions, but simply would plough what normally would be profits into new stadia, libraries and stained glass windows. To do this would be to procure commercial facilities by fiat and under false colors, as against the rights of other citizens who were forced to compete.

So the TV Allocations of 1952 now are a fait accompli. New stations will go on the air—but the hard way. There will be attempts at litigation. The FCC feels it has buttoned up all possible legal loopholes and that the project, as a whole, cannot be enjoined. This may not be true of specific city-by-city allocations.

The Commission worked its heart out in devising these final allocations. The staff, headed by Paul Dobin, performed a super-human job, in following FCC instructions. The victor, for the moment, is Frieda Hennock and her brood of ambitious but naive educators. The public-at-large does not get the equitable allocation to which it is entitled. Many broadcasters, to some extent, because of their own lethargy, are tossed into the crucible of expensive and extensive hearings, with concomitant delays in providing the public the new services to which it is entitled.

It is thus that the destinies of arts and industries are charted—a compromise between unsound political pressures and sound engineering and economics.

April 14, 1952 • Page 65
UNDERCAPITALIZATION is currently a major problem for the television film industry, Dr. A. N. Goldsmith, chief consultant for RCA, said Wednesday, warning local producers to build their industry's economic health either by selling first-run and residual rights as a package or by increasing first-run production.

Dr. Goldsmith made his statement as luncheon speaker at a day-long quarterly forum held by the Private Telecasting Council in New York Wednesday. Other speakers were Edward Codel, TV director of The Katz Agency, stations representative; Carolyn Burke, NBC-TV producer; and T. R. Shearer, vice president in charge of the A. C. Nielsen Co. New York office.

Identifying independent TV film production as "the giant industry of the future," Dr. Goldsmith said that the 50,000-mile TV network expected to link the country's 240 full-time stations and 600 UHF stations will be served largely by film.

He estimated that today at least 75% of commercials and 25% of network programs—including those with top ratings—are filmed. Citing the flexibility, realism and economy of production, he said that from 50-90% of non-network scheduling is further filled by film products.

The consultant suggested that films be produced in color, to be sold for first and second showings in monochrome and, ultimately, for first and second runs in color, thus increasing the producers' profits through four-time sales in a single market.

Hour Cost Cited

"Network connections compete with film syndication, to a degree," he admitted, quoting $50.30 as the average cost per station per hour for second-run of color films. Producers must meet this competition, he suggested, or at least conduct an educational campaign to explain the film cost-advantage relationship.

Advantages of film which the RCA executive listed—in addition to syndication of four residual runs of a color film—were greater ease in clearing station time, achievement of animation and slow-motion effects as well as outdoor shots, chance to correct fluffs, and re-use of films for auditions, sales meetings and general product promotion. He also listed the practically of repeat showings, but warned that labor demands for repeat payments must be solved first.

Dr. Goldsmith further warned that TV films should be created for TV and its characteristics, not, in imitation of Hollywood, as feature films for theatre showings.

Questioned from the floor, he said that, to date, film cameras cannot compete with TV cameras in achieving depth of field. The RCA consultant saw three-dimension television as a definite possibility, however, either by a vertical scanning method or by polaroid, side-by-side images seen through polaroid glasses. But three-dimension television should not be over emphasized, he advised, since about 46% of the public have eyes that are "low" or impaired in registering depth.

Any show—except specials and educational producers are doing films. Mr. Comr., noting that The Katz Agency has learned that all TV stations require good film programs, if only for fillers, has found that his agency does not buy, sell or syndicate films and has no plans to finance them, but it has recognized the utility of films as a device to sell time. Katz

Capitallization Is Problem

NCAA COUNCIL
Given TV Recommendations
EXECUTIVE council of the Na- tional Athletic Association, meeting last week in Chicago heard details of the television committee's recom mendations for continued controlled telecasts of football this year. The council voted to receive them until April 22 in New York. At that time, the meeting will meet for a two-day session, make its recommendations and pass them on to member institutions.

A two-thirds vote is required for passage of any one of 12 plans for controlled telecasts, studies thus far. Blackout telecasts sectionally were approved by the NCAA last year in convention with the vote of 163 to 8. The progress report in Chicago was presented to the 17-man policy group in meetings at the LaSalle Hotel April 6 and 7 by Abe Bushnell, director of the TV program this year.

The council also heard a summary of the 191 football season's attendance report conducted by the National Opinion Research Center, which was paid for by an assessment of 18% from member schools to check its preliminary survey results, and no new study will be made this season, according to NCAA Executive Secretary, Mr. Shear. He said the preliminary report of last fall has evolved into a conclusive summary which substantiates the report that gate attendance at games decreased.

TV committee members, in addition to Mr. Bushnell are Robert St. John, Texas; J. Shubert, Maine; P. Bart, Franklin and Marshall; Jeff Coleman, the New York Times; Bob Parr, West Coast; W. L. Wilson, Big 10; J. E. Romary, Mountain States Conference; Willis Hunter, Southern California, and Beavers Peeler, Big 7.

The council also heard reports on the possible TV coverage of the Olympic Games, and the council's representatives at the World Series.

Comr. Henhock to Air Educational TV Views

UTILIZATION of educational TV channels will be explored by FCC. Frieda Henhock and other panelists during Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus, which starts Thursday.

In the light of FCC's allocations plan, now released, this special session on educational television will command top attention Friday morning. The educators will be gathered for the four-day conference—particularly educators.

Comr. Henhock, an outspoken proponent of reservation for non-commercial educational channels, will discuss steps which institutions and civic groups may take to obtain and use TV assignments.

Some 30 general and special interest meetings have been scheduled for the conference at the Deshler-Woolflak Hotel under the direction of Dr. I. Keith Tyler, coordinator of radio activities and rural education director at Ohio State U.

In addition, a number of allied groups will meet concurrently with the Institute. Another feature of the conclave is the 18th American Exhibition of Educational Radio and Television, the information program, whose awards are announced today (see separate story page 44).

Other panels discussing steps which educational and civic groups should take in getting and using TV channels will be Ralph Steetle, executive director of the Joint Committee on Educational Television, Washington; George Probst, director of the radio office of the U. of Chicago; Burton Paulu, manager of KUOM, U. of Minnesota, and Seymour Krieger, counsel member of the J.CET. Belmont Farley of the C.I.R. will also participate.

Another special interest session (Sunday) will concern "Broadcasting by Government Agencies," with John Meagher, acting chief of radio, television and visual media for the State Dept., as chairman. Panel members will be Kenneth M. Galen, assistant director of information for radio and TV stations, Dept. of Agriculture; Charter Heslep, director of AM-TV, Atomic Energy Commission; Dr. C. R. Seitz, chief of the research bureau of the Human Engineering Division, Office of Naval Research, and the Rev. Daniel Power, S.J., Georgetown University.

Conference kicks off Thursday evening with a general symposium session on television programming. Participants will include commercial and educational telecasters and FCC representatives. On Saturday Comr. E. M. Webster will speak on international broadcasting, and FCC Chairman Paul A. Walker will take part in a panel session on organized listener groups. Other topics previously were set [B&T, April 7].

stations, he footnoted, spent over $1 million for films in 1981.

Two networks, faced with time restrictions, costs and sharing of lines in cable transmission, have also turned to film for their ancillary market out, saying that all four TV networks are also in the film business.

Since stations need help in selecting film, his company has supplied representatives with check lists and catalogues of all film availabilities and has produced "Better Approach to Television Advertising," a presen tation with advantages of celluloid: A film program can be placed on a national spot basis at 19% savings in time costs, with the stations also benefiting from the fees paid to them.

Mr. Codel suggested that producers, instead of attempting totally new formats on film, scout local stations that, of necessity, have developed the "own shows" of which he considers highly salable as well as audience-tested.

Films On Art, Travel

Some programs cannot be produced live, Miss Burke, only woman to be named by the council, was told in nominating films on art and travel as offering a great potential to the film producer. The first program, called "Art in Film," was "Paris 1849" or "Matisse," which Miss Burke introduced on television last fall—would be up to $6,000 a reel, she noted, a cost that has been learned by not returning them from repeated TV showings, but subsequent distribution or sale to museums, schools, civic groups and movie theatres, of which there are now some 1,500 in the United States.

The best production plan, she advised, is for 15-minutes in length with black and white films shot on 35 mm and the more expensive color films, on 16 mm. "Figures I have gathered," she reported, "show that the average 16 mm film sells over 100 prints, and the demand is increasing. The average number of rentals for the same picture is approximately 250, and up to 500.

Public acclaimed for travel films, was dramatized, she noted, when a "fast, 10-second offer" of a French Tourist Office brochure made on NBC-TV's Vacation Wonderland program—in an unexpected total of 8,000 audience reaction slips and 300 phone calls, she reported, and added that Miss Burke described as a "low-brow, high-brow audience that was just as interested in Chicago as in Paris—also held its own ratings against an opposing soap opera.

Saying that there is little new travel film to be rented, Miss Burke predicted that film is needed for it both as program film and as clips for background material.

Mr. Shearer, speaking on "Research Builds the TV Box Office," expressed the hope that Dr. Nielsen rating is determined for TV and how it affects the film producer's business. He noted that the top program of the previous week, I Love Lucy, is presented on film.
Thaw July 1
(Continued from page 28)

communities. The reservation community to which assignment under the community and where such authorized institutions, the needs of simulations from ever, made won't be able to make the table to another community more than 15 miles from the first.

Educational reservations were justified on the theory that the Table of Assignments itself is a reservation of channels for specific communities. It isn't possible to force commercial TV stations to give time to educational institutions, the Commission decided. It warned, however, that the fact or reservation does not absolve commercial stations from filling the educational needs of the community.

Educational stations must be licensed to educational institutions, or a cooperative group of such institutions, the Commission emphasized. However, if there is no such authorized institution, then a municipality running the schools of its area may be licensed, the Commission pointed out.

Requests for partial commercial operation of educational stations were rejected with finality.

Smaller Cities Share VHF
VHF was used primarily in the large cities to give wide coverage, the FCC pointed out, but it emphasized that it didn't believe large cities should receive an "undue share" of the "relatively scarce" VHF channels. Therefore, the Commission said, it made a substantial distribution of VHF channels among the smaller cities. It was apparent that cities with populations below 30,000 got UHF assignments.

If all VHF and UHF channels are utilized, the Commission said, "there should be few, if any, people in the U.S. residing beyond the area of TV service." Decision on the number of channels (both VHF and UHF) to be assigned to a city was based on the following population criteria: One million or more, 6 to 10 channels; 250,000-1,000,000, 4 to 6; 500,000-250,000, 2 to 4; under 500,000, 1 or 2.

But, the Commission said, variations were made on the ground that it was more important to give each of several cities in one area at least one channel rather than to place them all in the largest city. There was also the requirement, the Commission said, to distribute channels equally among the states. And, finally, it pointed out, it tried to give every primary educational center a VHF channel.

In answer to the DuMont plan which urged that at least four VHF channels be assigned to the larger metropolitan areas in order to equalize network competition, the Commission said it couldn't agree to that premise.

The DuMont allocation plan, which was the only one submitted as a substitution for the whole of the FCC's proposed allocation last year, was also denied on the ground that many of its assignments were below the minimum separations established.

Also denied were several requests for less than the separation minimum which held out hope that mountain walls would serve to confine signals, and thus overcome channel interference. The FCC majority sought to adhere to the strict technical limits in such instances.

Notion that additional channels could be squeezed in certain cities, by requiring less than maximum powers, also was turned down.

Covetages For Stations Differ
In specifying maximum powers, the Commission pointed out that covetages would be different for VHF than for UHF. The reason was the fact that the whole assignment principle is embraced in rigid adherences to separations, powers and antenna heights.

A provision in the "Third Notice" last year which would have forced stations to diminish maximum powers when interference was caused stations on adjacent channels was deleted in the final report.

Proposals made in the "Third Notice" were retained for the following: Oscillator radiation—UHF stations seven channels apart are required to be 60 miles apart (based on a receiver IF of 41.25 mc). Picture image interference—UHF stations must maintain minimum spacing of 75 miles if they are separated by 15 channels. Sound image interference—UHF stations must maintain minimum spacing of 60 miles if they are separated by 14 channels. IF beat—UHF stations must maintain minimum spacing of 20 miles if they are separated by eight channels. Intermodulation—UHF stations must maintain minimum spacing of 20 miles if they are separated by less than six channels. Multiple interference—not recognized.

New rules and standards cannot be construed as guarantees of service, the Commission warned, but only as yardsticks. For UHF service (F 50, 50), the Commission decided to use 63 mc instead of the 195 mc basis it previously had used. It was believed these would give a more realistic picture.

(Continued on page 69)


NON-NETWORK segment of WLWT (TV) Cincinnati's Breakfast Party is sold for 13 weeks to Alber's Super Markets, food chain. From 1 to 7 (standing): Herb Flagg, WLWT slsmn.; Bob Egbert, Alber's; (kneeling): Jim Murphy, TV v. p., Crosley Broadcasting Corp., and Alfred Bissmeyer, Alber's.

On the dotted line . . .

GEORGIA Tech football games for film showing next fall on WSB-TV Atlanta are arranged by Coach Bobby Dodd (seated, l) and Walter W. Gibbs, GE Supply Corp. adv. and sls. mgr., whose firm will sponsor contests. Ed Danforth (standing, l) Atlanta Journal, with John M. Outler Jr., WSB-AM-TV gen. mgr., join huddle.

NEW SERIES, Reboud (ABC-TV, Fri. 9-9:30 p.m. EST), premiered last month on ABC-TV owned stations with Packard Motor Car Co. signed by S. James Andrews (c), asst. to pres. in charge of radio and TV dept., Maxon Inc. [B&T, Jan 28]. Flanking him: W. Ray Baker (l), v. p., Maxon and Slocum Chapin, ABC v. p.

EXCLUSIVE contract for Chicago Cubs home game telecasts on WGN-TV Chicago followed this signing by James T. Gallagher (l), Cubs' bus. mgr., and Frank F. Schreiber, treas. and gen. mgr., WGN Inc. Games were carried four years by station, but this was first time exclusive rights were attained.

THIRTEEN-WEEK contract for Star Hostess Party, half-hour audience participation show, on WVVJ-TV Detroit is approved by (l to r) W. P. Smith, radio-TV dir., Charles W. Hoyt Co.; Norman Hawkins, station's sls. mgr., Jim Cottingham, adv. mgr., Stanley Home Products, the sponsor; Robert W. Mickam, Hoyt's sec., and Al Elsman, Michigan sls. mgr. of Stanley.
FIRST contract for the new AP television newsfilm service is signed by (1 to r) Al Stine, AP executive representative; George M. Burbach, general manager, KSD-TV St. Louis, and Oliver Gramling, AP assistant general manager.

AP TELEVISION

ASSOCIATED PRESS today (Monday) makes its entry into the television news field. The first of a series of daily quarter-hour TV newsreels will, if all goes according to schedule, be delivered to seven AP member TV stations today.

KSD-TV St. Louis, owned by the St. Louis Post Dispatch, was first subscriber to the new AP service. Others signed to date include WDAF-TV Kansas City (Star), WBAP-TV Fort Worth (Star-Telegram), WATV-N Norfolk (Virginian-Pilot and Ledger-Dispatch), WCAU-TV Philadelphia (Bulletin), WHAS-TV Louisville (Courier-Journal and Times), WINS-TV Columbus, Ohio (Dispatch). Service is exclusive to AP members, with TV stations eligible for associate membership in AP on the same basis as radio stations have been for some years.

Describing the AP video service, Oliver Gramling, assistant general manager of AP for television and radio, who will direct its operation, said that it "will stress domestic news, enlivened and diversified by a format that includes good human interest and features as well as all the other varieties of news that can make a television screen interesting and really informative."

Music and Sound Effects

"On news that lends itself to such treatment, we will background and explain," Mr. Gramling said. "We propose to give TV news meaning and significance—to lift it out of the category of yesterday's headlines, yesterday's newscasts. Another innovation is that much of the service will be completely scored with music and sound effects."

