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!
This letter from a WLS listener is just a routine order... or so it appears as you read it:

Peoria, Illinois,
January 16, 1952
Dear Sirs:
Please send me the jigsaw puzzle you advertise on the National Barn Dance. I would like to have some of them.

But the letter is dated 1952... and the merchandise ordered was offered over WLS 19 years ago... in 1933!

Yes, WLS advertising pulls... and pulls and pulls! We're out of jigsaw puzzles now, of course. But we do have availabilities... for advertisers who like advertising that brings results... today... tomorrow... and years from now.
We’ve Brought
The Bottle
Back ...

not for the nickel deposit—but to illustrate the exciting fact that WTRY continues to be the best buy in the cream of your market!

WTRY is the number one station in Albany—Troy—Schenectady—27th of the nation’s top 43 markets.

*“The Cream of your market”, J. Walter Thompson’s booklet listing the markets wherein over ¾ of the nation’s sales are made.

ALBANY — TROY — SCHENECTADY

WTRY

980 Kc — 5000 w

The CBS Radio Network

HEADLEY-REED
Recently completed Pulse survey for York CITY and COUNTY shows

- WORK preferred in 55 out of 72 rated periods.
- WORK has rating superiority as high as 17% in some choice time periods.

Pulse survey shows NO OUTSIDE STATION effectively covers the York trading area in ANY of the 72 rated periods.

Most powerful station in the York area, WORK's 5 KW delivers a bonus coverage in nine surrounding counties with a population of more than one million.

Advertisers — both local and national — expect and get outstanding results on WORK. Many advertisers have been using this station since its founding twenty years ago.

This long and successful experience has resulted in know-how that assures you profitable sales for every advertising dollar.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago    •    Los Angeles    •    San Francisco    •    New York
THREE OR MORE RADIOS FOUND IN 35% OF HOMES

PULSE survey on radio-ownership in Metropolitan New York indicates 35.1% of families have three or more radios in their homes. Of 1,570 families checked in New York's five boroughs, radios were found in all homes but 1.8%. Only 35.4% of families had but one set, while 27.7% owned two radios. Whereas, total of 35.1% owned three or more radios, 20.1% had three sets, 8.2% owned four sets, 4.2% had five sets, and 2.5% owned more than five radios.

Dr. Sydney Roalow, director of Pulse, said survey was conducted during January for Jon. Jacobs Advertising & Merchandising Inc., would have shown higher multi-set ownership if study had been extended to suburban counties, where radio ownership is normally higher than in city proper.

PALEY SELLS SHARES

CBS Board Chairman William S. Paley has sold 50,000 of his shares of CBS Class A stock, New York Stock Exchange records showed Friday. Shares sold (in March) were in block he owned through holding company, of which he retains 37,380. He also owns 830 shares direct, plus 222,500 directly owned shares of CBS Class B stock. Total CBS shares issued as of last Dec. 31, were 1,268,700 Class A and 1,069,196 Class B (including shares reserved for conversion of outstanding scrip certificates).

NBC CAMPAIGN SERIES

NBC on May 4 will launch Hats in the Ring, half-hour Sunday radio and TV series featuring legally qualified candidates for Presidential nomination of major parties to whom time is being donated by NBC. Series will originate in Washington and will be on NBC-TV 2:20-3 p.m. and NBC Network 10:30-11 p.m.

Don't Lag in TV, Walker Tells Schools

FCC has given no “assurance” that educational channels will be reserved “as long as grass grows and water runs,” FCC Chairman Paul Walker warned educators Friday. He addressed luncheon session of National Assn. of Educational Broadcasters at Columbus, held during Institute for Education by Radio-Television (early stories pages 35, 44 and 80).

In first spot since release of FCC TV allocation plan Chairman Walker reiterated that commercial TV stations must not let non-commercial outlets “carry the burden of meeting educational needs.” They are governed by same rules as commercial stations, he said. He reminded educators they still may compete with commercial applicants for any commercial VHF or UHF channels assigned to their cities. “Not all possible assignments have been made,” he added.

Contending efforts are under way “to initiate an organized campaign for the commercialization of these noncommercial educational assignments,” Chairman Walker told educators “you have won only the first round” and “do not . . . let these reservations of 1952 go by default.” He described reservations as a “fabulous inheritance.”

FCC Chairman said the Commission's new plan provides “a high degree of protection” against excessive interference between stations, adding: “We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations.” He held up possibility of reducing mileage separations as well as additional assignments.

Some differences in propagation characteristics of UHF and VHF bands “are not nearly as significant as some have thought,” he said. FCC has been assured that equipment will be available for UHF stations “in time for fullest development” of its potentials.

“UHF is going to grow because it has to grow. It is needed,” he declared.

The chairman was presented with a certificate for life membership in NABE and lauded

(Continued on page 108)

BUSINESS BRIEFLY

HOT WEATHER SPECIAL • Maxwell House iced tea placing radio spot schedule in 25 southern markets starting in May following successful Texas test for instant coffee. Agency: Benton & Bowles, N. Y.

AUTUMN PREPARATION • Erwin, Wasey & Co., N. Y., gathering available information for September start of its Pertussin and Must- terole radio spot campaigns. Agency is interested in daytime minute spots, and roundup of information is to be set by May 6.

BEER SPOTS • Stagg Beer, preparing minute radio spot campaign in middle west for 13 weeks with starting date expected shortly. Agency: Maxon Inc., N. Y.

CERTO PARTICIPATIONS • General Foods, N. Y. (Certo-Sure-Jell), placing women's participations on more than 100 radio stations starting in May and coinciding with peak of each jelly-making fruit crop in each town and rural area. Contracts from 8 to 17 weeks. Agency: Benton & Bowles, N. Y.