Announcement of the new service, made by Frank J. Starzel, AP general manager, said that to obtain the objective of a film news service "created and tailored solely for television and not as a by-product of other purposes, AP arranged for the formation of a new, specialized organization — Spotnews Productions Inc." Spotnews, in collaboration with AP offices throughout the world, will produce the AP TV service under Mr. Gramling's direction.

A privately financed corporation and not an AP subsidiary, Spotnews is headed by Theodore A. Morde, president, whose background in news, film and radio goes back to 1929. He has also been government service as a special agent of the Military Intelligence Division, as chief of the foreign language division of the U. S. Co-ordinator of Information and as assistant chief of operations of the War Department's strategic services unit.

Production Personnel

John T. Tobin, former general manager of Telenews, International News Service's video alloy, is vice president of Spotnews Productions; F. D. Kahlenberg, former editorial director of Telenews; Tom Craven, Paramount News cameraman for 25 years; Bernard Dresser, formerly an NBC cameraman in Washington, and Louis Tomalo, former March of Time cameraman.

Cameramen and correspondents in 42 states, plus representatives in the other states, Alaska, Honolulu and Puerto Rico, will supply Spotnews with its domestic coverage. Foreign News will be covered by cameramen and correspondents in 44 countries.

Spotnews production headquarters will occupy a full floor in the same building with Major Film Laboratory which will process the news film. Major Film is the video division of Consolidated Film Industries, laboratory owned by Re-
WHAT'S INSIDE A RADIO-RELAY STATION?

Sending television signals across the country is a complicated job, requiring 123 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.

ON THE ROOF

are the lens antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

ON THE TOP FLOOR

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

ON THE THIRD FLOOR

are power supplies for several score electron tubes.

ON THE SECOND FLOOR

are power supplies for additional electron tubes. Storage batteries on both floors will operate the station in an emergency for several hours, but

ON THE GROUND FLOOR

is an engine-driven generator which starts automatically after anything more than a brief power failure. Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nationwide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly $85,000,000. Yet the charges for the use of this network are low—averaging about 10 cents a mile for a half-hour program.

Providing transmission channels for the radio and television industries today and tomorrow
DuMont

PRESEntS

UHF

in ready-to-operate form
Apply for your UHF Channel now.

Get on the air
quickly and profitably...

WITH DU MONT TRANSMITTERS

UHF at VHF prices! Entirely new concept in UHF transmitter design results in clean, simple, circuitry allowing easiest future power increases. Utilizes the new SKW Klystron with independent cavities.

WITH DU MONT PROGRAMS

The Du Mont network is prepared to supply nationally famous stars and shows via coaxial cable, syndicated film service, or teletranscription; the variety of programs necessary to build big audiences.

WITH DU MONT BUILT AUDIENCE

With new Telesets designed to receive various combinations of UHF and VHF channels, Du Mont is prepared to launch an intensive promotion campaign, through local distributors and dealers, to build your UHF audience.

See how these three Du Mont operations, working together, can help you to make your UHF station a success. Write for the free booklet "UHF—The Big New Development in Television." Find out why you can't go wrong with Du Mont.

DU MONT First with the Finest in Television

Allen B. Du Mont Laboratories, Inc., 1500 Main Avenue, Clifton, N. J., (Dept. BTU2)
Yesterday and Today in Central Indiana at WFBM-TV

"First in Indiana"

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

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Weekly Television Summary—April 14, 1952—Telecasting Survey

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<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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Total Markets on Air 64* | Stations on Air 109* | Estimated Sets in use 16,785,044

* Includes KXLD-140TV, Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be double-counted. Therefore, estimates of set counts are based on data from dealers, distributors, TV circle companies, electronic companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Of the week's 332 quarter-hours when all three Baltimore television stations are on the air, ratings show WMAR-TV leading in 165 segments—approximately as many as the total for both other Baltimore stations.

*According to March ARB during daily 12 hr. period all three stations broadcast.
was shown, reached 33% of the TV homes, the average afternoon program reached 43% and the average evening program reached 56%.

′Bob & Ray′ Revised
For ′Average Listener′

IN ORDER to revamp and revise the format of its Bob & Ray Show on NBC radio, Colgate-Palmolive-Peet Co. made a survey to determine habits and characteristics of the average daytime listener.

Material gathered by the C-P-P Market Research Dept.'s Consumer Institute revealed that 8,000 samples show the average listener to be a housewife, between 30 and 34 years old, married to a factory worker for about 11 years, with an annual income of $5,800 to $3,542, and with two children, six and 14 years old. The family has its own home, with a mortgage.

"As a result of the survey the format of the Bob & Ray Show was changed and is turning out successfully," Leslie Harris, director of radio and TV for C-P-P, told Broadcasting • Telecasting.

Regarding other habits and ways of life of the average listener, the survey showed that she is mainly interested in children's activities, national and local affairs interest her more than in the past. She is also more concerned about religion than before World War I.

She buys four dresses a year, wears very little make-up, and has permanent once a year. She reads her local newspaper, subscribes to one magazine and reads one book a year.

She and her husband do not discuss world affairs very much. Her main concern is his health and what she can do to help him progress to a better-paying job.

The family eats well, but not lavish. She is not very sophisticated, 21% of her sense of humor is not attuned to smart jokes.

If she likes audience participation shows, the changes are she does not care very much for daytime drama. She has never seen a Broadway show, but if she had her choice it would be "South Pacific."

Pulse Inc. Survey
Comparing Top Ten

TOP TEN network TV programs, including one-a-week and multi-weekly shows, surveyed week of March 1-7 are shown by Pulse Inc., as follows:

- Telestatus
  (Continued from page 72)

Jeans Kitchen Fair ... 10:45 daily ... an excellent program where full facilities of art and photography are used in presenting effective commercial messages with slides, films, set arrangements, etc.

you can see the difference on WBNS-TV

Central Ohio's only TV station with complete art facilities, WBNS-TV offers a commercial art department equipped to do an inspired art job from beginning to end.

Progressive and versatile in every respect, its functions include planning and developing commercial slides, creating sets and TV effects, graphic art, brush work, silk screening, paper maches, set construction and rendering ... thorough development of an idea from its conception to its completion.

Yes, you can undoubtedly see the difference in art and photography results on WBNS-TV.

WBNS-TV's own photographic studio and laboratory guarantees uniformity and exacting conversion of various forms of art work, layouts, typesetting, etc., into slides, Haloes and Camera Cards, producing the utmost in production techniques.

COMMITTEE TV
Palm Springs Under Way
INSTALLATION of International Telemeter Corp., community antenna system is underway to bring television to the mountain-ranged desert community of Palm Springs, Calif.

The city council had granted ITC a 50-year exclusive franchise late last month.

Cost of Congress of the ITC system will affect plans of Howard-Yale Inc., which recently applied for FCC permission to build a relay-type station to boost signals from all Los Angeles stations [B*T, March 31], is not known.

Howard-Yale plans to scramble its pictures and service subscribers through a decoding device.

The ITC system consists of a mountain top master antenna and coaxial cable connections to town. Cost will be $100,000, according to Carl Lesserman, ITC vice president [B*T, March 3]. It will bring to viewers in the California desert resort programs from all seven Los Angeles stations—110 miles away.

Subscribers to the community antenna system will pay about $150 for installation and $4 a month service charge.

The ITC system also will test pay-as-you-see scrambled picture service. Arrangements have been made with three Palm Springs theatres to feed feature films in scrambled form over the system. Subscribers pay through coin-box attached to their sets. The fee will be the regular theatre admission price, of which ITC will keep a small portion, the rest going to theatre owners.

Pay-as-you-see service will use Channel 6 (82-88 me), unassigned to Los Angeles TV outlets. ITC is half-owned by Paramount Pictures Corp.

In the meantime, a community antenna project is being discussed for Ocala, Fla. It would be built by R. M. Chamberlain, president and general manager of WGGG Gainesville, and Regge Martin, associated with WTTT Coral Gables. Means. Chamberlain and Martin have presented a proposal to install the master antenna system to the Ocala city council.

Mr. Martin said community TV service is now in successful use in 30 to 40 towns and cities. Installation would run about $135, Mr. Martin said, with a monthly service fee about $4.

Builders Show Pact

WLWT (TV) Cincinnati has announced an exclusive contract with the Cincinnati Home Builders Show Assn. for promotion of the Home Builders Show to be presented April 19-27 at the Cincinnati Gardens.

ALL RAYTHEON Mfg. Co. operations except TV showed larger sales and were in third quarter report of firm's Waltham, Mass. plant. Net profit after taxes for quarter ending Feb. 29 was $408,000 on $28,690,000 sales.

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BROADCASTING • Telecasting
to change facilities of existing stations (except the 30 forced to change frequencies), license applications by existing stations, etc. The Commission stated that Line D will not start functioning until Nov. 1 at the earliest.

Non-commercial, educational applications and those from the territories will be processed in the order received immediately after July 1.

The Commission also announced that all TV applications in hearing status have been removed from such classification.

The new procedures also call for all pending applicants to submit completely new applications. Among the revisions of Application Form 301, which are largely technical to incorporate the new standards, is the requirement for program plans. Up to now, TV applicants were not required to submit program plans with their applications.

Pending applications which are not completely resubmitted will be dismissed, the Commission stated. Only exception is when duplication of some exhibits would prove an "undue hardship."

Applications in Processing Line A will be checked against applications in Line B for conflicts regarding transmitter-to-transmitter spacings. It therefore behooves all applicants to get their applications on file within the 38-day period before July 1, it was pointed out. Otherwise, an applicant in Line B is likely to find that his antenna site will conflict with that of an application granted in Line A, and he will be required to pick another site.

Where two applications are found to be in conflict, they will be set for hearing. If the conflict is resolved, the application with the higher priority will be processed, while the application with the lower priority will go back into its proper place in its processing line.

The Commission also called attention to present rules which require that an application must be filed at least one full day before Commission action on another application in order for the former to be considered in conflict with the latter. It also pointed out that a new application must be filed at least 20 days before the date of a hearing in order to be consolidated in the hearing with the other applications.

**UNION MERGER**

**AFRA-TVA Fusion Foreseen**

MERGER of at least two entertainment unions—American Federation of Radio Artists and Television Authority—was a certainty for this summer as a result of membership vote announced last week.

Results of the balloting conducted by mail throughout March, showed that 1,254 TVA members were for the merger, while 266 were opposed. Among radio artists, 2,213 favored unification while 79 disapproved. Voters also approved a constitution for merger of the unions, which would become the American Federation of Television and Radio Artists.

National polling was conducted, as planned at the TVA convention in New York last December, as an alternative to an over-all merger with three other talent unions, scheduled with a July 1 deadline. The other unions are Actors and Chorus Equity Assns., American Guild of Musical Artists and American Guild of Variety Artists. All are members of Associated Actors & Artistes of America (APL).

Early this year, all entertainment unions—on record as favoring total merger but unable, among themselves, to effect the merger—approved a study of total unifications to be conducted by the Institute of Industrial Relations at the U. of California at Los Angeles and the School of Industrial & Labor Relations at Cornell U. The educators volunteered to study feasibility and means for total merger, to report to AAAA members in time for them to vote on it by July 1. TVA, previously invited to form an all-broadcasting union by AFRA, served notice that unless the total merger is accomplished by July, it would unite with the radio group.

**P&G REVIEWS SHOWS**

Chicago Kinescopes Viewed

REPRESENTATIVES of Procter & Gamble visited Chicago last week to see kinescope auditions of Welcome Travelers, which P&G sponsors five mornings weekly on NBC. The kines were cut at NBC headquarters and were filmed at NBC Merchandise Mart headquarters as two 1/2-hour and one half-hour films.

AM principals are expected to handle the TV show also, among them being emcee Tommy Bartlett, Bob Cunningham, director; Myron Golden, producer, and Les Lear, manager. AM sponsors are Lava, Spic-N-Span, Joy and Prell. Although the show is proposed now as a five-a-week afternoon show, the network is also considering a simulcast.

Alex Drier, NBC network commentator from Chicago, last week put his own news-feature package, Man on the Go, on kinescope for prospective client auditions. Designed as a once-weekly half-hour network show, the program features Mr. Drier in a narrative and dramatic format discussing news trends, features and human interest stories.
FCC ATTORNEYS
Three More Leave Staff

FCC lost three attorneys last week. A. Harry Becker, chief of the Administrative Law Branch, Office of the General Counsel, resigned to open his own office. Howard J. Schellenberg Jr., attorney in New & Aural Facilities Division, and Leonidas P. E. Emerson, attorney in the Re- newal & Transfer Division, left to become executives in new broadcasting companies. Mr. Becker, broadcast bureau, resigned to join newly formed law firms of Chrisley & Dwyer and McKenna & Wilkinson.

Washington radio law firm of Chisley & Dwyer and of McKenna & Wilkinson becomes two separate organizations April 15. Andrew G. Chisley and Dwight D. Dwyer, with Mr. Schellen- berg, form Chisley & Dwyer; James A. McKenna Jr. and Vernon L. Wilkinson, with Mr. Emerson, become McKenna & Wilkinson. Both firms will remain for the time being at their present address, Duryea Building. Mr. Emerson has opened a partnership office in the War Memorial.

Meanwhile, Edward P. Morgan, of Welch, Mott & Morgan, resigned as director of enforcement for the Office of Price Stabilization and returned this week to his private practice. He had been with OPS since February 1951.

Mr. Becker ended 18 years of service with the FCC with the opening of his new office in Room 1116 Ring Building. He joined the Commission in 1941, was chief of the Law Department's Chicago office from 1942 to 1945. During his FCC career, Mr. Becker acted as Commission counsel in such notable cases as Clear Channel hearing, in 1946; Daytime Skywave, in 1947; and Watergate, in 1948, when he was rule making on 30 kc separation, in 1947; WMIE Miami, in 1949-50. Mr. Becker was graduated from Marquette U. Law School in 1934, served with the Securities and Exchange Commission and the Federal Power Commission before joining the FCC.

Prior to his OPS tenure, Mr. Morgan served as counsel for the Senate Foreign Relations (Tydings) subcommittee looking into communications in government. Before joining Messers. Welch and Mott in 1947, Mr. Morgan was with the General Accounting Office and the FBI.

Benton-McCarthy Spat


Montgomery Testifies

ROBERT MONTGOMERY, radio news commentator and NBC TV producer, testified before the House Agriculture Committee last week. He was called to explain where he got the information with which he attacked in news broadcasts the government's $125 million dollar campaign against foot-and-mouth disease (prevalent among cattle in Mexico). Mr. Montgomery acquiesced himself well in the opinion of observers by countering questions with queries of his own. At the hearing's close, Rep. August Andresen (R-Minn.) said: "This hearing will not be a total loss. Where you had 16 million listeners you'll now have 75 million."

UPT PACKAGE SALES
Announced for 7 Markets

UNITED Television Programs recorded sales of four video film packages in seven more markets last week, according to Aaron Beckwith, UTP sales director.

Hollywood Oof-Beat, a half-hour private detective series starring Melvin Douglas, will start on WXYZ-TV Detroit April 29 for the Evans-Beckwith Carpet Co. and on KFMB-TV San Diego this week.

Quarter-hour sports interviews, conducted by Leo Durocher and his wife, LaRaine Day, Double Play With Durocher and Day, starts on WNAC-TV Boston April 26 and, for the Feilders-Quigan Corp., on WMWR-TV Jacksonville as of May 7. On the market little more than six weeks, the sports program has been sold in 16 markets so far, Mr. Beckwith reported.

Royal Playhouse, which won honors for the best film series of 1951 when it was presented as Fireside Theatre, was added by WOC-TV Davenport, where Ford dealers will sponsor.

Anticipating the end of the TV station freeze, UTP is the first film distributor to start contacting possible new stations. Mr. Beckwith claimed. Many sponsors anxious to get top time franchises are already lining up in some markets, he said.

DETROIT TO LANSING
Microwave Link Planned

PLAN to erect a microwave TV radio-relay link between Detroit and Lansing to provide one northbound channel to Lansing was revealed in an application filed last Tuesday by AT&T with the FCC.

The link will require two intermediate amplifying stations between the cities and will cost $220,000. If the FCC approves the request promptly, AT&T expects to have its link in operation by late summer.

WJIM-TV, the only TV outlet in Lansing, now is interconnected with the four TV networks but uses a privately-owned microwave system which connects with Bell facilities in Detroit.

Peterson to CBS-TV

EDGAR PETERSON, original producer of Pulitzer Prize Playhouse and more recently producer-director of the Page Emerson Show, has been named manager of the CBS-TV story and script department, effective today (Monday). The former motion picture production aide to Dore Schary, David Selznick and Frank Capra will report to William D. Dozier, former CBS-TV script manager recently named executive producer of dramatic shows.

WTOP-TV's Thanks

RETURN by WTOP-TV Washington of the CBS-TV Songs for Sale with Steve Allen to the air after being dropped a month was accompanied by so many "thank you" letters from appreciative viewers that the station in a series this week will air its own thank yous, using names of letter writers. Lloyd Dennis, director of program service, said the 9:30-11 p.m. EST Saturday telecast was returned after a flood of letters and post cards, and called the response "in response to the writers 'television democracy.'"
RCA opposes subpoena

RCA asked the U. S. Court for the Southern District of New York last week to withdraw or modify the subpoena issued to the manufacturing company in the anti-trust probe launched by the Justice Dept. in the electronics industry six weeks ago (B&T, March 6). RCA claimed the subpoena was improper, and the Justice Dept. was asked to answer the motion, originally set for today (Monday), was extended a week with RCA consent. The motion was filed Tuesday by the law firm of Cahill, Gordon, Zachry & Reindel, RCA counsel.

The action, considered the normal way to counteract a subpoena, charged that the federal request for voluminous company records, correspondence and other documents—some dating back to 1934—pertaining to electronics manufacturing was "too broad, unreasonable and oppressive," as spokesmen for the law firm said Thursday.

An additional part of the motion charged that the part of the subpoena relating to RCA licensing had been previously adjudicated in the 1932 consent decree in the Delaware courts. When the office of the Attorney General tried to reopen that case in 1942, the motion stated, the court held that the case was closed. A subsequent federal appeal to the U. S. Supreme Court was dismissed before hearing.

RCA was the only manufacturer among those served—virtually all the nation's major producers of AM, FM or television transmitting and receiving equipment—who by late last week had taken legal steps to eliminate or change the court order, a spokesman for the anti-trust division indicated.

The subpoenas were served in late February to start what was described as an industry-wide investigation of possible anti-trust law violations. Those served were instructed to deliver masses of company records to the New York court on May 12, for study and consideration by a grand jury. Actual charges could be lower only at grand jury request upon completion of its closed-door investigation, a matter that might take months.

List of manufacturers known to have been subpoenaed, or presumed to have been since the investigation was to be industry-wide—RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, and DuMont.

**NBC Affiliates**

Resist New Spot Plan

NBC-TV reportedly was encountering affiliates' resistance last week to a plan to sell the four half-hourly 35-to-60 second weather reports on its "Today" morning show, charge the sponsor for the equivalent of a five-minute segment and pay affiliates one-third of the 15-minute rate.

The proposed sponsor is Armour & Co., which under the plan would get a brief mention of its Dial soap before each weather report and a 15-second commercial afterward. The network pointed out to its affiliates that this adds up to approximately four minutes of program and one minute of commercial time daily.

NBC-TV spokesmen had no immediate comment on affiliates' reaction, but it was known that some stations were considering the plan would put the network into the "spot carrier" business with less remuneration to the stations than if they themselves sold the announcements.

The program is seen 7-8 a.m. EST and CST, Monday through Friday, and features Dave Garwood, who is sponsored by Armour on NBC radio.

**TV Talent Search**

George Foley, Inc., producer of ABC-TV's science-fiction Tales of Tomorrow, began a "Star of Tomorrow" talent search last week in effort to find new TV talent from among women, 20 to 25 years old, who have never been cast in video roles. Final winner of nightly auditions will be selected April 30 by Charles Underhill, ABC-TV programming; Segis Landau, Universal Pictures' Eastern talent supervisor; Thomas Mitchell, and a Broadway producer. Winner to be starred in Tales of Tomorrow May 3 and be screened tested by Universal Pictures.

**In March** an agency executive wrote about a WGN-TV program:

"I have consistently watched our participation with a very critical attitude, and all I have ever come up with was... Praise, sincerely and copiously, for the fine job you are doing."

Follow the lead of advertisers who know... get the most for your advertising dollar by buying WGN-TV in Chicago.

Check your WGN-TV representative for choice availabilities.
OPERATING COSTS

DETAILD analysis of TV station operating costs, broken down by size of station, has been prepared by Joe Herold, TV station planning consultant for RCA's engineering products department. Actual stations, now in operation, were studied and one averages were used as the basis for program expense, $28,720, sales expense and $77,380 for administrative and general expense. Such a station uses network, film and slide programming, in addition to one live studio.

A station with a 20 kw transmitter has yearly operating expenses of about $444,632 and 50 employees. It needs at least 1,045 sq. ft. of floor space. These stations spend about $118,164 on technical expense, $186,480 on program expense, $34,700 on sales expense and $107,308 on administrative and general expenses. It uses network, slide and film programming, has a live studio and also handles remotes.

The station operating with maximum ERP uses network, film and slide programming, has two or more live studios and remote equipment, plus a master control room. Its total yearly operating expense is $618,882 and it has 70 employees. Technical expense is about $160,725, program expense is $222,312, sales expense is $65,000 and general and administrative expense is $166,045.

Also included are comparison tables showing at a glance statistics for all four major groups of stations.

Average Class "A" time rates per hour and minute vary from $225 an hour and $27.50 a minute for a 12,000-receiver market, $400 an hour and $76 a minute for a 100,000-receiver market, to $1,500 an hour and $300 a minute for a 1,775,000 receiver market and $5,000 an hour and $650 a minute for a 5,000,000-receiver market.

The report is concluded with a breakdown of responsibilities for the usual TV station operating personnel.

TV PRIORITY

St. Louis Board of Aldermen has asked the FCC that St. Louis be given first priority when the TV freeze is lifted and the Commission goes processing applications. In a resolution adopted April 4, the Aldermen said that the city's TV applicants be given an early hearing so that new stations can be built and put on the air at the earliest date.

The resolution called attention to the fact that St. Louis viewers are "in a more adverse position with respect to television... than the residents of the 10 principal metropolitan areas of the United States... The St. Louis area contains the largest concentration of receivers (372,000) in the United States having only a single service available." The Aldermen credited the city's only TV station, KSD-TV, with performing "a marvelous job."

Owner of KSD-TV, the St. Louis Post-Dispatch editorially endorsed the Aldermen's request that the FCC "give early consideration" to the station.

Meanwhile, on April 6, the St. Louis Globe-Democrat, which owns a minority interest in KWK, began a series on the history of the TV freeze. Series was introduced by a front-page editorial which referred to the fact that St. Louis has only one TV station, but explained that the situation was not due to the "unfairness" of the FCC but to the freeze. The editorial pointed out that some major cities had no TV—Denver and Portland, Ore. "Television," the editorial said, "has made a stupendous and historic growth... It is fabulous in its appeal to the people, and in a great sense has changed the pattern of public entertainment and the home life of the American people."

There are seven applications pending the six available channels in St. Louis. Applicants are KWK, WEW, KXOK, KFUO, St. Louis Amusement Co., 220 North Kingshighway Inc., and the New England Television Co. Of the available channels in St. Louis, three are VHF and three are UHF. One of the VHF channels is reserved for non-commercial, educational use.

Who's All Wet?

COLD WATER followed hot words during America Votes, KECA-TV Los Angeles public service sustaining panel program where George McLain, advocate of an old age pension plan, replied to the question of "Are you a commie?" by throwing the contents of a glass of water at his questioner, Paul Sheedy, counsel for the Property Owners Assn. of California. Television watchers saw Mr. Sheedy reply by throwing a full glass back at Mr. McLain, who was nicked on the hand by a piece of flying glass. Nelson Fringale, moderator, stepped in to smooth ruffled feathers and the old age pension plan discussion cooled out at a wet but uneventful conclusion.

WCBS-TV AUDIENCE

Sales Presentation Mode

WCBS-TV New York is circulating a sales presentation, "The New York Television Audience," claiming that it is the key to the biggest audiences, leads in local as well as network programming and offers lowest cost circulation of all Manhattan Television stations.

Brochure states that WCBS reaches 18% of the total national TV audience, leads in quarter-hour count of audience for both daytime and nighttime, with Tele-Pulse reporting total of 247 firsts for WCBS-TV compared to 120 for the next highest station. Station also claims first rating on such shows as President Truman's March 6 speech and the San Francisco Peace Conference; highest-rated film programs, women's program, lead-in program and sports feature. Average cost per thousand is said to be $1.47 on WCBS-TV with nearest competitor listed as $1.83.

CBS-TV Sleuth Series

NEW TV series of 39 half-hour programs, "Files of Jeffrey Jones," was announced as available by CBS Television Sales last week. Conceived by I. I. who finances his way through law school by outside sleuthing activities, the series has been taken by Crawford Clothes for WABD (TV) New York effective April 7 when the CBS-TV film sales' "Cases of Eddie Drake"—also sponsored by Crawford—completes its 13-week run. File-O-Jones also was purchased by Ennds for KING-TV Seattle and by Pittsburgh Broadcasting for WDTV (TV Pittsburgh). Program stars film actor Don Haggerty and features Gloria Henry, Lyle Talbot, Vince Barnett and Tristram Coffin.

AMERICAN Brewing Co.'s 104-week sponsorship of TV drama series, The Unexpected, began April 5 on WBAL-TV Baltimore. The series features half hour dramas with trick ends.
Bill Would Repay 'Losses'

ILL to pay William L. Gleeson, president of Broadcasting Corp. of America, nearly $150,000 for losses due to the FCC's deletion of Channel 1 (44-50 mc), has been introduced in the House by Rep. George T. Miller (D-Calif.).

The House Judiciary Committee, where the bill pened, has taken no action on the "relief" measure.

Mr. Gleeson got his CP for Channel 1 in Riverside, Calif., in December 1946. Early in 1947, as the station neared construction, the "CC deleted Channel 1. Mr. Gleeson then asked for Channel 13, assigned to KLAC-TV Los Angeles, later decided not to become involved in hearings and asked for special temporary authorization to use Channel 6. This request was rejected by the FCC which said he would have to submit a new application and take chances on getting his request just like any other applicant.

Commission said it took action a deleting Channel 1 only after informing Mr. Gleeson in May 1947 that re-allocation or deletion of Channels 1 and 3 appeared inevitable and that he should participate in public hearings on the proposals. Although Channel 6 is not in use in Los Angeles, it was assigned to San Diego, 112 miles away.

Originally Channel 1 was set aside for community TV stations, but the FCC decided mobile and fixed services, also assigned 44-50 mc, could not share channel with TV stations. Eleven cities were assigned Channel 1, but no radio's were granted by the FCC.

Gleeson Petition

Last November Mr. Gleeson filed a petition to reorganize BCA under the Federal Bankruptcy Act in Los Angeles. Petition was to prevent pending sheriff's sale of KPRO TV, Calif., equipment and furnishings. Foreclosure action was brought by Mr. and Mrs. Fred K. Wahl who claimed $5,120.41 due on a $10,000 promissory note signed in 1946 by Mr. Gleeson [8-Ft., Nov. 5, 1941].

William B. Ross, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, was appointed BCA trustee. When he filed applications with the FCC for involuntary transfer of control of the Gleeson-owned stations, KPRO Riverside (REO Indio, KPRO Blythe and KROP Brawley), Mr. Gleeson refused to sign them.

Last week Mr. Gleeson signed a petition with the FCC requesting that no action be taken on the transfers since he claims he is under the protection of the court. Until the court makes its decision next month whether or not BCA is bankrupt, Mr. Gleeson contends he should retain control.

Mr. Gleeson said he is trying to work out arrangements with his creditors for monthly settlements. If this can be done, and the court approves the plan, BCA will be spared bankruptcy he said.

Only if the court does not approve the plans for payment to creditors, or if it declares BCA bankrupt, should the involuntary transfer of control be made, Mr. Gleeson claimed.

WOODY' WOES 'EM

WOOD's Bird Is Versatile

WOOD-AM-TV Grand Rapids is proud of its bird, "Willy Wood," who appears quite liberally on the station's video picture and also identifies both stations.

The little woodpecker, who has animation that is like life and pleasing to the eye, the stations note, expresses well the area which they serve. Grand Rapids is in the heart of a wood working area with a concentration of furniture factories.

Search for Willy's creator is a story in itself, the stations report. Studios nationwide submitted sketches in response to WOOD's bid. But all had something missing until Harry Westlund's sketch arrived. Mr. Westlund, a local self-taught freelancer, had the answer. His skilled pen makes Willy "commanding, excited, whimsical or athletic--exhibiting the impression desired for almost any circumstance," Willy is "a bird equal to every challenge," WOOD adds.

'Faith of Our Fathers'

AN UNNAMED television network is reported considering production of a serial version of "Faith of Our Fathers," the Paul Green sesquicentennial show at Washington, D.C., which has been suffering budget problems. According to Sesquicentennial Director Paul M. Massmann, the $56,000 received from TV serial rights would put the show over the hump this season. Costs for the drama are about $260,000 annually.

TVA COLLECTS CLAIMS

Payments Due Under Code

TELEVISION Authority has collected more than $25,000 in claims in the past 18 months, according to a report by Wayne Oliver, West Coast representative to the union's executive board.

Explaining that payments collected were due under the TVA code, Mr. Oliver said producers had either protested or sought clarification on the various claims. Dawm Butler and Stan Freberg, voices on Time for Beany on KTLA (TV) Hollywood, December 1960, in claims against Clampett Productions, co-owner of the puppet show. The pair based their claim on the fact they were not paid for handling commercial spots for which they doubled.

Included also was money held in escrow that the Wage Stabilization Board approved the new TVA code for salary increases and fee adjustments. KTTV (TV) there released $5,020, which represented pay increases for staff announcers. Terra Productions turned over $5,122 to TVA and adjusted its fees for cast members of ABC-TV Space Patrol.

OFFICIAL FILMS

To Distribute TV Series

OFFICIAL FILMS, New York, has acquired distribution rights to three half hour TV film packages being produced by Don Sharp Enterprises, Hollywood. They include My Hero, comedy-accentuated mystery series starring Robert Cummings, with Julie Bishop; Impulse, suspense series written by Larry Marcus, and Four Star Playhouse, series of original plays starring Charles Boyer, Rosalind Russell, Dick Peabody, Joel McCrea and Robert Cummings, who will be rotated each week.

In addition Official Films will handle distribution of Dougfair Corp.'s TV film series Terry and the Pirates. The adventure series is based on the comic strip distributed by Chicago Tribune-New York Daily News Syndicate.

Political Advice

POLITICAL quotation of the hour was delivered by Sen. John M. Butler (R-Md.) to the Arlington, Va., Republican Women's Council. He said: "The most important medium in campaigning today is television." Directing his remarks to a Republican who is aspiring to a House seat from Virginia, Sen. Butler, who unseated former Sen. Millard E. Tydings (D-Md.) in a controversial election that set off a Capitol Hill investigation, added: "You can take care of the city people through TV, but take care of the people in the counties through personal contact."
New Governors explained additional current cycle.

Crown Pictures International, Hollywood, acquires The Barber of Seville, feature film version of Rossini's comic opera produced in Rome under the direction of four-year television distribution rights in America. Film stars Ferruccio Tagliavini, Metropolitan Opera star, and opera personalities Tito Gobbi, Nelly Corradi and Italo Tajo. Feature will be offered as single unit or in three half-hour episodes.

Hyman Marcus, financier, to head Television Varieties Inc., Hollywood, formed with more than $200,000 capital to produce and package TV film programs. Herman Webber, General Service Studios producer, vice president, and Ray Fink, attorney with Fink, Rolston, Levinthal & Kent, as secretary-treasurer.