BIGGEST SALE • United Artists announces its biggest TV sale of year with Phillips "66" Petroleum purchasing Teleports Digest, half-hour weekly film series for 14 cities. Agency: Lambert & Feasley, N. Y.

HEALY TO MCCANN-ERICKSON

ROBERT E. HEALY, formerly vice president in charge of advertising, Colgate-Palmolive-Peet Co., has joined McCann-Erickson, N. Y. as vice president and treasurer. He succeeds as company director John L. Anderson, who becomes consultant to agency.
COURT EXTENDS DATE
FOR ANTI-TRUST HEARING

ATTORNEY GENERAL's office pulled surprise maneuver Friday by requesting New York's Southern District Court to extend another five weeks hearing date—set for today (Monday)—of RCA motion to change or void Federal anti-trust subpena, served as opener to all-electronics industry investigation [B*T, March 18].

Malcolm A. Hoffman, special assistant to Attorney General and member of Anti-Trust Division, argued that extra time was needed for government study of RCA motion, an 800-page package, brought quick reply Friday from Jim Bormann, WCCO Minneapolis, president of National Assn. of Radio News Directors (early story page 27). He cited the press and radio of the country, constitutional guarantees of freedom of speech and freedom of the press are meaningless," he said.

Joseph Short, press-radio secretary to President Truman, refused to amplify the Thursday remarks at a Friday conference.

HAMPSON GARY DIES

HAMPSON GARY, 79, onetime FCC Commissioner and General Counsel, died late Thursday night in Palm Beach, Fla. Mr. Gary served as a member of the Commission from July 11 to Dec. 24, 1934. He left the FCC as General Counsel in 1938. He leaves a son, Franklin Gary, and daughter, Mrs. Helen Moran.

KELO SIoux FALLS, SOLD

SALE of KELO Sioux Falls, S. D., from S. Fazelle Jr. to local partnership controlled by motion picture theatre owners for $280,000 [At DEADLINE, March 17] was approved Friday by FCC. New owners of 15-year-old station, on 1920 kw with 5 law, are Joseph L. Floyd, theatre operator and originator of radio-TV show Blind Date; Edmund R. Ruben, owner of 18 theatres in South Dakota and Minnesota and former U. of Minnesota football star; L. T. Berton, who has minority interest in WMIN St. Paul. Each owns one-third.

LAMB N. Y. OFFICE

EDWARD LAMB Enterprises Inc., announces opening of New York offices at Barclay Hotel. Under management of Bernard H. Pelzer Jr., office will correlate Mr. Lamb's various interests, which include ownership of WTEN (TV) Columbus, Ohio; WICU (TV) Erie, Pa.; WTOD WRT (FM) Toledo and WHOO-AM FM Orlando, Fla. National promotion manager will be added to New York staff, Mr. Lamb said.

In this Issue—

Though some attorneys and engineers side with dissenting Comr. Jones in raising the FCC TV allocations a failure, and others hint of court actions, there is no clear indication that anyone is intending to tie up the TV thaw in the courts. Page 25.

Sen. Fulbright has said that conversion to UHF won't be very painful. And government authorities are optimistic about the availability of materials to build new TV stations. Page 25.

Fifteen applications for TV stations are filed in the vanguard of a promised post- thaw deluge at the FCC. Pages 26-27.

With 242 stations there's for the asking, educators are wondering whether they can afford the costly gift. Page 30.

Can two or more AM operators in a given community win a common application for a scarce TV channel? FCC Chairman Walker gives the hint of an answer. He's concerned over "concentration of control" over broad-casting. Page 69.

Did the radio network rate cuts last July accomplish their intended purpose? Here's a box score on new advertisers that have entered network radio since the cuts and old ones who quit anyway. Page 25.

Radio took in more revenue in 1951 than it ever had before, but its income (before federal taxes) was lower than in 1950. The official FCC estimate of the 1951 financial record is on Page 55. A remark by President Truman at his special news conference for the American Society of Newspaper Editors, is interpreted to mean he thinks he has the right to seize newspaper and Radio-TV any time he wants to. Page 27.

Last February, TV network gross again outstripped radio network gross—$14,786,047 to $13,660,948. It's not only that clients are more money on TV; there were also more clients. Page 27.

Among big advertisers, news programs are becoming favored broadcasting buys. Page 26.

A Senate Subcommittee worrying about political campaign costs, thinks broadcasters ought to block out time segments for paid political programs to avoid costs of paying regular sponsors whose times are preempted by politics. Page 26.

Building-minded broadcasters have been given what amounts to a blank check on materials allotments by the National Production Authority. Page 88.

Upcoming

April 21: BAB Sales Clinic, San Francisco.
April 23: BAB Sales Clinic, Portland, Ore.
April 25-26: Washington State Assn. of Broadcasters, Pullman, Wash. (Other Upcomings page 36)
At left, the new Tulsa Chamber of Commerce Building, erected at a cost of $1,800,000.00.

"The Tulsa Spirit" is a phrase long famous in the Southwest and it is rich with meaning for there really is such a thing! This spirit is just one of the many plus factors which make Tulsa the heart of Oklahoma's No. 1 market. There's a difference—an important difference—in markets, and pride is one of them. Tulsans are proud of their city! They are willing to back up that pride with money! Tulsa is a market where spendable income is great and the folks spending that money are great too!

We of KVOO are mighty happy and proud to have had a part in helping the Tulsa market develop and grow since 1925!