Production

Stanion Kramer, head of TV Enterprise Pictures, Hollywood, and former head of George Florey Inc., Chicago, to be executive producer of Radiant Productions, Hollywood, newly formed to produce two 13 half-hour film series plus several features. Writer-director will be Lawrence Raimond, head of Lawrence Raimond Productions, and David Buntzman, United Artists Productions Inc. executive producer, to be associate producer. Production planned to start in 90 days.

Jack Chertok Productions Inc., Hollywood, to start 52 half-hour Lone Ranger next month for General Mills Inc., with Fred Fralick to work with Mr. Chertok as representative of series owner, George W. Trendle.

Lindsey Parsons Productions, Hollywood, starting new TV film series of 26 half-hour CBS-TV Files of Jeffery Jones on April 17. Actors Don Haggerty and Gloria Henry of first 13 of series, again will be co-starred and Lew Landers and George Blair will share direction.

Gayle Gitterman, head of Hal Roach Studio story department, Culver City, appointed producer on The Dramatic Hour, four-part, one-hour TV film series starting May 19. Studio is seeking actor and actress to star in programs, format of which will be: (1) percentage test followed by discussion with the two stars, (2) dramatized chapter from The Last Days of Pompeii, (3) playlet by studio's stock company and (4) playlet featuring the two stars.

Phildan TV Productions, Hollywood, has acquired TV rights to Alley Oop, N.E.A. Service Inc., comic strip, and plans to produce 13 half-hour TV film series starting this summer.

Film People

Royce Barclay of production department, Warwick & Legler Inc., Los Angeles, signed as story coordinator with Pennant Productions Inc., Hollywood, for initial TV film series, Date With Destiny. Budget of over $5,000 allowed to obtain personalized stories for series through newspaper ads in 12 cities.

Fred Messenger and Jack Murton, head of newly-formed Talent Assoc. (television casting agency), signed by Lindsay Parsons Productions, Hollywood, to cast next 13 half-hour Files of Jeffery Jones TV film series.
In this issue of Broadcasting & Telecasting, we explore the themes of television programming, station acquisitions, and industry trends. Among the highlights:

- **STARS SEEK TV**
- **WILMOTTE ENDS TOUR**
- **WOW-TV LEADS THE WAY**

### STARS SEEK TV
Santa Barbara Bid Filed

LATEST indication of motion picture stars’ interest in television has come with announcement that Ronald Coleman is chairman of the board of Santa Barbara Broadcasting & Television Corp., formed to apply for a TV construction permit in that city.

Collin McRae Selph, vice president and general manager of KDB Santa Barbara, is president, and Cecil Smith, local investment banker, is vice president. Alvin C. Win- 
gard, president of San Ysidro Ranch Inc., is secretary. Directors include Arthur Marquette, partner in Sherman-Marquette, Chicago agency, and C. H. Jackson Jr., a Nevada rancher.

Recently Irene Dunne and Loretta Young became minority owners of Desert Television Co., applicant for Channel 13 in Las Vegas, Nev., through purchase of 90% interest in the firm by Huntridge Theatre, in which the actresses hold stock, from Edward J. Jansen, president of KRAM Las Vegas, who retains 10% [B*T, March 17]. If FCC grants application, Huntridge Theatres also would buy control of KRAM.

Mary Pickford and her husband, Charles (Buddy) Rogers, have applications for TV stations in Asheville and Winston-Salem, N. C.

Bing Crosby, under his baptismal name Harry L. Crosby, applied some time ago for outlets in Spokane, Tacoma and Yakima, Wash.

Gene Autry owns 85% of KOOL Phoenix, which is an applicant for TV in that city.

Edward Lasker, RKQ Radio Pictures producer, has applied for Seattle and Denver stations.

Gifford Phillips, president of Tee-Vee Co., Hollywood TV film production company and owner of KGHF Pueblo, has application for Denver and one for Colorado Springs-Pueblo [B*T, March 10].

The latter application was filed jointly with James D. Russell, president of KVOR Colorado Springs.

### INDEPENDENT PROGRAMMING
Fairbanks Warns Against ‘Mediocrity’

INDEPENDENT TV station programming is doomed to mediocrity if the current attitude of operators is projected into the future.

Jerry Fairbanks, president of Jerry Fairbanks Productions, made this prediction in Hollywood after talks with station executives during his five-week, 11,000-mile tour of video cities.

Policies of resistance to re-runs, disregard for basic principles of good showmanship, unrealistic attempts to get everything for nothing and a viewer-go-hung attitude were impressions he said he received from independent station operators.

He was amazed to find that many operators “are not concerned with raising the quality of their programming.”

“Engrossed in selling time, they are interested in improving their presentations only if no expense is involved,” he said.

Noting that TV film producers generally base program prices on stations’ rate cards, he declared that “it is an equitable arrangement because the rate card is based on the number of sets in the area, just as motion pictures are priced to theatres according to the number of seats in houses.”

“Not only are operators unwilling to pay a comparable price for quality programming but they frown on any re-runs,” he said.

Mr. Fairbanks stated that some stations rule against a repeat for at least 12 months and warned that unless this policy is relaxed, TV film producers will stop investing money in quality products.

“In many instances,” he said, “re-run ratings have been higher than during the first release. Many viewers missed shows because of competing programs, the time and date of telecasts and other home factors. And there are the many new set owners each month in each city.”

During the past five years, TV film producers have developed new production techniques, resulting in remarkable savings, Mr. Fairbanks said. Some shows are being made at prices 500% lower than in 1947.

Operators in cities with multiple stations have a much greater appreciation of quality programming, Mr. Fairbanks said he learned during his tour.

“Unfortunately, there are not enough multiple-station markets available currently so that the producer can amortize his production costs over them,” Mr. Fairbanks explained, “and until the monopoly created by the FCC freeze on station permits is lifted, the public and the TV film producer will continue to suffer.”

### WOW-TV LEADS THE WAY
in Midwest Television

- **WOW-TV serves one of the fastest growing TV markets in the United States.**
- **Every day an average of 125 families is added to the WOW-TV audience.**
- **Present total now well over 125,000 sets!**
- **Low-cost, high-rated participations now available.**

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

Webster 3400

WOW-TV
Channel Six
A MERIDETH STATION
OMAHA
FRANK FOBARTY, General Manager

April 14, 1952 • Page 81
TRUSTEESHIP TV
Proposed at Evansville
AN INGENIOUS plan to get TV started in Evansville, Ind., without waiting for comparative hearings and an FCC grant for the sole proposed VHF Channel 7, has been submitted to the Commission.

Plan involves the use of a trusteeship to construct and operate the VHF station pending the Commission's decision granting it to a single applicant.

There are two Evansville applications on file at the present time. Both are for VHF. In the Commission's proposal, Evansville would have three additional UHF channels—one of which would be reserved for non-commercial, educational use.

Essence of the trusteeship plan is this: A group of non-broadcast highly regarded Evansville citizens would set up a TV company. With FCC permission it would build and operate the VHF station as soon as the TV freeze is lifted. When consolidated hearings on Evansville applicants are finally decided (expected to be 11/2 years off), the trustees would turn over the station to the chosen applicant—which would repay the costs of construction and operational losses, or inherit any profits.

Idea was broached to FCC General Counsel Benedict P. Cottone by Evansville Mayor H. O. Roberts and J. D. Beeler, local businessman and chairman of the Chamber of Commerce's TV and Communications committee.

Mr. Cottone's reaction, it was reported, was that the group should formulate its plan in more detail and submit it to the FCC for a decision. He also pointed out, it is understood, the possibility that the idea might run afoul of the objections of a single applicant.

First recommendation for the trusteeship plan was made by John B. Caraway Jr., executive vice president of Electronics Research Inc. Controversy flared when John A. Engelbrecht, president and general manager of WIKY Evansville, first opposed idea, then proffered use of WIKY's television facilities (900-ft. tower, transmitter and studio equipment now in storage, 44x44x22-ft. studio).

Mr. Caraway charged that WIKY was trying to "torpedo" the plan, since one of the provisions in the WIKY offer was that the trustees must be acceptable to the owners of WIKY.

Mr. Engelbrecht retorted that he was suspicious of the plan because Mr. Caraway was the one consulting engineer for WGBF Evansville and that one of the executives of Electronics Research Inc. is a major stockholder in WGBF.

Only applicants for TV in Evansville at present are WIKY and

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around
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Affiliate DuMont Television Network—American Broadcasting Co. Represented nationally by Harrison, Righter & Parsons, Inc.

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TV RENEWALS

Eleven Temporaries Post

ONLY 11 of the 26 TV stations placed on temporary license by the FCC because of the lack of educational and/or religious programming have not been granted regular renewals.

Fortnight ago the Commission granted another five stations regular license renewals. They were WSVG (TV) Charlotte, WHTV (TV) Utica, WNBQ (TV) Chicago, WBT (TV) New York and WNBW (TV) Washington. Earlier 10 stations got their licenses renewed (B&T, Feb. 24, 3).

Last February when all 78 TV licensees came up for renewal, there was temporary because their listings for the 1951 composite week showed no agricultural and/or religious programming. The Commission's attitude was that a TV station could not be operating "in the public interest" without some such programming [B&T, Feb. 4].

Stations receiving regular one-year renewals after having been placed on temporary license showed FCC that composite 1951 listings did not indicate the true picture of program types actually aired, or informed the Commission that such programs had been started or were about to start.

Still operating under temporary licenses, due to expire May 1 are: KING-TV Seattle, KPHO-TV Phoenix, KTTV (TV) Los Angeles, WGN-TV Chicago, WJAR-TV Providence, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, WHNC-TV New Haven, WOR-TV New York and WOW-TV Omaha.

'TRUTH IN ADS'

More Clubs Join Campaign

AT LEAST six ad clubs in the nation have followed the lead of the Dallas Ad League in promoting a "truth in advertising" campaign to boost public confidence in advertising, the Texas unit reported last week.

The Dallas league said resolutions patterned after its suggested resolution have been adopted by ad clubs in Oklahoma City, Tulsa, Akron, Central Florida, Providence and the Women's Adv. Club of Winnipeg. Letters from other clubs in the U. S. and Canada indicated much interest, the league added.

Its resolution suggesting that the Advertising Federation of America call a convention to set up "a code of basic advertising principles" and also develop a program of "voluntary self-regulation to the end that public faith and confidence in and acceptance of advertising generally may be preserved" was adopted by the Dallas league March 28 [B&T, March 31].
RTMA SESSIONS
N.Y., Canadian Meets Set

DEFECTS on TV station construction and receiver sales in the wake of FCC's expected freeze lift will top post mortem discussions among directors of Radio-Telephone Mfrs. Assn. and RTMA of Canada at the joint ninth international conference of the groups in Ontario April 24-25.

This topic is scheduled on the agenda with the expectation that the Commission will release its new TV allocations plan by mid-April. Anticipated effects on station construction and receiver sales in the U. S. and Canadian cities within American station range will be studied.

Prior to the Canadian board meetings, several RTMA committees will convene in New York April 22. Meetings are the Advertising Committee, Technical Products Division, Executive Committee and Broadcast Section Industrial Relations Committee and the Eastern Credit Committee.

The Canadian conference will be held at the General Brock Hotel in Ontario with separate board meetings on successive days. U. S. RTMA directors will meet April 24 (Thursday) under Chairman Robert C. Sprague and their Canadian counterparts Friday morning under President Ralph A. Hackbarth. Directors of each association will sit in at the other's session as guests. Two luncheons, a reception and dance round out social activities.

New York sessions will be held at the Biltmore Hotel.

The Advertising Committee will weigh recommendations that the FM promotion campaign be extended after Girard in Georgia State this coming May. Heading the committee is Lee Pettit, General Electric Co., with David Grigslay, Zenith Radio Corp., as chairman of the FM Promotion Subcommittee.

The Technical Products Division Executive Committee, with RTMA Director H. J. Hoffman, Machinists Labs., presiding as chairman, will review progress of its reorganization plan and map future activities.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY
Airing from Editorialists, Speeches, Newspapers, Ad Lbs., Financial Comment, Mystery Plots, Gossip, Announcements, Man-on-the-street Interviews. Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION - LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.
For details, write to the Pioneer in this line.
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

HOUSEWIFE DAYTIME AUDIENCE
Oakite Offer on WNBT (TV) Brings 18,000 Requests

A TRIAL OFFER over WNBT (TV) New York by Oakite Products Inc. of its silver cleaning plate drew 18,000 requests from one demonstration, the firm has reported.

Offer was made on the Josephine McCarthy Cooking Show, telecast Monday through Friday, 11-11:30 a.m.

Oakite has been using radio for 23 years and now uses TV as well.

Frank A. Conolly, manager of the Oakite package division, declared after viewing the avalanche of requests, "I honestly believe that this forever knocks into a cocked hat any myth about the ladies not looking at daytime TV shows."

Miss McCarthy and her manager, Mole & Lee Inc., commented, "We've simply been inundated...."

The telecast during which the offer was made was itself a special occasion. Miss McCarthy was crowned "Queen of TV Cooking Schools" by Mr. Conolly. In addition, two women were awarded fur coats for their prize-winning letters concerning Oakite.

Entrants in the Oakite contest, promoted nationally in radio, TV and newspapers, were to tell in 50 words or more, "Why I like the Oakite hand-squeeze spout or Why I like Oakite for my fall cleaning."

Entries were received from all 48 states, the District of Columbia and Alaska. In all, there were 1,000 prize-winners from 40 states.

First prize, a Persian lamb coat, was won by Mrs. William E. Long, McKeesport, Pa. Second prize, a mink-blended muskrat coat, was awarded to Mrs. Elsie Mallow, Brooklyn. Both coats were from I. J. Fox Inc., furrier.

MONOGRA TV POLICY
Is Explained by Broidy

WITH CURRENT contracts fulfilled, Monogram will "refrain from committing any further products to video," Steve Broidy, president, revealed in announcing studio's policy of licensing motion pictures to television.

He declared "for the record" that Monogram is "primarily in the business of producing and distributing pictures for theatrical exhibition."

Deal was concluded recently with Screen Actors Guild enabling the studio to release one group of approximately 70 feature films, made since August 1948, to TV by reimbursing actors from 12 1/2% to 15%. No deals with Screen Directors Guild and others were finalized.

Interstate Television Corp., subsidiary of Monogram, is making TV films.

Solar Noise Bursts

SOLAR investigations by the National Bureau of Standards in Washington have led to the discovery of a phenomenon that appears to be another source of interference to long-range radio reception. The phenomenon has been observed as bursts of solar radio noise superimposed on a normally steady level of radio-frequency energy received from the sun, it was reported.
SEATTLE AWARDS
Ad Club to Present
RADIO and television figure as two of nine media classifications in the fifth annual advertising awards competition of the Seattle Advertisers and Sales Club. Last Friday was deadline and awards will be made at a banquet May 8 at Seattle.
Dick Keplinger, free-lance newscaster and radio personality, is chairman of the judging committee on radio entries. Chairman of the television judging committee is Otto Brandt, general manager of the King Broadcasting Company (KING-AM-PM-TV Seattle).
All entries will be judged by a "new standard yardstick," according to Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, and chairman of the ad club's awards committee. The three elements, summarized by Mr. Evans in a letter to all advertisers, agencies and media, are: (A) creative idea, (B) execution of idea, (C) achievement of objective.
Four categories each have been set up for the radio and television awards:

RADIO
a. Best commercial announcement copy broadcast, and designed to sell merchandise or service.
   b. Best commercial program designed to sell merchandise and/or service.
   c. Best commercial copy promoting Public Relations and/or Community Service campaigns.
   d. Best program or programs promoting Public Relations and/or Community Service campaigns.

TV
a. Television commercials on film or slides of approximately one minute or less, designed specifically for television.
   b. Television live commercials of approximately one minute or less.
   c. Commercial filmed television programs, of five minutes or more, designed for and containing one or more commercial messages for one or more clients.
   d. Commercial live television programs of five minutes or more, designed for and containing one or more commercial messages for one or more specific clients.

G. LYNN SUMNER
Was Kimball Executive
G. LYNN SUMNER, 67, chairman of the plans board and a director of Abbott Kimball Co., New York, died last Monday in his sleep at his Quaker Hill country home.
Mr. Sumner was a former president of the Advertising Club of New York and had been president of Assn. of National Advertisers. He established his own agency under his own name in 1925, and joined Abbott Kimball Co. as a vice president in 1931, when the agencies merged. He was made chairman of the plans board last February.
Surviving are his wife, Mrs. Margaret Brooks Picken Sumner, a son, G. Warren, and a daughter Mrs. George Birdson.

BEALE, H. H., CHAPMAN, Motion Picture Advertising Service Co., New Orleans, appointed sales manager for company's television film commercial production.
bett E. JONES will be direct contact.
ALBERT B. EARL, advertising and sales promotion department, Columbia Records, N. Y., named executive assistant and director of consumer research.
HARRY ADELMAN, radio-electronics advertising man, appointed sales promotion manager of Arrow Electronics, N. Y., distributor of broadcasting and industrial electronic equipment.
FRED FREELAND, former TV director of Ruthrauff & Ryan, Chicago, named director of motion picture and television department, Kling Studies, same city.
DAVID A. BADER appointed national publicity director of Motion Picture Pioneers Inc. and Foundation of the Motion Picture Pioneers Inc.
ARTHUR E. WELCH, national merchandising manager of Raytheon Mfg. Co., to Bendix Aviation Corp., Baltimore, as assistant general manager of radio, television and broadcast receiver division.
WILLIAM H. LINZ appointed representative of Peerless Electrical Products, division of Altec Lansing Corp., in Illinois, Wisconsin and part of Indiana north of Indianapolis.
BERNARD L. CAHN, general sales manager, Insuline Corp., Long Island City, N. Y., elected 1952 chairman of Sales Managers Club, Eastern Divi-
MISS CUTHBERT
Retires From NBC Post

ARGABET CUTHBERT, supervisor of public affairs for NBC radio and a widely known broadcasting pioneer, is retiring June 1 after more than 25 years' service with the network (CLOSED CIRCUIT, March 31), it was announced last week.

Miss Cuthbert joined WEP (New York) in 1924 as director of speakers, and when the station became the key of the newly organized NBC in 1926, she was made an executive of the network. She headed the women's division of children's programs division many years, developing and reducing a large number of radio series including Gallant American Women and Echoes of History.

More recently, she produced the ward-winning, long-run NBC teatime series.

A native of Prince Albert, Sask., ananda, and graduate of Cornell, Miss Cuthbert is president of New York Chapter, American Women in Radio & Television. In 1936, she was designated by the New York University League of Business & Professional Women as one of 24 women of achievement, because of her work in radio, and in 1941 she General Federation of Women's Clubs honored her for achievement. In 1946, the Women's National Press Club placed her among 0 women chosen for outstanding work as "promoters of progress."

Her successor at NBC has not been designated.

'Robst Resigns

STANLEY PROBST has announced his resignation as president of Maryland Pharmaceutical Co., Baltimore, to be effective on or shortly after May 1. He says in future plans are not definite. He firm uses radio spots through Joseph Katz Co., Baltimore.

GLEEFUL expressions tell story for (1 to 9 Jim Clark, WRVA Richmond sales manager; Betty Powell, Geyer, Newell & Ganger; Anne Small, Scheidel, Beck & Werner; Enice Merkey, Doherty, Clifford & Shensfield, and Steve Sureen, Sullivan, Staufer, Colwell & Bayles. Occasion was week-end festivity arranged by WRVA for 24 executives of New York agencies.

KJR FARM PROGRAM SELLS
Lime Firm's Sales Add Retailers as Sponsors

ABOUT a year ago, dealers in the farm area of KJR Seattle noticed the rapid depletion of their stock of lime fertilizer.

When tracing the reason for the expected demand, their path of inquiry led to KJR's Bill Mohsner telling farmer-listeners about beneficial effects of proper application of lime to the soil. One of Mr. Mohsner's sponsors is the Imperial Agricultural Limestone Flour account.

The dealers decided that this year they would take advantage of his program and buy participations in the Farm Forum Tuesday and Thursday, and in Farm News Wednesday and Friday.

KJR comments that judging by mail and other inquiries, the campaign has paid off handsomely.

One key to Mr. Mohsner's success may be found in his manner of addressing his audience. Mr. Mohsner does not talk down to his listeners, KJR notes. Instead, he discusses soil acidity, plantfood elements, plant nutrients, chemical reactions, bacteria and the amounts of lime needed by various types of soil.

Mr. Mohsners long exposure that the farmer is a businessman and unless radio advertising satisfies him that the product will pay off in cash, the farmer isn't interested.

Though the farmer regards expenditures for soil improvement as a long-term investment, KJR points out that the radio approach is the same as in selling consumer items. Knowing the listening habits of farmers, Mr. Mohsner airs the Farm Forum at 6:45 a.m. and Farm News at 12:30 p.m., both Monday through Friday.

KJR says that radio's ability to sell cigarettes, toothpaste, and other "consumer" items has pretty well been established. But, the station proudly adds, Mr. Mohsner's success shows that radio can sell "capital" goods, too.

Appoint Maj. Mayall

APPOINTMENT of Maj. Herschel Mayall, network TV and stage actor, as producer-director for the Defense Dept's Radio-TV Branch has been announced by Charles Dillon, branch chief. Major Mayall will replace Lt. Alfred Lurie (Army), who has returned to WRAP-TV Fort Worth as video director. The major, who uses the stage name of Herschel Bentley, recently completed a stage tour with actress Kay Francis in the production of "Theatre."

KAYE-HALBERT Corp., Culver City (infras radio sets), has opened factory sales and service branch at 3349 Adams Ave., San Diego. Service and installation of Kaye-Halbert TV receivers is offered to dealers' stores and customers' homes. William Jelksone is in charge of factory service branch.

Ever Get That "Tired" Feeling?
Take a tip from little Bismarck—you'll sleep like a baby if you've put KFYR to work, selling families with the 4th highest buying power in the nation... in wealthy North Dakota.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N. B. C. AFFILIATE Rep. by John Blair

for OMAHA plus USE

590 KC
OMAHA

5000 WATTS

Established 1923

NBC

OVER 28 Years of Service A MEDIATION STATION

Room 280 - Insurance Building - Omaha

JOHN BLAIR & CO., REPRESENTATIVES

April 14, 1952 • Page 85
Radio Stamp Issued

Radio Monte Carlo is pictured on stamps for 1,15 and 50 francs issued by the post office of Monaco. Philatelic experts say this is the first time a radio station has been honored this way. Station broadcasts simultaneously in medium waveband, 1466 kc with 120 kw, and in two shortwave bands with 30 kw, according to Pan American Broadcasting Co., which represents the station in the United States.

CBC on Programs

Improvement is Noted

IMPROVEMENT in programming of all Canadian stations was noted by the Canadian Broadcasting Corp.'s board of governors at its March 31 meeting in Toronto. But it also said in announcing the renewal of seven small station licenses that the "board will continue to keep program patterns of private stations under review."

All applications for share transfers and changes for the future by colleagues to companies, except that of CCKS Jaunierelle which was deferred for further study, were approved during the meeting. CJON St. John's, Newfoundland, was authorized a broadcast pick-up license to operate in the 152-174 mc band. Stations which had their licenses renewed were CHLO St. John's, CBQ in Ingersoll; CCKS, Matane; CQOK-Penticon; CKEN-Kentville; CJDF Dawson Creek, and CCKW Summerside.

NARTB Honored

Truman, Candidates, Send Greetings

ABILITY of the radio and television industries to help people know what is happening in the world, aiding them in making proper decisions, was defined in their importance by President Harry S. Truman when he told NARTB in a telegram of greeting to the 30th annual convention held in Chicago March 31-April 2.

Greetings also were sent by three leading Presidential candidates, Sen. Robert A. Taft (R-Ohio); Sen. Estes Kefauver (D-Tenn.), and Sen. Richard B. Russell (D-Ga.).

Sen. Kefauver congratulated radio and TV for making the most of their opportunity to serve the public during the recent crime hearings. He added that they are performing "an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their government closer together . . .".

Text of President Truman's greeting follows:

Please extend my greetings to those attending the 30th annual Convention. I have been able to watch both radio and TV stations which have brought radio from the status of an infant to the stature of a giant in American life, and have also witnessed the birth and unprecedented expansion of television. This has been impressive for American people because never have they had such an impact. They have had it as much as in the last three decades, such elaborate communication media as television and radio have borne the brunt of international problems confronting us. Much as we all enjoy the entertainment features of radio and television, in the last analysis the importance of these industries will always depend on the large measure to which they are able to help the people know what is going on in the world so that the people can make the right decisions for their welfare and safety.

Sen. Taft's message follows:

I wish to congratulate your association on its 30th birthday. No problem is too high for you if you wish to help the American people when they need it most. We know that radio and television are the only opportunity we have to serve the general welfare, for the potentialities of radio and television are tremendous.

You have seized and made the most of that opportunity as I know from personal experience, especially in the crime hearings. I had the honor to lead for a time.

You were invaluable allies in focusing the attention of the American people on the twin evils of crime and corruption. You have brought into sharp focus almost every American home and to millions of people abroad a fair report of the events of the day and a lively discussion of the problems that face us.

You are performing an invaluable service for the freedom of the world and the cause of democracy by bringing the American people and their government closer together, thus making it kind of mutual understanding upon which to build. A well-informed public is essential if we are to achieve the full promise of American life and we shall all work together to make the public even better informed.

As you probably know, I have proposed to Congress that a regular question and answer period be established at which the heads of the executive department would be asked to appear on the Congressional floor to explain their reports, program progress, and answer questions. This will help bring back the close cooperation between the executive branch and the Congress.

It would also be a great public schools of educational use if, as I also propose, these questions and answer periods were fully covered by the press, radio, and TV. The public should know what is going on in our Government. Through our marvelous modern means of communication we can thus establish a national scale of a kind of New England town meeting at which everybody sits in on matters of common concern.

The radio and TV broadcasters of America have a proud record, having led the way for all the world. Keep up the good work.

With deep appreciation of all you have done, I wish you the best of luck for the future.

Sen. Taft's message:

Congratulations on your annual convention. I understand this is the largest meeting of radio and television broadcasters and I wish you a profitable and enjoyable time.

Sen. Russell's greeting:

Congratulations and best wishes to the NARTB on the occasion of their 30th annual convention in Chicago on March 30.

Bayravian Radio Study

40% is FM-State Dept.

There are approximately 1.6 million FM listeners in Bavaria, with 400,000 or 40% of the total registered radio receivers being FM sets, according to the Federal German Broadcasting Commission revealed by the Dept. of State.

The survey, another in a series made public by the department on behalf of the Ministry of FM in Germany (B.T., March 31), estimates that about 27% of all sets in Western Germany are FM-equipped. Local dealers there have also started a cooperative campaign designed to increase FM set ownership.

Additionally, Radio Munich will concentrate more heavily on FM programming, with a new drive scheduled to get under way last Tuesday. New FM programs will feature entertainment and news casts. Many shows originally broadcast first over medium wave will be aired initially on FM now, it was reported.

Basebal Sounds Effects

Charles Michelson, Inc., New York, has announced the availability of a special group of five Speedy-Q double-faced baseball sound effects phonograph records. The discs are designed to recreate actual background of baseball games.

Inventories

Feb. Shows 'Inadequate' inventories last February for low-priced radio receivers and 17-inch table model TV sets were claimed by 13% of retail stores covering five cities, the National Production Authority announced last Monday.

1. Office and Civilian Requirements, under Administrator Walter J. Currie, surveyed retail outlets in 10 cities for availability of selected essential low and medium priced consumer durable goods during February. Study revealed on occasional reports of low inventories or difficulty in obtaining merchandise, Mr. Currie said.

Retailers advised that new supplies of inexpensive radio sets and 17-inch table video receivers were cut off from some sources. Other TV set models were not included in the list of 37 items checked.

About 20% of the stores reported "limitations on shipments" of 15 sets and other products. Some of these allocations to retailers may be due to customary trade practices," NPA explained.

The survey covered dealers in six cities in Boston, New York, Philadelphia, Pittsburgh, Detroit, Chicago, Cincinnati, Birmingham, Houston and Los Angeles. Study was made for NPA by the Bureau of Labor Statistics.
CONELRAD PLANS

Funds Cut May Not Hurt

ESTING of FCC's Conelrad, or permanent broadcast alert plan for "radio station participation in the event of hostile air attack, may escape appreciable impairment despite House action fortnight ago.

An FCC spokesman said that while the fund slash for monitoring 'id field engineering activities "is it good," Conelrad still will be reared into action when practicable.

The House upheld recommendations of its Appropriations Committee, which allotted the Commission $125,000 for acquisition of new equipment at existing monitoring sites but made no allowance for new stations or additional personnel requested for these functions.

The Senate still must vote on the funds, contained in the independent office expenditures bill fiscal 1953, beginning July 1. Senate Appropriations Committee has completed hearings on the Conelrad phase.

Broadcasters currently are operating under the "interim" plan calling for 24-hour, around-the-clock operation by key 50-kw clear channel outlets. It was understood at the main roadblock in the path operating Conelrad is the question of what agency shall pay for putting up telephone lines - the federal Civil Defense Administration or the Continental Air Defense Command, which drafted the broadcast alert plan.

The House sustained its appropriations group in cutting requested FCC funds for monitoring id field engineering activities. Most immediate effect of the House action is that it bypasses monies $86 people requested by the Commission for "functions relating to electronic and magnetic radiation control (Conelrad)." These actions relate primarily to testing of Conelrad.

Former FCC Chairman Wayne had testified before the Independent Offices subcommittee that jobs pertain to this critical work. He placed Conelrad estimates at roughly $260,000 for fiscal '53.

The Conelrad plan, entailing voluntary participation by broadcast stations with slight equipment changes, has been financed out of a trust fund involving transfer of funds from the U. S. Air Force to FCC. Members of the FCC chief engineers' staff are compensated from this fund.

The Commission requested funds to build four new monitoring stations, estimated at $307,000, plus another $250,000 to replace worn-out equipment at 11 primary and seven secondary stations. The $125,000 sum represented half of the latter figure for replacement.

"The number of monitoring stations which we have and our lack of ability to staff those stations on a full 24-hour, seven-days-a-week basis, has created what we believe is a major crisis in the national defense aspect," Mr. Coy testified.

Presumably, this is the background for current 24-hour "skywave" operations of the nation's 50 kw stations, underway in recent weeks. Under this interim plan, all stations could be asked to leave the air on proper authority. In a similar action last year, the House wiped out a similar bid for monitoring and engineering funds.

GEO AUTRY, western TV and film star, signs with General Features Syndicate, N. Y., for daily and Sunday comic strip based on his TV adventures.

HADACOL RULING

Judgment Affirmed

QUESTIONS of jurisdiction over Hadacol reorganization by the U. S. Southern District Court in New York has been settled. Judge William Bondy ruled on March 25 that the matter fell within proper domain of his bench.

Matter had been weighed since last fall when a southern group of Hadacol creditors - including members of the Dudley Le Blanc family - sought to have reorganization of the corporation handled by Southern courts, raising the jurisdictional question when the New York court appointed Milton F. Rosenthal, New York attorney, as trustee, on Oct. 5.

Judge Bondy's ruling leaves the way open for Mr. Rosenthal to continue conduct of the Hadacol business, unless the decision is appealed. Representatives of his counsel predicted last week that it may take some time before opposing parties even know whether they will appeal.

Reorganization of the business, in process for several months, is still too new to measure, it was indicated, since much of the effort has resulted in clearing dealers' shelves rather than lowering the corporation's measurable inventories. One basic matter still has not been solved, however: The Federal Trade Commission suit against previous Hadacol advertising methods. Possible solutions are for the trustee to enter a consent decree, in effect, to make wider compromises with the FTC - or to see the matter through legal channels, expected to be a time-consuming process. Concern of many creditors last week was that the longer the reorganization is extended, the less chance for any of them to make good the bills they hold.