If you want to tell the fine people of this area about your product, tell them best over the station most of them listen to most of the time—KVOO, The Voice of Oklahoma for more than a quarter of a century!
"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

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

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

Represented by Hollingbery

5000 Watts
CBS Affiliate

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

IN THIS BROADCASTING

Agency Beat 16
Artcasters 62
Alfadays 64
Editorial 54
FCC Actions 54
FCC Roundup 50
Feature of the Week 59
Film Report 86
Front Office 96
New Business 14
On All Accounts 18
On The Dotted Line 92
Open Mike 10
Our Respects to 14
Programs, Promotion, Promotions 91
Strictly Business 20
Telestatus 76
Upcoming 36

TELECASTING Starts on page 67

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, Patricia Kiely, John Osborne, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalezyk, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schmid, Doris Kelly, Joan Sheehan; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Buschling, Ruth D. Ebert, Madeleine Tress, Elwood M. Skee, Clyde Baker.

NEW YORK BUREAU
488 Madison Ave., Zone 22.
Plaza 6-4365; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Lis Thackston.
Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor W. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1.
Central 4-4118; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

 sarà钢筋 F. B. Little, David Glickman, West Coast Manager; Marjorie Ann Thomas.
TORONTO: 417 Harbour Board, Empire 4-0775
James Montagne.

Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook ($53rd issue) $9.00, or TELECASTING Yearbook ($54th issue) $9.00.
Annual subscription to BROADCASTING * TELECASTING including 54 issues $11.00.
Add $1.00 per issue for Canadian and foreign postage. Regular issue $3.50 per copy; 53rd and 54th issues $5.00 per copy.
Address Changes: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING * TELECASTING
The price of pork chops is one item in the "cost of living" that almost any woman—or economist—can quote off hand.

Although this figure has become almost symbolic of the level of meat prices, only about 5% of a pig is center cut pork chops!

A 240-pound porker, when dressed by the meat packer, comes down to 180 pounds of wholesale weight—unprocessed fresh meat cuts and fat for lard. Some of these cuts lose more weight when they are boned, cured, smoked or otherwise prepared. This leaves only about 150 pounds of pork products for the retailer to sell. And only 10 pounds are center cut pork chops.

That's why you pay more for pork chops than for most other cuts of pork. For, from sausage to pork chops, the price of each cut is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

**AMERICAN MEAT INSTITUTE**

Headquarters, Chicago • Members throughout the U. S.
open mike

EDITOR:

MANY THANKS FOR SENDING COMPLETE REPORT WHICH IS A WONDERFUL SERVICE. THE ENTIRE INDUSTRY SHOULD BE GRATEFUL TO YOU AND MORE ESPECIALLY WE WISH TO EXPRESS OUR HEARTFELT THANKS.

GEORGE B. STORER
PRESIDENT
THE FORT INDUSTRY
CO.
MIAMI

EDITOR:

Congratulations to you and your staff upon the April 14, 1952, Part II issue of Broadcasting & Telecasting, reporting the final television allocations of the FCC, which arrived here this morning. It is a monumental job, produced with amazing speed and accuracy, quite typical of your journalistic enterprise.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York

EDITOR:

It's 2 a.m. and I have been working so hard on Cancer Crusade publicity that it's only now I have had a chance to pick up the unfrozen edition of your magazine—a day late. I don't know when I have held more admiration for a team than I have for all you people. What a job! What a team!

As one night worker to others, you have my deepest admiration, gentlemen, for a job that will go down in trade magazine history!

Cody F. W. Jones
Director of Audience
Promotions
WTOP-AM-FM-TV
Washington, D. C.

[EDITOR'S NOTE: Space limitations prevent our publishing all the thoughtful messages received from readers whose appreciation makes the hard job done over an Easter weekend by our staff and printers seem rewarding and worthwhile.]

How to Help Orphans

EDITOR:

The radio industry in general has before it an opportunity to show its spirit of cooperation and desire to further expand its chosen profession... Today there is before the FCC a backlog of AM applications and many of them have been in the files for a year and over. A minimum of these applications are from non-station markets and are at present static while the FCC is slowly working on applications from one and more station markets... The non-station markets must wait and go without primary and oftentimes good secondary service while processing goes on in favor of markets that are adequately covered... Would not the processing of these orphan markets be more fair?

An interest in their clients would be displayed if all equipment sales concerns would offer to the FCC the services of their engineering staff for a period that would clear up the backlog that the FCC acknowledges is 10 months behind in its processing... With such help provided, the FCC could clear up the backlog of AM applications and after they are cleared could concentrate almost fully on the huge TV problems that lie ahead. Perhaps this system could be extended to TV applications also...

Daniel J. Hyland
General Manager
Israel Putnam Broadcasting Co.
Putnam, Conn.

Let's Be Vital

EDITOR:

Is the relative merit of "come down" vs. "go down" the most important question which can be presented for the consideration of copy writers today? Apparently so, since that is the first copy-writing question dealt with to any appreciable degree by B.T., the major voice of the industry. Apparently so, since such a recognized specialist as author Laemmar chose (Continued on page 64).
Vic PROFIT Diehm Says:

Man on First, Second and Third with the Great Diehm Up to Bat!

If you’re picking Pennant Winners for your radio message, then you’ll have to include the teams guided by that “Bambino” of the radio industry, Vic Diehm... who can knock out a home run sales story on any of his three teams that will make you an enthusiastic fan for life. Just get in touch with any one of these teams when you want your sales message “pitched” to a responsive audience.

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

WHOL
ALLENTOWN, PA. CBS

WazLM
BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee).
SAN DIEGO  
JAN.-FEB., 1952  
HOOPER INDEX

FIRST  
OVERALL  
KCBQ — 19.0
A........ 17.6
B........ 12.5
C........ 11.5
D........  9.9

FIRST  
IN MORNING  
KCBQ — 15.0
B........ 13.8
D........ 12.6
A........ 12.5
C........ 11.9

FIRST  
IN AFTERNOON  
KCBQ — 19.5
A........ 18.2
B........ 13.3
C........  8.8
D........  7.7

EVENING  
KCBQ — 20.6
A........ 20.9
C........ 13.9
B........ 11.1
D........ 10.1

**KCBQ**  
audience  
nation's  
growing  
SAN DIEG
-first in

ce in the

astest

major market

GO

KCBQ "CBS for San Diego"
Charles E. Salk, President
REPRESENTED BY AVERY-KNODEL
1 will get 2 with West Virginia’s “personality package!”