Scott Radio Names

SCOTT RADIO Labs., Chicago, which also owns John Meck Industries and Meck Television Inc., has named Ross Roy Inc., same city, to handle advertising on all divisions. Radio and television will be used. Mark Martin, vice president of the agency, is account executive.
"Smitty," KOED staff organist for six years.

You Can Buy "Smitty"

This versatile, talented organist is available for sponsorship on your own live—tailor-made—local show. OR you can participate with one or more spots on Smitty's popular mail-pull show, "Request-A-Tune," 2:30 to 5:30 p.m. Monday through Friday. The audience is here, waiting to hear YOUR message. See any Taylor man for details.

KROD

600 KC
5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

The word "free" eventually may disappear from all broadcast and published advertising claims as a result of a ruling promulgated by the Federal Trade Commission within the past fortnight.

There were strong indications, too, that the Better Business Bureaus of major cities would crack down on companies, dealers and other groups who use this bait in connection with the advertising and sale of merchandise.

The commission doesn't prohibit the word or similar phrases in so many words, but is falling back on a stringent interpretation of its deceptive practices statute. It now has the backing of federal courts to administer the new policy.

In an order handed down April 2, FTC reminded that an appellate court has affirmed the interpretation

When "Smitty" Plays Southwesterners Listen

You Can Buy "Smitty"

The use of the word "free," or words of similar import, in advertising to deceive or describe merchandise or distributed in interstate commerce, that is not in truth and in fact a gift

Creating a leaping tower of Piso from 24,000 entries to a $100-
weather contest is Ken Allen (L), WKBH La Crosse, Wis. m.c. of Man on the Street. He staged contest for sponsor, La Crosse Brewers. Mr. Allen, who topped the stack just after picture was taken, is assisted by Mrs. Margaret Magin, who handled paper work, and Carl Michel Jr. (r), representing sponsor.

PLANT EMPLOYMENT

Chicago Area Down 27

ALTHOUGH employment in Chicago area electronics plants is down more than 27% from a year ago, the region is still not classed "distressed" and therefore unable to get priority on the list of government contracts. This was reported to the board of the Radio Industries of Chicago at an emergency session called by President Leslie F. Muter last week.

Muter, discussing the Defense Manpower Office directive which favors letting contracts firms in "distressed areas," point out that "the world's largest concentration of radio, television and electronic equipment and component manufacturers" has been "fighting an uphill struggle for its share of government orders.

On All Accounts

(Continued from page 18) (TV), and thrice weekly Tom Han
mon sports-newscasts on KNX plus special radio and television spot campaigns from time to time, Shontex Co. (hair condition shampoo), now conducting a sp radio campaign on Western stations; Hoffman Candy Co. (Cand Gold candy bar), which recently increased its distribution 1,200 over a six months' period mainly the use of radio programming in Los Angeles; Bandini Co. (fer lizer); Gordon Bread, and Bak Boy Bakersies (confection rolls).

Miss Karen was born in Chica 26 years ago. When she was sent the Korey to Los Angeles-Loyal to her adopted cit, it was 1948 that she even got to one of the West Coast's other stations, San Francisco, and it was on business for Foote, Co & Belden.

She was graduated from Beverly High School in 1945. From the she transferred to the WKBH Co. in the engineering deparment. She supplemented her income by coming with popular dance bands in various la spots. Two years later, she dese ed Hughes for advertising.

Miss Karen shares a gar apartment in Los Angeles' W shire district with "Gu the Great a champagne-colored, mini French poodle. One of her habits is cooking, with particular emphasis on foreign dishes. Ne project will be learning how to play the piano.

PUBLIC SERVICE

KNOX, WANS Make It Pay

SUCCESS in signing sponsors for station's Bovkhage Talkin' show was realized at KNOX Grand Forks, N. D., when the KNOX sales staff hit on idea to sell public service announcements to com-
panies such as real estate offices and banks which did not ordinarily use radio advertising.

Each sponsor got one announcement per week, which received some Na-tional Safety Council with credit given to the sponsor for making the message possible. When the idea clicked, Elmer Hansen, general manager of the station, wrote the good news to MBS's co-op de-partment with which it is affiliated.

Publication of the idea in a memo sent to all MBS stations prompted WAMS Anderson, S. C., to give it a try. Result: 15 out of 21 firms approached in Anderson signed up to sponsor a co-op news broadcast on WANS.

BASEBALL

SOUND EFFECTS

DR. F. AMADING DISC

ORDER O.D. Today While Supply Last

Charles Michelson, In
West 47th St., N. Y. 36

BROADCASTING • Telecastin
IVC club promotion of program on WGST Atlanta. I Was a Communist for the Bi, is assisting the station and other Motors, Atlanta Dodge and Plymouth dealer, to put the program across. One of four interested clubs is Atlanta Lions. Rich gave the promotion top spot: its monthly basreviews, for show Rich began brighton ago.

V COVERS HOME SHOW OME Builders Show, Cincinnati, being promoted by WLWT (TV) were by exclusive contract with Cincinnati Home Builders Assn. "western Hayride, heard on the station as well as the NBC network, will originate from show on April 19, the opening date. Thirty-five members of the station's talent roster will make personal appearances and telecast coverage is planned for opening ceremonies, how will run through April 27.

HOW MUST GO ON OF BEST trouper tradition, Bill Laschmeier, WPTP Albany's youngest disc jockey, age 4, overcame the problem of measles by doing part of the WPTP Children's Playhouse over the telephone while his father, Howard Mackmeier, did his end of the show from the studio. Young disc jockey heard each Saturday on a children's record program.

PEED RECORD CLAIMED EW speed record for filming, developing and air mining newsreel film claimed by WPTZ (TV) Philadelphia. Station's film unit took pictures of U.S. Attorney General John N. Mitchell and his son on April 3, 40 and a half hours after his appointment to the President's cabinet shortly before 4:30 p.m. Shots filmed between 7 and 7:20 a.m. were seen on NBC's "Camel News caravan" same night, 7:45-8 p.m.

RADIO'S ECONOMY VALUE PROMOTION stressing economy of radio advertising compared to cost of other media has been distributed by WBBM Chicago. Copy deals with one advertiser's "case history" and points out that money spent in radio produced results far greater in ratio to money spent than did advertising through any other medium.

SIGN LANGUAGE NEW technique is being used by Mary Jones, women's commentator for WFIL-AM-TV Philadelphia, on her weekly TV program. Program is conveyed in sign language for deaf and hard-of-hearing. As result, nearly 2,000 laudatory letters came to station after first report and method was continued as regular feature on TV. One camera covers interpreter exclusively throughout entire half-hour program each Wednesday, and another two focus on Mary and Howard Jones and their guests.

CLASSROOM PROGRAMS TV classroom series will resume on WAAM (TV) Baltimore April 23. Show, titled Baltimore Classroom: 1952, will be patterned after the 1950 series. Program, been once a week, telecasts unrehearsed sessions from local public school classrooms.

CALIFORNIA MARKET LETTER pointing up Southern California as all-year market—and particularly in summer months—is being distributed to trade by KNX Los Angeles under signature of Edwin W. Buckalew, assistant general manager in charge of sales. Letter says over one quarter of year's total retail sales are made in three summer months and notes influx of tourist trade. Figures are quoted on sets-in-use in area and KNX average share of summer audience in Los Angeles.

KZ PROMOTES SERIES PROMOTION drive has been launched by KLZ Denver for its Philo Vance series under sponsorship of Denver National Bank. Station placed cartooned cards at each teller's window, prepared colorful station images, designed a lobby easel and display window and aired announcements and motion picture trailers. Display uses "Wanted, to Solve Battle Mysteries" as theme and books by S. Y. Van Dine, original author.

SCHOLARSHIP PLAN FOR seventh consecutive year, KFAB Omaha is cooperating with U. of Nebraska on its "In-Service Scholarship" program. Station takes students from the school's radio department for summer training in studios. Past winners, including announcer Bob Jones and farm director Herm Harty at KFAB, have gone on to key jobs in the broadcast field, according to Harry Burke, KFAB general manager, who made announcement.

NEW INDUSTRY CAMPAIGN to attract new industry to the San Francisco East Bay area has been started by WLW (TV) New York through Ryder & Ingram, Oakland, Calif. Series consists of three-five minute programs dramatizing advantages of Alameda County as an industrial location. Ross Ryder of agency is account executive on drive, launched for metropolitan Oakland March 30.

HOLIDAY SHOWS PLANS for entertaining children Memorial Day are being mapped by Spooka Beckman, m.c. of Big Bear Dollar Derby on WLWC (TV) Columbus, Ohio. Mr. Beckman got idea from Washington's Birthday circus he put on for children. Station decided that on future school holidays, Mr. Beckman will put on similar program for kids, issuing tickets in advance for the show.

"HARD SELLING" PAMPHLET "Hard selling" pamphlet, pointing up an advertiser's accolade in response to announcements on its daily Every Woman's Hour, featuring Helen Brooks, home economist, is being circulated by WFBR Baltimore. Message conveyed is just how well advertiser's product gets across via radio especially in a strong TV market. Advertiser cited in the piece is The Sofskin Co., Bloomfield, N.J., maker of skin cream.

RADIO PLUGS MERCHANDISE RETAIL buying is getting a lift from WNEW New York. Station has begun extensive campaign of "reminder-to-buy" announcements designed to make listeners aware of their needs for various kinds of merchandise. Over 100 unsponsored spots of this type are aired by the station daily to stimulate retail buying which has reportedly been at an unusually low ebb of late.
FURTHER baseball signings and announcements will be made by radio and TV stations.

Complete home schedule of the Boston Red Sox will be telecast through joint sponsorship of the Atlantic Refining Co., Narragansett Brewing Co. and Liggett & Myers Tobacco Co.

To 77 home games will be added two pre-season games between the Sox and A's. This will bring the total to 90 games.

Atlantic Refining's TV broadcasting arrangements are being made to have five stations carried by WJAR-TV Providence.

Under the same joint sponsorship, all 154 home-and-away Red Sox games will be aired over WHDH Boston and fed to a network of 15 stations in Massachusetts, Rhode Island, Connecticut and New Hampshire.

Curt Gowdy, Tom Hussey and Bob Leaney, veteran New England sportscasters, will handle both radio and TV broadcasts.

Agencies directing the broadcasts are N. W. Ayer & Son for Atlantic Refining and Cunningham & Walsh for Narragansett Brewing and Liggett & Myers.

Atlantic Refining, along with the Adam Scheidt Brewing Co., will sponsor games of the Philadelphia Athletics and Phillies.

Philadelphia baseball video

### Additional Radio-TV Schedules Announced

Orioles (International League) on a two games per week basis for the fifth straight year. Covered will be Thursday night games and the first game of each Sunday afternoon doubleheader, station announces, with Chuck Thompson handling play-by-play assisted by John McLean. Gunther Brewing Co. will sponsor the telecasts, coverage of about a total of 22 evening games. Bow Co. was the handling agency.

James A. Willard

JAMES A. WILLARD, 63, was a children's favorite as "Unc Wip" on WIP Philadelphia from 1932-56. Died April 3 of heart ailment at his North Philadelphia home. Mr. Willard air was in the visual education department of the Society for the Prevention of Cruelty to Animals. His wife Mrs. Elsie T. Willard, survives.

### FCC actions

APRIL 4 THROUGH 10

<table>
<thead>
<tr>
<th>Grant</th>
<th>License</th>
</tr>
</thead>
<tbody>
<tr>
<td>K30O</td>
<td>Sioux Falls, S. D. - granted license covering increase in hours of operation from limited to unlimited, with between 1 kw to 10 kw, installation of DA and change of station location; condition</td>
</tr>
<tr>
<td>WPMN</td>
<td>Philadelphia, Pa. - granted license for AM, covering Charlotte existing FM station; 102.9 mc (Ch. 27), 1 kw, unlimited</td>
</tr>
</tbody>
</table>

### SERVICE DIRECTORY

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom-Built Equipment</td>
<td>1121 Vermont Ave., Wash. 5, D. C.</td>
<td>Sterling 3636</td>
</tr>
<tr>
<td>TOWERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
<td>Phone Numbers</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>2414</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg., Wash. 4, D.C.</td>
<td>1205</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Engineer, 1302 18TH ST., N.W., HUDSON 9000, Washington, D.C.</td>
<td>4-8721</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P. O. Box 32, Arlington, Texas, 7010</td>
<td>1100</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Consulting Engineer, 3738 Kanawha St., N.W., Wash. 6, D.C.</td>
<td>3352</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>815 E. 83rd St., Hiland 7010, Kansas City, Missouri</td>
<td></td>
</tr>
<tr>
<td>GRANT R. WRATHALL</td>
<td>Aptos, California, Phone 2468 Birmingham, Ala., 6-3924</td>
<td></td>
</tr>
</tbody>
</table>

**Consolidated Radio & Television Engineers**

- **JANSKY & BAILEY**
  - Executive Offices, National Press Building, Washington, D.C.
  - Address: 1339 Wisconsin Ave., N.W., Washington, D.C.
  - Phone: 2414
  - Member AFCCE*

- **JAMES C. McNARY**
  - Consulting Engineer, National Press Bldg., Wash. 4, D.C.
  - Phone: 1205
  - Member AFCCE*

- **RUSSELL P. MAY**
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  - Phone: 4-8721
  - Member AFCCE*

- **GUY C. HUTCHESON**
  - P. O. Box 32, Arlington, Texas, 7010
  - Phone: 1100
  - Member AFCCE*

- **GEORGE P. ADAIR**
  - Consulting Engineer, 3738 Kanawha St., N.W., Wash. 6, D.C.
  - Phone: 3352
  - Member AFCCE*

- **JOHN B. HEFFELFINGER**
  - 815 E. 83rd St., Hiland 7010, Kansas City, Missouri
  - Phone: 8071
  - Member AFCCE*

**Consulting Radio Engineers**

- **ROBERT M. SILLIMAN**
  - Consulting Radio Engineer, 1911 New Hampshire Ave., N.W., Washington, D.C.
  - Phone: 6646
  - Member AFCCE*

- **WILLIAM E. BENNS, JR.**
  - Consulting Radio Engineer, 3738 Kanawha St., N.W., Wash. 6, D.C.
  - Phone: 8071
  - Member AFCCE*

- **RAYMOND M. WILMOTTE**
  - 1469 Church Street, N.W., Decatur 1231, Washington, D.C.
  - Phone: 3352
  - Member AFCCE*

**Broadcasting • Telecasting**

- **MARCH BOX SCORE**
  - Status of broadcast station authorizations at the FCC on March 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,413</td>
<td>650</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,239</td>
<td>656</td>
</tr>
<tr>
<td>Licensed (all on air)</td>
<td>2,222</td>
<td>574</td>
</tr>
<tr>
<td>Construction permits</td>
<td>91</td>
<td>76</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,063</td>
<td>143</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>223</td>
<td>9</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>320</td>
<td>6</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>205</td>
<td>13</td>
</tr>
<tr>
<td>Deletion of licensed stations in March</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

**April 14, 1952 • Page 91**

(Continued on page 98)
Salesmen

Two station western New York market of $5,000,000 has opening for loyal, reliable product sales man; can talk. Must know radio. Earning possibilities unlimited. Box 786M, BROADCASTING TELECASTING.

50,000 watt AM, needs topflight salesman working protected accounts, in a BROADCASTING and Box TV in south Texas market. Write K-SOX, Harlingen, Texas.

Anouncers

Key job for better than average experience. Metropolitan station, top cash, benefits, good prospects. Experienced, please. Box 296M, BROADCASTING TELECASTING.

Wanted, experienced announcer-engineer, progressive southeast. Applicant must be at least 25, have good voice and be willing to travel. Good working conditions. Box 40M, BROADCASTING TELECASTING.

Immediate opening for strong night announcer with network affiliation. Pay dependent on ability. Box 296M, BROADCASTING TELECASTING.

Technical

Engineer, first class ticket, $65.00 to start. Southern network sta- tion. Opening immediate. Box 91M, BROADCASTING TELECASTING.

WANTED: Announcement salesmen in west. Must be willing to travel. Box 295M, BROADCASTING TELECASTING.

Manager

Immediate opening for first shift engineer. 5 day week with good pay. Must have good voice and be willing to travel. Good working conditions. Box 295M, BROADCASTING TELECASTING.

An experienced announcer-engineer, South Carolina 1 kw daytime. Emphasis on announcer-engineer who can talk. Must have good voice and reading ability an opportunity. Letter. Good working conditions. Box 295M, BROADCASTING TELECASTING.

Immediate opening for staff announcer. Send disc and full infor- mation first letter. Radio Station WKDS, Brownsville, Texas.

Wanted, experienced announcer-engineer, progressive southeast. Applicant must be at least 25, have good voice and be willing to travel. Good working conditions. Box 296M, BROADCASTING TELECASTING.

Immediate opening for strong night announcer with network affiliation. Pay dependent on ability. Box 296M, BROADCASTING TELECASTING.

An experienced announcer-engineer, Pacific northwest kilowatt independent. Good man can get started. Apply MG, AM, FM, full particulars to Mr. Sloan, XXLW, St. Louis, Missouri, DIER 126.

Wanted, experienced announcer-engineer. Must have good voice and be willing to travel. Good working conditions. Box 295M, BROADCASTING TELECASTING.

Immediate opening for staff announcer. Send disc and full infor- mation first letter. Radio Station WOKL, Kansas, Kent.
Situations Wanted (Cont'd)

**Announcers**

Combination, first class phone. Desire permanent position on west coast of California or southwest with network. Oliver Grieve, Tempe, Ariz.

Announcer or writer. Some experience. Disc Jockey with wide knowledge of music and know how to present a show. San Antonio, Tex., telephone 757M.

**Technical**

36 years experience, 3 as chief small medium market. box 789M, Des Moines, lowa.

Chief engineer – desires change. Will consider good pay. Box 759M, BROADCASTING TELECASTING.

**For Sale**

Situations Wanted (Cont'd)

**Television**

Salesman

TV station-agency-film accounts executive. Experienced sales, promotion, production, scripting. Former newsman; college and some TV. G. P. Baker, 3614 Riverside Drive, Huntington, West Virginia.

Technical

Cameraman, studio technician, Televison workshop graduate. Write copy, do editing. Box 987M, BROADCASTING TELECASTING.

Licensed technician, 10 years transmitters, three years low watt. Seek position with California television station. Knowledge of video circuits. Box 951M, BROADCASTING TELECASTING.

**Production-Programming, others**


**For Sale**

For sale: Established radio school in eastern city with valuable real estate. Box 739M. BROADCASTING TELECASTING.

**Situation Wanted (Cont'd)**

Combination, first class phone. Desire permanent position on west coast of California or southwest in network. Oliver Grieve, Tempe, Arizona.

Announcer or writer. Some experience. Disc Jockey with wide knowledge of music and know how to present a show. San Antonio, Tex., telephone 757M.

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**Technical**

36 years experience, 3 as chief small medium market. box 789M, Des Moines, lowa.

Chief engineer – desires change. Will consider good pay. Box 759M, BROADCASTING TELECASTING.
Open Mike
(Continued from page 18)

present figures which were in any major degree of variance with those of "... the FCC and some other engineers." To the best of my belief there are no major differences.

My evaluation was based on a comparison of the power needed for the same service and indicated that it should require something of the order of 1,000 times the power radiated for UHF to give the same service as VHF. Power was used as a comparison because that is what the broadcaster has to pay for; he pays his money into a station, but the power ratio indicated does not mean that the UHF service area or population reached will be 1,000 of that served by a VHF station of the same power.

That the service area and the population served will be less for UHF than for VHF under the contemplated rules is a certainty, but how much less will greatly depend on the location of the station, the terrain, population distribution, the interference, and the proper handling of these factors. . . .

The figures I gave were checked informally with other engineers whose affiliations and standing could under no circumstances be considered to harbor an extreme or chief view. They are not up with ratios of equivalent powers of UHF and VHF for the frequencies selected were of the same order as mine but which were on the whole somewhat less favorable for UHF.

Raymond M. Wilmotte
Consulting Engineer
Washington, D. C.

Airspac

EDITOR:
We have noted with a great deal of interest your editorial in the March 10 issue of Broadcasting • TELECASTING and the stories in the March 17 and 31 issues regarding the problem of obtaining approval of proposed television towers and sites from an aeronautical viewpoint. I think you are doing a splendid job of bringing this matter to the attention of the broadcasting and television industry.

There is one factor which has not yet been brought out, however. . . . The CAA has published criteria for determining what hazards there are to their operation and what changes would have to be made in their operating procedures by reason of erection of television towers.

The problem that concerns us at this time is the fact that several of the regional CAA offices do not want to be guided by their daily published rules, but instead apply arbitrary rules and standards that go beyond the published material, just because they do not want a tall tower anywhere in the area. . . .

A. Earl Cullum Jr.
Consulting Engineers
Dallas

No Swamis Here

EDITOR:
Your editorial, “The Network Problem,” [March 31] should prompt many to realize that just as in the early '20s the local newspaper emerged from the shadows of metropolitan publications and “boiler plate,” so today the local radio station is taking the lead in listenership and advertiser acceptance.

Your discerning comment that “the day may not be far distant when the network, for a fee, will provide something analogous to press association service” indicates you employed a good pair of binoculars rather than a crystal ball.

Thomas R. Dike
Station Manager
WJJK Asbury Park, N. J.

Eastman Booklet

EDITOR:
We have noted the reference given in your TELECASTING YEARBOOK for 1952 regarding our booklet, “The Use of Motion Picture Films in Television.” We have had some requests for the revised section of this booklet as a result of this reference.

For your information, we wish to advise that we have not yet been able to prepare a new edition of this booklet and it will probably not be available before the end of this year. Also, we do not have any available copies of the old edition.

Since there have been so many requests for information on the subject, we did reprint a small section of the old booklet as an a help to people with some of the general information regarding lighting technique for television study photography and outlining some of the production methods used . . .

W. R. Kiner
Motion Picture Film Dep't Eastman Kodak Co. Rochester, N. Y.

File 13?

EDITOR:
I suppose that all station regulars on so-called house hold hints, etc., in the mail. Mo of these are out and out ads for some national product . . . I a wondering how the industry as a whole feels about such items, how man managers feel about giving, or at least being asked to give, such firms . . . Procter & Gamble, Popular M choice magazine, Fritos and many others free time . . .

James D. Abbott
President
KEVA Shamrock, Tex.

(Editors' note: Any other broadcasters want to tell Mr. Abbott how they handle such things?)

It's a Problem

EDITOR:
We are attempting this year to develop some problems and cases for our students in America government . . . One of the cases we have selected is the Benton bill (S 1579) proposing a National Citizens Advisory Board on Radio and Television. Those of us teaching the course are very desirous of presenting the opposition viewpoint to the bill as fully as possible.

I have just found a couple of your editorials in Broadcasting TELECASTING which I believe are excellent materials for our students to read . . . I would most grateful if you would give me permission to use these materials.

Philips Bradley
Prof. of Political Science
Syracuse U.
Syracuse, N. Y.

SALES of Stewart-Warner Corp., Ch cago, increased 28.3% in 1951 over the previous year but earnings dropped about 10%, according to an announ cemen made by James S. Kueoski president. Sales last year totals 83,636,255 with earnings of $4,104 for TV tax for 1953, $1.45 per share a $5 par value capital stock.
ACLU Asks FCC Action

(Continued from page 85)

is not involved in the ACLU complaint.

In an accompanying letter to FCC Chairman Paul A. Walker, ACLU's Patrick Murphy Malin, executive director, said "the only three" legal issues involved in the proposed hearing are: (1) Whether blacklisting is against public interest; (2) whether licensees "have improperly delegated programming powers" and on this we cite the Blue Book of 1946 and the Commission's report on chain broadcasting — and then improperly acquiesced in or endorsed blacklisting, demonstrating a lack of character qualification as well as action against the public interest, and (3) whether conditional renewal of licenses is appropriate, "and on this we cite the Richards case."

Cases cited in the complaint. Like Mr. Miller's book, frequently involved the anti-communist newsletter Counterattack and its Red Channels booklet linking 151 persons with various "Communist or Communist-front" groups, past or present. Also as in Mr. Miller's book, the network, advertiser or agency officials allegedly involved are not identified.

Mr. Miller explained that often he was unable to reach the persons he sought to interview, despite repeated efforts, and that in almost all cases interviews which were granted were conditioned upon anonymity for the interviewee. Nevertheless, he said, a number of persons have agreed to come forward and testify if FCC grants a hearing.

Proof Claim

From the network and station side, Mr. Malin said "one or more of the defendants may well admit the allegations made, but asserted that, if not, the ACLU is prepared to prove its charges "once we have the subpoena powers" which are granted in hearings.

All but one of the cases cited in the complaint involved alleged or suspected firings or non-hires, due to public pressure or fear of it, of persons who had been linked with pro-Communist associations or beliefs. In the case of ABC, however, the charge was that "two vehement anti-Communists" had been kept off a show.

NBC was accused on two counts: (1) The famed "Jean Muir case," in which the actress' appearance on General Foods' The Aldrich Family was cancelled in August 1950 by Young & Rubicam, with "apparent acquiescence" by NBC, "because of her alleged affiliations listed in . . . 'Red Channels,'" according to the complaint, and (2) cancellation of the appearance of The Weavers, folk-singing quartet on The Garroway TV show last June by NBC "solely on the basis of alleged associations of some of the members of the group to the said quartet."

The charge against CBS was that it eliminated the dance of Paul Draper from the kinescope of a Tootsie Roll Town show in January 1950 "solely on the basis of the contents of the Miller report received [following his appearance on the live version of the program] on the basis of the said Paul Draper's alleged associations and beliefs.

The kinescope in question, the complaint said, was shown on KTTV (TV) Los Angeles, "KWTJ Miami," WDAY TV, Kansas City, KSD-TV St. Louis, WHAS-TV Louisville; WAGA-TV Atlanta and WRGB (TV) Schenectady. [Pre-summaries of the report subtitled "Miller Miami" should be to WTVJ, Miami's only TV outlet. The complaint erroneously identified all seven stations, including the Miller's "KWTJ," CBS-owned outlets.]

ABC Incident

In the case of ABC, it was charged that in the summer of 1951 the network "refused to permit two vehement anti-Communists, Ralph de Toledano and Benjamin Gitlow, to appear on its Cholly Knickerbocker radio show originating in New York City."

Alerting that "the said refusal may have been due to the beliefs of the aforesaid de Toledano and Gitlow, or to a general policy of not having political discussions of any kind on that particular show," the complaint contended that the matter should therefore be investigated by this Commission.

With regard to DuMont, the complaint said that pianist-singer Harry Warren's program was cancelled in September 1950 "probably because of allegedly pro-Communist affiliations, though he has acted violently anti-Communist."

WPIX was charged with cancelling a series of Charlie Chaplin film series "solely because of the alleged association or beliefs of the said Charlie Chaplin."

KOWL, the complaint alleged, "barred Rev. Clayton Russell from speaking over its facilities solely because of his alleged associations."

Citing the instances of alleged discrimination detailed in Mr. Miller's report, ACLU asserted that in cases of blacklisting the licensees operating, contrary to public interest, regardless of whether the act is performed by the licensee or by advertisers, agencies or others to whom he delegates program responsibility.

ACLU said it was filing the complaint "solely in the public interest" and not in the interest of any of the victims of alleged blacklist practice.

Further, it said: "This complaint is brought not only because the complainant believes the said discrimination to be against the public interest because of its effects upon the individual blacklisted and others in the radio and television industries, but also believes it to be against the public interest because of the denial of the public of the right to see or hear artists or their work-products because of irrelevant considerations."

In his letter to FCC, Mr. Malin quoted from the Miller report:

By lumping together the names of some of the most prominent and talented people in radio and television, "Red Channels" has surely not exactly what the Communists would wish it to do. Furthermore, at least given the Party glamour, prestige, and importance it has never before enjoyed in radio and television, it has created throughout the industry a perception and distrust and despair and hysteria which the Communists themselves could not hope to create. The publication and those associated in advertising and among the sponsors and on the networks who have used it, whatever their intentions, have contributed in one of this country's most crucial cases of subversion to the eradication of the chances of dissonance on which the Communist Party always has and always will grow. Most important, the publication of "Red Channels" and those who adhere to the beliefs and theories contained therein, probably have affected the careers of many talented anti-Communist Americans, not to mention the cultural pain and humiliation suffered by all of the 151 named in the booklet."

ACLUs position on the blacklisting issue was outlined by Executive Director Malin and Board Chairman Ernest Angell in an introduction to The Judges and the Judge (see page 25):

(1) The government has a duty to preserve national security but is "the only party to this dispute" to designate positions closely affecting security and to decide what persons should be excluded from them;

(2) For all other positions, employ- ment "should be decided on the basis of qualifications strictly relevant to the particular task involved;"

(3) The public has a right to express dissatisfaction with employment of certain radio-TV performers, "but when they also try to suppress a_vowels which would prevent other people who do not agree with them from looking or listening to the performer, then they are acting contrary to the spirit of the First Amendment;"

(4) If private persons "purvey information regarding a person's loyalty," then they should "observe the elementary canons of due process," striving for accuracy and completeness of information and providing the persons a full and fair hearing;

(5) The radio-TV industry must show "the determination to pay what little cost may be involved to support free speech, due process, and non-discrimination."

AUC officials said they had "no illusions" that their approach to the problem through the FCC is "all that's needed," but felt it would be a step forward in the overall civil liberties campaign.

The complaint was prepared by former FCC Chairman Fly, an ACLU board member; John F. Finney, also a board member, and Herbert Monte Levy, staff counsel.

VOTE CAMPAIGN

Broadcast Aid Sought

The Advertising Council will solicit a major amount of free time from the broadcast media to promote the first national non-partisan, register-and-vote campaign, being sponsored by the American Heritage Foundation. This was reported in Chicago Wednesday as Thomas D'Arcy, vice president of the non-profit educational foundation, outlined plans for the extensive public service promotion.

The foundation will provide ads for radio and television and publicity money to the various mass communication media as a Preliminary to getting out a heavy fall vote, with personnel of Leo Burnett Agency, Chicago, handling most of the planning.

Mr. Brophy hopes the campaign will result in a record vote of 62 million, or 15 million more than were cast in the last national election. Although the drive was launched in Chicago, coordinating headquarters are in New York. NARTB is a cooperating organization.

WCTC Ups Rates

A RATE rise amounting to approximately 10% was announced last week by WCTC New Brunswick, N. J., independent station on 1450 kc with 250 w power. General Manager Robert L. Williams said the increase was effective April 1 but pointed out it was not made "across the board."
Non-Docket Actions...  TRANSFER GRANTS

KLOK San Jose, Cal.—Granted involuntary assignment of license and CP from L. B. Bacher and C. K. Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b/a Valley Crest, Co., to T. H. Canfield and Opal A. Canfield, limited partners. Interest to be transferred to new partnership d/b/a Rivercrest Broadcasting Co. Before transfer Mr. T. held 23% interest. Mr. T. held 40% interest. Transfer filed Jan. 25, 1963. Interest. Before transfer Mr. T. held 23% interest. After transfer Mr. T. holds 75% interest. Mr. T. continues to hold 25% interest. Mr. T. pays Mr. T. $1,721 for his interest. Granted April 8.

WKIN Long Beach, Cal.—Granted assignment of license from J. R. Tapp, Raymond V. Yarlon, and H. A. Messrs. and Donor who will assume all liabilities of licensee being transferred to new partnership d/b/a Cervillo Broadcasting Co. Before transfer Mr. T. held 23% interest. Mr. T. held 40% interest. Transfer filed Jan. 25, 1963. Interest. Before transfer Mr. T. held 23% interest. After transfer Mr. T. holds 75% interest. Mr. T. continues to hold 25% interest. Mr. T. pays Mr. T. $1,721 for his interest. Granted April 8.