In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

---

new business

CALIF. PACKING Corp., S. F. (Del Monte canned fruits, vegetables), starts alternate CBS Radio Newsroom, Sunday Desk on 11 Columbia Pacific radio stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 4. Agency: McCann-Erickson Inc., that city. Co-sponsor is HOFFMAN RADIO Corp., L. A., through Foote, Cone & Belding Inc., that city.

PUREX Corp., Southgate, Calif. (Trend detergent), started Jack Owens Show on 11 Columbia Pacific radio stations, Thurs., 4:15-4:45 p.m. PST, for 12 weeks from April 3. Agency: Foote, Cone & Belding Inc., L. A.

CELLA VINEYARDS, Fresno, Calif. (Betsy Ross grape juice), starts Hopalong Cassidy on 11 CBS California radio stations, Sat., 6:30-7 p.m. PST, for 26 weeks from April 22. Agency: Thomas Adv, that city.


SWIFT CANADIAN Ltd., Toronto (all Swift products), starts live show on 6 French radio associates stations on May 5 for 26 weeks, Mon. thru Fri, 9-9:15 a.m. Agency: J. Walter Thompson Co., Toronto.

GAYLORD PRODUCTS of Canada Ltd., St. Hyacinthe (hair products), has started one minute spot announcements til November, on 18 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

Network...

TIDE WATER ASSOCIATED OIL Co., N. Y., renews Broadway to Hollywood on DuMont Television Network for eighth time. Show is telecast Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.


BOYLE-MIDWAY Inc., division of American Home Products Corp., N. Y., has purchased quarter-hour Sports Showcase segment of Saturday Night Wrestling on DuMont, Sat., 10 p.m.-12:30 a.m. EST, effective April 12 for 26 weeks. Agency: W. Earl Bothwell, N. Y.

PALM BEACH Ca., N. Y., to sponsor Palm Beach Round Robin Invitational Golf Tournament on CBS-TV on May 18, 4-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Montreal (Toni division), on April 12 starts for 11 weeks, with option to renew for summer months, Twenty Questions on 35 Dominion network stations, Sat., 8-8:30 p.m., replacing Canadian comedy program Wayne & Shuster. Agency: Spitzer & Mills Ltd., Toronto.

MINUTE MAID, N. Y. (frozen orange juice), to sponsor Wednesday segment of Goby Hayes Show on NBC-TV, effective June 1. Agency: Ted Bates Inc., N. Y.

Agency Appointments...

VERMONT BLUE RIBBON DEALERS Assn., L. A. (used car dealers), names Yambert-Prochnow Inc., Beverly Hills. Radio spot announcements will be used.

BEAUTIFUL BRYANS Inc., Chattanooga (nylon hosiery), names Abbott Kirkimbol Co., N. Y., effective May 1.

DUFF’S LINE OF MIXES, acquired by Pillsbury Mills, names Ted Bates & Co., N. Y.

ASSOCIATED FREEZER DEALERS, L. A. (retail home freezers), (Continued on page 58)
"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

This G-E amplifier cost WOLF, Syracuse, $897. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiters. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 217-21, Electronics Park, Syracuse, New York.

* Price today slightly higher.

...Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) out-pulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

...Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Mair, Station Engineer

You can put your confidence in— GENERAL ELECTRIC
John Gibbs, head of the firm bearing his name, is shepherd of a three-fold enterprise whose apparent complexity is controlled by the fundamental simplicity inherent in the word "quality."

Packager, producer and talent representative, Mr. Gibbs has built his principle into one of the most profitable ventures of its kind in the industry.

As a packager, he is the source of approximately a $12 million flow of revenue to the radio and TV networks. As a talent representative, his clients include, among others, actors Charles Laughton, Raymond Massey, Hume Cronyn and Jessica Tandy; emcees Tommy Bartlett and Johnny Olsen; and writers Somerset Maugham, Sandra Mair, Elaine Carrington, Orin Tovrov, Moms Kent and Jane Crusinberry.

The television production efforts of his firm center on the NBC-TV hour-long "Robert Montgomery Presents" program, produced each week in conjunction with Mr. Montgomery for the American Tobacco Co. and Johnson's wax.

Mr. Gibbs made his entry into radio in Milwaukee in 1926 while still an undergraduate at Marquette U. in that city. He became sports announcer and finally chief announcer at WISN Milwaukee.

Three years after his graduation from Marquette, following successive jobs as promotion manager of a newspaper and program manager of a radio station, he joined the Cramer-Kassell Co., Milwaukee, as director of its radio department. He remained with the agency until 1949 when he sold the first of a string of radio series, "Against the Storm," to Procter & Gamble. The program, still on the air, was originated and written by his wife, Sandra Michael.

On the strength of its success, the Gibbs moved to New York where Mr. Gibbs established his own production agency. Within six months he sold another serial, "Lone Journey," and was clearly on his way as a recognizeable radio entity.

Currently the complete list of his properties includes "Against the Storm," sponsored by Philip Morris Co. on ABC radio; "Lone Journey," sponsored by Lever Bros. on ABC radio; "When a Girl Marries," underwritten by General Foods; "Mary Martin and Marriage for Two," sustaining on ABC radio; "Welcome Travelers" on NBC radio, sponsored by Procter & Gamble; "Robert Montgomery Presents for Lucky" cigarettes and Johnson's wax on NBC-TV and Johnny Olsen's "Rumpus Room" on DuMont, sponsored by Premier Foods.

Mr. and Mrs. Gibbs met when both were working at WISN, she as a staff writer. They now live in Greenwich, Conn., on a 32-acre farm. In addition, the couple own a ranch in Montana and the Gibbs agency also has bought a ranch in La Quinta, Calif., to make television and motion pictures.

Mr. Gibbs' hobby is raising toy poodle dogs. In fact he served one of his poodles, Lena, as talent agent. Lena has starred on many a TV show and her earnings to the firm, Mr. Gibbs computes, come quite properly to about 10% of the money invested in her.

HERMAN S. THOENEBE, vice president-creative director, John Falkner Arndt & Co., Phila., elected to board of directors.

E. C. BRADLEY rejoins Bisw Co., N. Y., as vice president and member of executive management group.

PEG ODLUM BENDER, Dan River Mills Inc., N. Y., to Ellington & Co., that city, as account executive.

ARTHUR CARROLL JONES, BBDO, N. Y., to Benton & Bowles, same city, as account executive.

GEORGE OSWALD, Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, that city, as account executive.


HENRY J. VOLKER Jr., recently with Remington Rand and International Nickel Co., to G. M. Basford Co., N. Y., as account executive.

ARTHUR WEINBERG, formerly with General Electric Co., joins Basford publicity department.

LAWRENCE SCHWAB Jr., previously with J. Walter Thompson Co. and Young & Rubicam, to Harry B. Cohen Adv., N. Y., to produce and direct Lights Out on NBC-TV for Ennds Chlorophyll Tablets and supervise Police Story on CBS-TV.

WILLIAM McQUILLAN, McCann-Erickson, N. Y., to Robert W. Orr & Assoc., that city, on copy staff.

WILLIAM G. CHALKLEY, Fuller & Ross & Smith, Cleveland, appointed manager of media department. C. W. BILLINGSLEY to direct media in agency's Chicago office, succeeding L. J. BOYCE, transferred to media staff at Cleveland office.

RICHARD H. EYMAN, sales staff, WNLK Norwalk, Conn., to timebuying department, McCann-Erickson, N. Y.

JOHN M. WILLEM, vice president of Leo Burnett, Chicago, elected a director of AAAA, representing group's Central Council, headquartered in Chicago.

ADRIAN BRYAN MACK, formerly with Cecil & Presbrey Inc., and William H. Weintraub Inc., both N. Y., to copy department of Sherman & Marquette, that city.

MILTON H. HOFFMAN Adv., Denver, has merged with BEN BEZOFF & Co., that city. Agencies will continue under latter firm's name.


DOROTHY KUHRE promoted to production manager-art director, Axel- sen Adv., Denver.


ASSOCIATED Adv., Montreal, changes name to Burns Adv., Ltd.

LEO BURNETT Co., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hillside 7374.

WAYNE R. LELAND, account executive, House & Leland, Portland, elected chairman of board of governors of Portland Chapter of AAAA. Other officers include: T. BRYCE SPRUILLE, Botaford, Constantine & Gardner, vice-chairman; GEORGE E. CLINTON, partner and media director, Joseph R. Gerber Co., secretary-treasurer, and WILLARD E. WIL- SON, manager, McCann-Erickson Inc., board of governors.

BROADCASTING • Telecasting

Got something to sell to TEEN-AGERS?

Beam your message at them during WHAM'S weekly "Hi-Teen" Dancing Party

1:30 TO 4:00 P.M. SATURDAYS

on a participation or "Block" time basis

Started in January, this new program mushroomed to "most popular" classification almost overnight.

It has two "angles"—the three hundred (and more) teenagers who jam a Rochester ballroom to dance and participate in M. C. Ted Jackson's merrymaking—plus the thousands at home who listen to the going-ons (and your commercials) for two-and-a-half solid Saturday hours. And don't overlook the tremendous merchandising possibilities.

Incidentally—the station is WHAM, to which PULSE acco- red 99.3% listener preference in 16 Western New York counties.

Ask the HOLLINGBERY man about participation

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

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

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

April 21, 1952 • Page 17
Completely NEW 5-kw AM...

New small size

RCA ALL-NEW 5-kw AM transmitter, Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.
with a "10-kw" future!

New operating convenience - New operating economy

2. Up to 40% less floor area than previous "5 kw's"

3. Power tube costs reduced

4. 1/60th second arc-back protection

5. Lower power bills

6. Sliding doors - front and rear

Just read these exclusive features...

1. It is a 5-kw AM transmitter you can increase to 10 kw — easily — inexpensively — quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's — saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762 — costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection — using thyarion-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field — through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors front and back. Benefits:
   ✓ Saves over 60 square feet of floor area
   ✓ Provides more elbow room for operator
   ✓ Makes it easier to get at transmitter

For all the facts about this basically new transmitter... newest of nearly three hundred RCA "5-kw's" now on the air... call your RCA Sales Representative.
IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he himself tells the story: "I heard the announcer: "Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere? Have you a sore that will not heal?"

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U.S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

feature of the week

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he himself tells the story: "I heard the announcer: "Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere? Have you a sore that will not heal?"

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U.S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

feature of the week

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he himself tells the story: "I heard the announcer: "Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere? Have you a sore that will not heal?"

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U.S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he himself tells the story: "I heard the announcer: "Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere? Have you a sore that will not heal?"

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U.S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.
To sell Baby Foods to inland Californians (and western Nevadans)

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

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

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

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

KFBK Sacramento (ABC) 30,000 watts 1530 kc.
KOH Reno (NBC) 5000 watts, day; 1000 watts, night 620 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KWG Stockton (ABC) 350 watts 1230 kc.
KMJ Fresno (NBC) 3000 watts 980 kc.