WKBW Buffalo. N. Y.—Granted assignment of license from C. N. Bahkets, 6% as Sullivan County, Bects., to Radio Station WKBW, Inc. Change from individual to corporate ownership no change in ownership or control. Granted April 8.

WVOA Philadelphia, Pa.—Granted transfer of control Georgia Atlanta Broadcasting Co. to R. E. Page Corp. All present stockholders of Georgia Atlanta Broadcasting Co. to hold stock in R. E. Page Corp., and no one except R. E. Page holds stock in R. E. Page Corp. and not in Georgia-Atlanta Broadcasting Co. Five Georgia Atlanta Broadcasting Co. stockholders, who each hold 400 shares (20%), will subscribe to transfer of stock which will result in the Georgia-Atlanta Broadcasting Co. being controlled by R. E. Page Corp. (transferee) are: Richard W. Page (40%-66.6%); Mr. Page's Vice President Wyline Page Chapman (18.4%); Vice President Annie Page Ashworth (32.7%); Treasurer W. E. Page Jr. (16.4%); Secretary M. R. Ashworth (0.06%), and Richard Edwin Page (16.4%). R. E. Page (as individual) owns Ledger-enquirer Co. (20%) and has been granted permission to simplify and expedite expansion of capitalization of corporation to allow for television addition. Granted April 8.

FCC Actions

COMMISSION EN BANC

To remain Silent

KPBS San Diego, Calif.—Authority to remain silent for 90 days from March 31, 1963, to August 31, 1963, in re FCC-5 is hereby extended to the Commission for control, prior Commission approval of hearing shall be secured before station resumes operation.

Granted Renewal

KQ2KXH Houston, Tex.—Granted assignment of license from Ernest M. Cook, owner and operator of KQ2KXH, to Harvey R. Malott for $20,000. Mr. Malott is newspaper publisher in Kansas City, Mo. Granted April 9.

Box Score

SUMMARY THROUGH APRIL 10

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
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<tr>
<td>On Air</td>
<td>Licensed</td>
<td>Suspended</td>
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<td>2,339</td>
<td>644</td>
<td>327</td>
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(Also see Actions of the FCC, page 80)

New Applications

E APPLICATIONS

Dayton, Ohio—Bristol Broadcasting Corp., UHF Ch. 22 (318-524 mc), ERP 200 kw visual, antenna height 503 ft. Above average terrain 500 ft. Estimated construction cost $364,777.45. First year operating revenue and cost not estimated. Applicant in license of WQRK and WTVG (FM) Dayton is in lieu of TV application for Dayton. WTVG is a FM Radio Station.

F APPLICATIONS

WCOV-AM-FM Montgomery, Ala.—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington, Jr., deceased, to Etowah Bects., Inc. Principals of Covington Bects.; Asks—Assignment of estate of deceased; President Oscar P. Covington (13.3%), owner of Oscar Covington Foot Health Shop, Montgomery, Delaware Shoe Factory, Montgomery, and Selby Bonded Shoes Inc., Birmingham, Ala. Earl B. Covington (33.3%), owner of farm at Canton, N. C.; Secretary-Treasurer Hugh M. Smith (31.8%), manager of WCOV Montgomery, and following housewives, each of whom will hold 7% interest in the matter: Katheryn Ethel Covington, Margaret C. Milwee, Peggy M. Carlton and Hattie C. Davies. Transfer is to effect settlement of estate, no monetary consideration since transfer merely carries out terms of will of Mr. Covington, Jr., deceased. Granted April 8.

WCOV-AM-FM Montgomery, Ala.—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington, Jr., deceased, to Capital Bects., Co., Principles of Capitol are same as principals of Etowah Bects., Inc. Ownership in Capitol will be substantially equivalent as that which they own in WCOV Montgomery (see above). Transfer is to effect settlement of estate, no monetary consideration since transfer merely carries out terms of will of Mr. Covington, Jr., deceased. Granted April 8.

Southbound, Mass.—James W. Miller and Hope N. Mulkey, Bects., Inc., to Harvey R. Malott for $20,000. Mr. Malott is newspaper publisher in Kansas City, Mo. Granted April 9.

When It's B.M.I. It's Yours

Another BMI "Pin Up" Hit—Published by Ludlow

A GUY IS A GUY

On Records: Doris Day — Columbia; Ella Fitzgerald—Decca.

Looking for Radio & Television Technicians?

RCA Institute, the source of America's leading technical diagnostic and troubleshooting students of regular intervals, as technicians, technicians, technicians, etc.

RCA INSTITUTE, INC.
Radio-TV Report
New York Tragedy

work of radio-TV news and special Yorkers were delivered immediate cargo plane which fell and burned during April 6.

a scoop on other broadcasters for on-the-scene crash coverage. Station reports news was on the air within two minutes and the tragedy came through. First live broadcast was aired at 9:16 a.m.

WHLI Hempstead, L. I., was one of the first to report the accident, broadcasting a bulletin within five minutes of the crash. Director of News Jerry Carr and Director of Public Affairs Art Patterson went to the scene, taped interviews and descriptions and broadcast them that noon. Additional accounts were aired throughout the afternoon.

Slowed down by the time re-

quired to develop film, TV outlets nevertheless made high-speed de-

liveries to New York viewers: Lest-

ter Mannix, cameraman for WPIX (TV), reached the scene seven minutes after the crash so that his first film was processed and ready to be broadcast at 11:16 a.m., although the station did not start its broadcast day until 12:38 p.m. Two special WPIX telecasts were devoted to aviation accident at 2 and 4:45 p.m.

CBS-TV, covering the disaster only locally through WCBS-TV, had its first stills on at 11:59 a.m., more at 1:15 p.m., and a seven-minute film at 3:11 p.m.

Telenews Productions' Camera-

man Skip Lambert, hired to report for work the following Monday, was driving with his wife near the scene when the crash occurred. While his wife gave Telenews a running account from a drugstore phone booth, Mr. Lambert shot his first films for the company which

had them processed and shipped to subscribers for showing that evening.

NBC was only company to give TV network coverage, with an on-

scene report plus a 15-minute film telecast at 3:30 p.m. Don God-

dard, who covered the plane crashes in Elizabeth, N. J., headed the mobile unit crew. Two comment-

ators from NBC radio were reportedly the first radio reporters on the scene and taped interviews and descriptions for network broadcasts at noon and 6 p.m.

ABS IMPROVEMENTS
To Cost Over $100,000

PLANS calling for improvement expenditures of over $100,000 for three Alaska Broadcasting System stations—KFRB Fairbanks; KINY Juneau and KTKN Ketchikan—were revealed last week by William J. Wagner, ABS president.

Plans include acquisition of a building in Seattle, Wash., Mr. Wagner stated, adding that work will begin as soon as approval is received, to be completed by next fall. Additions in equipment, and erection of larger control towers are among improvements scheduled. Subject to FCC approval, KFRB will change from 1290 to 790 kc, with KINY moving from 1460 to 1290 kc, position vacated by KFRB; and KTKN is seeking power increase from 1 kw fulltime to 5 kw day and 1 kw night.

IN REVIEW...

Program: Crossfire simulcast on ABC and ABC-TV; Wednesday, 9:30-10 p.m.
Producer and Moderator: Gunnar Bock.
Director: Milton Kunito.
Panel: Roger A. Davis, Bert Andrews and Martin Agronsky.

ABC's full-blown excursion into the realm of Washington news panel programs, for which other networks already have displayed an obvious relish, invites speculation that someday the number of such shows may exceed the dwindling political fraternity of the uninterrupted.

To be sure, ABC has embellished the format with a twist on its Crossfire, a simulcast offered to the full ABC radio and TV network.

There is a faint suspicion in this corner, however, that the producers of this program may permit the vehicle to deviate from its an- nounced purpose and merely serve as a sounding board for ABC commentators who grace the panel.

The program is aimed at bringing prominent people in the news to the listeners and viewers,” according to ABC. These prominent people are to range the gamut of top government officials, legislators, military or public figures.

The first two programs kicked off with Sen. Richard Russell (D-Ga.), a Presidential hopeful, and Sen. James H. Duff (R-Pa.), one of the leaders of the Eisenhower-for-President movement.

The most immediate reaction to Crossfire may be summed up in this fashion:

Since the panel members are es-

tablished observers in their own right, with news shows of their own, the temptation is overriding to ramble on with their own views.

Within the limitations of a 30- minute segment, this defeats the avowed purpose. As a result, Cross-

fire's interviewee finds himself too frequently out of line of fire.

An example of this time-con-

suming meandering was exhibited by Mr. Agronsky, whose "question" is paraphrased here:

Senator, there's been a lot of talk after that famous Saturday night—when the President announced he was not a candidate—there was some speculation on the possibility of the Democratic ticket with Adlai Stevenson as President and you as vice president. . . . I understand you and the governor are what might be called kin folks down south. . . . Now, how would you feel about that possibility, accepting the vice presidential candidacy with Gov. Stevenson as the Presidential candidat?

Sen. Russell, more to the point, replied simply: "My friends are talking about the possibility of me as President and Gov. Stevenson as vice president."

In the first two programs Sen. Russell and Governor Duff found themselves on the sidelines at times. At the close of the program, both took advantage of the "turnabout" twist and, in sum-

ning up the questions, revealed the the very weakness of Crossfire—that of permitting the panel members to edge out important issues.

The question also arises as to whether such a format may be effec-

tively adapted for simulcast, since there is no attempt to iden-

tify the participants after the program is over.

Yet, despite these criticisms, Crossfire is in its way an intelli-
gently different approach to the news conference idea. With a more properly directed aim and with the strait of distinguished commentators, it could prove stimulating and news-worthy fare in this President-

ial election year.

Source: March, April, May—Hooper

WDEF CHATTANOOGA 1370 kc • 5000 kwatts
Carter M. Pocham, President

April 14, 1952 • Page 97
TV, MOVIE EXTRA PLAYERS UNDER NEW GUILD PACT

AFFECTING some 3,500 film extras and retroactive to last Oct. 25, wage increases and improved working conditions granting new basic contract worked out between Screen Extras Guild and American Federation of Producers, subject to Wage Stabilization Board approval.

Covering television as well as motion pictures, new contract increases general extra rate from $15.56 to $18.50 per day, stand-ins from $15.90 to $17.10, dress extras, dancers, skaters, swimmers, riders and special ability extras, from $22.23 to $25; amputees (new classification) $35; comparable increases in other classifications.

Agreement also increases auto allowance from $5 to $7.50, wardrobe allowance set at $2.50 per change with $5 maximum. Carfare allowance increased from 30 cents to $1.35.

Running to Jan. 2, 1958 both SEG and producers have right to reopen contract at start of 1954 and 1956 if cost of living index rises 5% or more above Oct. 15, 1951 figure, SEG has right to reopen contract for panel on working rates only. Guild agreed to cooperate in averting wild-cat: work stoppage by players and pledged cooperation in meeting producer's problems regarding photographing of military personnel.

New contract also provides producers carry at least $20,000 insurance on each employed extra player traveling by air and that joint standing committee be created on safety and sanitation to check equipment, wardrobe, etc.

FM-AM PROMOTION DRIVE IN NEW YORK STATE

FIRST extension of FM promotion campaign beyond original three test areas—North Carolina, District of Columbia and Wisconsin—will be New York State drive starting May 12, according to John H. Smith Jr., NAB's FM director. New York City is not included in plan.

Because some areas in state do not have full FM broadcasting, emphasis will include AM and FM both according to service available.

Committee structure includes H. S. Brown, Rural Radio Network, broadcast chairman; Glenn Sprague, WAOC Rochester, vice chairman; Frank Kelly, WBNF Buffalo, western chairman; Russell Wilde, WFLY (FM) Troy, eastern chairman. Distributor structure includes Ted Pierson, Onondaga Supply Co., Syracuse; chairman; Harold Kelley, General Electric Supply Co., Buffalo, western vice chairman; C. J. Ward, Crosley Distributing Co., Albany, eastern vice chairman.

THEATRE TV DELAY

THEATRE TV hearings were postponed indefinitely last week by FCC, "because of the pressure of other business." Hearings had been scheduled to commence May 5, following several postponements. Last week's notice said that FCC will announce new date "as soon as possible."

TWO NAMED Y&R VPs

ALEXANDER KROLL, account executive for Kent cigarettes and Statler Hotels, and Frank L. Henderson, merchandising executive, Young & Rubicam, N. Y., have been appointed vice presidents of agency.

EFFECTIVE March 10, to put into working capital, brings to $2 million amount borrowed under that credit (with Bankers Trust Co., N. Y.) and raises outstanding long-term debt to approximately $11 million, including $794,020 in installments due this year.

TONI RENews SERIAL

TONI Co., division of Gillette Safety Razor Co., Chicago, renews This Is Nora Drake on CBS Radio (Mon.-Wed.-Fri., 2:30-3:45 p.m.) for 52 weeks, effective May 5. Agency: Foote, Cone & Belding, Chicago.

IT&T NET INCOME REACHES RECORD LEVEL

CONSOLIDATED net income for Interna- tional Telephone & Telegraph Corp., New York, during 1951 was highest in organization's 31-year history, $17,992,314, according to annual report issued Friday by President William H. Harrison.

Net, which exceeded previous year's by almost $2 million, was based on gross income of $297,952,113 as compared with $295,336,029 for 1950. Net earned equaled $5.60 per share on 9,318,895 shares of outstanding stock.

Net income of combined telephone and radio operating facilities was $2,958,451 from gross of $33,177,442, generally higher than in 1950 when net was $1,901,089 on gross of $29,784,906.

Commercial radio equipment orders during 1951 were mainly for microwave radio links, medium-haul carrier equipment and voice-frequency telegraph equipment, it was reported, with about 1,000 miles of microwave equipment -20% of that ordered—installed. TV picture tube sales increased. Inventories of Camehart TV sets were lowered to point where "new and improved line will soon be in production."

FLORIDA CITRUS RENEWAL

PARTICIPATION by Florida Citrus Commission in NBC-TV's weekday four more months beginning April 14, at cost of $42,000, announced Friday. Commercials will stress grapefruit and oranges in 3-2 ratio. John F. Forshew, Lakeland, Fla., manager of J. Walter Thompson Co., said program is "a very outstanding buy at the present time." It is viewed in 30 cities. Funds for renewal come from additional state advertising tax income as result of increased citrus crop estimates.

ABC GETS NEW LOAN

ABC has borrowed additional $500,000 under bank credit arrangement for loans up to total of $3.8 million, Stock Exchange records showed Friday. Loan, made as of March 10 and put into working capital, brings to $2 million amount borrowed under that credit (with Bankers Trust Co., N. Y.) and raises outstanding long-term debt to approximately $11 million, including $794,020 in installments due this year.

WICK CRIDER JOINS K&E

WICK CRIDER, vice president in charge of new program development, BBDO, N. Y., appointed vice president in charge of radio and television department at Kenyon & Eckhardt, N. Y., last Friday by William Lewis, president of agency (B&T, April 7). Mr. Crider prior to his BBDO association was with J. Walter Thompson Co.

CBS-TELEVISION CLINIC SCHEDULED

SPECIAL clinic on station operation, in view of FCC TV thaw, was held at Waldorf-Astoria Hotel, New York, May 1-2, J. L. Van Volkenburg, president, CBS Television Network, announced today. Third in series, clinic expected to draw about 500 top executives of 62 TV and 207 CBS Radio affiliates.
Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio... and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound... and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.
Back on April 13, 1922, a few hundred persons in Chicago heard a new voice in their earphones. It was a new radio station, destined to become the leader in Midwest radio... destined to pioneer in programming and sales techniques which have become standards of the industry.

Those first few hundred persons in a single area of Chicago have grown to a family of millions in five states—the hub of the thriving Middle West. These millions long ago learned to rely on WMAQ for the newest and the best in home entertainment.

Advertisers, too, long ago learned that products and services find a host of willing buyers when advertised by Station WMAQ and its crew of favorite personalities.

These 30 years of know-how and listener acceptance are ready to work for YOU and your product or service. Ask your WMAQ or NBC Spot salesman for the complete story.