A million people listen to the Beeline every day
30% Above Station B*
68% Above Station C*
152% Above Station D*

*Total rated time periods, share of
Radio Audience Index. Hooper Radio Audience Index
Report, February 1952.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY
NETWORK RATE CUTS' EFFECT

By BRUCE ROBERTSON

LAST spring, when the radio networks announced that they were putting a 10% overall rate reduction into effect July 1—CBS and NBC a direct cut in rates, ABC and MBS a change in discount on three that amounted to the same thing—a major argument for the move was that it would serve to attract new business to network radio, advertisers who had never previously used this means of advertising.

Nine months have elapsed since those rate reductions were introduced and the question arises as to just how (or decreased) the newly accomplished their assigned purpose of adding new names to the list of new network sponsors.

Broadcasting•Television last week checked the network rosters for an answer and came up with the fact that, since July 1, 1951, a total of 19 advertisers were not previously network clients have bought time of about $7.5 million.

By networks, ABC has added three new network clients, using a total of one hour and five minutes of network time; CBS, seven clients, using two hours and 25 minutes; MBS, five clients, using three hours and 15 minutes; NBC, five clients, using four hours and 15 minutes.

The 18 new advertisers now on the networks represent annual gross billings of about $25 million.

By networks, ABC has added three new network clients, using a total of one hour and five minutes of network time; CBS, seven clients, using two hours and 25 minutes; MBS, five clients, using three hours and 15 minutes; NBC, five clients, using four hours and 15 minutes.

The 18 new advertisers now on the networks represent annual gross billings of about $25 million.

Not previously network clients have

either have never used network radio before or have been away from it for many years. Their names and the approximate total gross annual billings represented by each follow:

- American Bakers Assn. $400,000
- American Chicle Co. $1,000,000
- American Proctan Corp. $500,000
- Aseo Corp. $700,000
- Borg-Warner Corp. $200,000
- Credit Union Nat'l. Assn. $600,000
- Economics Lab $125,000
- El-Iax $1,500,000
- Kingan & Co. $250,000
- The La Maur Products $30,000
- Leslie Salt Co. $35,000
- Morton Salt Co. $100,000
- North American Van Lines $15,000
- Orange Crush $350,000
- Reynolds Metals Co. $550,000
- Seabrook Farms $115,000
- Stokely-Van Camp $725,000
- Sylvia Electric Products $375,000.

Programs and networks used by the newcomers are listed in the table which begins on this page. Comparing the number of the newcomers with the number of sponsors who have quit network radio since last July, it would seem that if the rate cuts achieved the result of enticing new money into network radio, they were not wholly successful in retaining the money already coming in.

Business Lost

Following are the 24 sponsors who used networks on or since the date of the rate reductions but who have since that date taken their budgets entirely out of that kind of advertising: (This list does not include cancellations since last February. It was made up from Publishers Information Bureau reports which do not go beyond that month.)

American Dairy Assn. had David Lawrence on NBC, Sun., 15 min., April-Dec.
American Music Club had Witness Time on ABC, Sun., half-hour, Mon.-Sat.

Drops 9.4% in 1951

FM stations (excluding the 25 network O&O stations) were $581.3 million in 1951 compared to $334.0 million in 1950, a gain of 75.3%. Income for these stations was $51.0 million in 1951 compared to $49.2 million in 1950, a jump of 75.3%. There were 26 FM stations.

Commission reported that total FM revenues for 62 stations in 1951 was $3.2 million compared to $2.8 million for 66 stations in 1950.

Losses in income continued in FM, however. Loss for 65 non-AM affiliated FM stations in 1951 was $1.5 million compared to loss of $2.6 million for 86 such stations in 1950. Income for AM-affiliated stations could not be computed because of combined bookkeeping methods used by all such stations. The Commission did point out, however, that eight of the 65 FM only stations reported a profit in 1951.

In other breakdowns, the Commission showed that in 1951:
(1) AM stations took in 2.4% less in total revenues compared to previous year in cities where there was 50% or better saturation of TV sets. In non-TV markets, AM stations' revenues were 8.7% more.
(2) Increase in total revenues was noted by 182 of 439 AM stations in TV markets.
(3) Increase lost or decreased income was felt by 239 of the same 439 AM stations in TV markets.
(4) TV accounted for 48.5% of

Boon or Boomerang?

(Continued on page 36)
**RE-BUYS WLAC**

Insurance Firm Acquires

**RE-PURCHASE,** after 17 years, of WLAC Nashville by its former owner, Life & Casualty Insurance Co. of Nashville, was reported last week. Owner is J. Truman Ward. The insurance firm is paying $1,250,000 for the 50,000-kw Class I-B station on 1510 kc. Sale is subject to FCC approval.

Included in the terms of the contract is a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before 17 years from date of purchase, the $30,000 per year will be paid to his heirs until the seventeenth year of the contract.

WLAC, which is now a CBS affiliate, was established as WDAD-WLAC in 1925. It was owned by Dad's Auto Accessories Inc., a subsidiary of the Life & Casualty Insurance Co. Its first assignment was on 1330 kc with 500 w unlimited time, but in 1927 it was granted 1 kw day, 500 w night. This was raised to 1 kw the next night soon thereafter.

In 1928, during reallocation of AM stations, WLAC was assigned to 1460 kc with 5 kw, sharing time with WRAV Nashville. WRAV was then owned by the Waldrum Drug Co. was later sold to Tenessee Publishing Co. (Nashville, Tennesean) with call letters changed to WTNT. WTNT was deleted in 1931, and WLAC was authorized unlimited time.

In 1935, the station was sold to Mr. Ward for $75,000. During the 1941 reassignments due to NARBA, WLAC was changed to 1510 kc. In 1941, it received a construction permit to go to 50 kw, with directional antennas at night.

Mr. Ward is a noted breeder of famous Tennessee walking horses. He owns the Maryland Farms, where he breeds these well-known show horses.

Change of ownership will not affect any personnel, it was said. F. C. Sowell is general manager of WLAC.

**FAIRBANKS NAMED SUCCEEDS ENSIGN AT ABC**

APPOINTMENT of William F. Fairbanks as ABC's eastern radio sales manager was announced last week. He succeeds William H. Ensign, who resigned to rejoin CBS Radio's Network Sales Dept. as an account executive, effective today (Monday).

With ABC since November 1950, Mr. Fairbanks is a former director of planning for the Mutual Network and before that was associated with NBC's Research and Sales Promotion and Advertising Dept., from 1933 to 1942.

Mr. Fairbanks

**GANZ ELECTED**

President of P. Lorillard

ROBERT M. GANGER, who joined the P. Lorillard Co. in March 1950 as executive vice president, director and chairman of the operations planning committee, was elected president of the company last week.

Mr. Ganger succeeds Herbert A. Kent, who now becomes chairman of the board, and is succeeded as vice president by William J. Haley, previously vice president in charge of finances. Lewis Gruber, general sales manager, was elected vice president.

Previously Mr. Ganger served for 22 years with Geyer, Newell & Ganger, New York.

**FEDERAL ADV.**

Executive Split Set

AN AGENCY shift involving more than $3.5 million in billings will take effect shortly when ABC's unit on Federal Adv. Agency officials and employees, headed by President Gordon E. Hyde, leave that agency to join D'Arcy Adv. Co., New York.

In an executive capacity with Mr. Hyde will be Kenneth W. Plumb, vice president and secretary, and Douglas Boyd, vice president and art director, plus about half of the Federal personnel.

Among clients to move along with this personnel will be Gerber Baby Foods, Stromberg-Carlson Co., American Optical Co.'s sun glass division, and Davol Rubber Co.

Meanwhile, Jules B. Singer, vice president and major stockholder of Federal, is expected to decide early this week whether he will continue under the Federal name or take his accounts to another agency. He supervises the Gem account for American Safety Razor Corp., Dockin, General Cigar and United Distillers.

Mr. Fairbanks

**GANGER ELECTED TO NEW CBS RADIO POST**

NEW administrative manager of advertising and sales promotion for CBS Radio Network is Charles J. Oppenheim, it was announced in New York by George Bristol, CBS Radio director of advertising and sales promotion.

Mr. Oppenheim is a director of program promotion for CBS Radio since October 1949, Mr. Oppenheim will continue directing program promotion and trade promotion. Before April 1948 he had been WOR New York publicity director and WINS New York promotion and research director. Born in New York in 1916 and a graduate of Cornell U., he is married and father of two daughters.

Mr. Oppenheim

**OPPENHEIM**

**N.Y. AUTO RADIOS**

Pulse Finds 11% Increase

RADIO-equipped automobiles in New York City have increased 11% during the past year to reach a total of 852,400, according to a special Pulse survey conducted during January, the results of which were released last week.

The Pulse study indicated that 42.3% of the families in New York City own automobiles, as compared to 38.2% a year ago. More than four out of five cars—81%—are equipped with radios. Radio-cars have increased 46% since January 1950, this year's survey also indicated.

Pulse research was confined to the city proper where car ownership is at a lower level than in the suburbs, it was pointed out. It was estimated that more than 1½ million automobiles in the area are equipped with radios.

**WTCN IS SOLD**

Ex-Ambr. Butler Acquires

SALE of WTCN Minneapolis-St. Paul to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $325,000 by Mid-Continent Radio-Television Inc. was announced last week. Transaction is subject to FCC approval.

Associated with Mr. Butler, who resigned as U. S. Ambassador to Cuba about a year ago, are Alvin Gluek, brewer; Robert Mitchell, attorney; Quentin David, advertising man, and Carl Schumen, department store executive. Mr. Butler will own 56% of ABC-affiliated WTCN, which operates on 1280 kc with 5 kw day, 1 kw night. He is president of the Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Sale of WTCN comes just about one month after CBS merged its WCCO Minneapolis with WTCN-TV, accepting a 47% interest in the dual operation [B+T, March 10]. At the time that announcement was made, it was reported that WTCN would be sold in order to comply with the FCC monopoly rules.

Mid-Continent is now 50% owned by Northwest Publications (St. Paul Pioneer-Press and Dispatch) and 50% owned by Minnesota Tribune Co. Northwest Publications is part of the Rider newspaper chain, which also owns WDMS Superior, Wis.; controls KILO Grand Forks, N. D. and KSDN Averdeen, S. D.

Application for FCC approval of the merger of CBS and Mid-Continent has not been filed.

**Rorke Leaving JWT**

HAL RORKE, radio-television director of J. Walter Thompson Co., Chicago, for seven years, resigns July 1 to move to Hollywood, where he owns a home.

He will return to business after a vacation, but has no plans at this time. Mr. Rorke worked for six years as CBS publicity director for the Pacific Network in Hollywood and as an assistant department manager in New York. He is a former managing editor of the Los Angeles Daily News. No replacement has been selected by the agency.

**CBS-GUILD TALKS**

CBS Hollywood negotiations with the Screen Guild last week were dragged into the 17th week as the union offered a counter-proposal to CBS's offer of a wage boost of 15% across the board and $55 weekly starting salary. The guild made its counter-proposal, on which the network has not acted, requests a 20% wage boost and $92.40 starting salary.
WILL THE THAW BE A BLIGHT OR BLESSING?

Easy Conversion To UHF Promised

WHEN UHF television stations take the air, VHF receivers can be easily and cheaply adapted to receive the new band.

This is the promise of the set manufacturing industry following the FCC's April 14 action ending the 3½-year freeze [B&T, April 14].

Leading set makers contacted by Broadcasting * Teletcasting said they had long ago starting preparing for the arrival of UHF by designing and/or testing various types of conversion equipment. At least two-score types of tuners, adapters and converters have been built and tested.

No fears have been expressed about ability of present sets to pick up UHF signals of VHF quality with the use of conversion techniques. With arrival of UHF service, manufacturers will be marketing sets that tune the 12 VHF channels along with the new UHF channels.

Price Range $10 to $50

In general, the prices for conversion range from as low as $10 up to $50, depending on the type of receiver. Many manufacturers using turret tuners explain that simple addition of tuning strips or plugs will permit UHF reception on two or more of the VHF channels in present tuners. In the case of continuous tuners, addition of a coil plus other possible changes will do the job.

Where sets have been built without thought of UHF, simple converters can be attached to receivers. These, of course, are more complicated and expensive than tuners. One type of adapter for continuous tuners adds an extra concentric knob with belt-driven channel selector.

"Radio-television manufacturers have solved the engineering problems involved in making UHF transmitting and receiving equipment and are prepared to take and fill orders promptly," said Glen McDaniel, president of Radio-Television Mfrs. Assn.

"UHF converters and tuning strips will be available to VHF set owners wherever UHF stations are constructed, and receivers with built-in UHF reception facilities will be ready for new television areas. It does not appear that any shortage of materials will restrict the supply of these devices in the immediate future.

Materials Outlook Good

"While the effect of lifting the TV freeze will be psychological at the outset rather than an actual upsurge in business, we anticipate a gradual and steady increase in the production and sales of TV transmitters and receivers for a number of years," he said.

The TV station freeze thaw will not find dealers wanting for raw materials the last half of this year. The industry has been re-assured on this score by Henry H. Fowler, National Production Authority Administrator, who described construction controls as "reasonably unfrozen." He had told NARTB convention delegates early this month that construction will be permitted "on a fairly regular scale" [B&T, April 7].

Despite the current steel upheaval, structural steel probably will remain in ample supply for new TV stations and current alteration projects after July 1. NPA authorities foresaw no appreciable change in the picture at the end of last week.

This means that the handful of new TV stations expected to commence operation by year's end will receive sufficient materials to meet their goals. Additionally, NPA already has indicated that construction now underway by existing TV broadcasters will be completed and that other major projects not yet begun may be planned with reasonable assurance of materials [B&T, March 24].

Furthere more was given by the government last week with issuance of approvals for virtually all radio-TV applicants (see separate story page 28).

In instances involving minor alterations or remodeling, broadcastlers may continue to write their own tickets for steel, copper and aluminum.

There is less of a problem concerning metals for radio-TV receivers and related products, with manufacturers expecting to meet their 1962 set quotas. No question will arise until 1963 when the growth of new TV station markets could pose a materials problem, it was felt.

Stromberg-Carlson Co. was one of the first manufacturers to put a UHF converter on the market, said Stanley H. Hanson, manager of advertising and public relations. The unit retails for $49.50 and is in production. The new line of Panoramic vision models includes a strip tuner. Set owners can put in as many as six UHF strips.

Crosley Plans Ultratuner

Crosley Division, Avco Corp., also has a UHF continuous tuner or converter on the market, according to Leonard F. Cramer, assistant general manager. It is known as the Ultratuner. When UHF reception is available, he said, Crosley will make available two-hand and continuous tuners receiving both VHF and UHF. These will cost possibly $20 or $30 more list, depending on cost of new tubes not yet in

(Continued on page 88)

Legal Scientific Opinion Divided

IS ANYONE going to take the FCC's final TV allocations report to court?

That was the $64 question last week, following issuance of the long-awaited end-of-freeze announcement [B&T, April 14].

The answer seems to be: There's lots of talk about going to court, but none among the Washington legal and engineering fraternity can say for sure yet.

There is less question, however, on whether anyone will go to court in specific city instances. Several Wa-freezers applicant for Channel 2, virtually promised to take just that action.

One prominent attorney flatly stated that he would go to court on a UHF-TV receiver manufacturer, Zenith, a Wa-freezer applicant for Channel 2 in Chicago, had protested Commission's proposal to change WBKB (TV) Frequency from Channel 4 to Channel 2. Final report made this change definite, and Zenith stated, according to newspaper reports, that it would fight the decision in court.

Before the year is out, it does that it probably will re-file its petition asking the FCC to rescind its decision changing the WBKB assignment, it was understood. Zenith was among a number of petitioners whom the Commission denied, but indicated that further petitions could be filed.

There was no clearcut consensus on the Commission's final report. Most broadcasters and manufacturers put Zenith's position as the "mathematical rigidity" of the allocations plan. He felt that his first move would be to petition the court for reconsideration of its decision regarding his client. This has to be filed within 20 days after publication of the Sixth Report and Order in the government's Federal Register.

It is doubted whether any attempts at litigation will be made prior to August.

Zenith Will Sue

However, only loser that has publicly stated it would go to court is Zenith Radio Corp., Chicago radio-TV receiver manufacturer, Zenith, a Wa-freezer applicant for Channel 2 in Chicago, had protested Commission's proposal to change WBKB (TV) Frequency from Channel 4 to Channel 2. Final report made this change definite, and Zenith stated, according to newspaper reports, that it would fight the decision in court.

Before the year is out, it does that it probably will re-file its petition asking the FCC to rescind its decision changing the WBKB assignment, it was understood. Zenith was among a number of petitioners whom the Commission denied, but indicated that further petitions could be filed.

There was no clearcut consensus on the Commission's final report. Most broadcasters and manufacturers putZenith's position as the "mathematical rigidity" of the allocations plan. He felt that his first move would be to petition the court for reconsideration of its decision regarding his client. This has to be filed within 20 days after publication of the Sixth Report and Order in the government's Federal Register.

It is doubted whether any attempts at litigation will be made prior to August.

Zenith Will Sue

However, only loser that has publicly stated it would go to court is Zenith Radio Corp., Chicago radio-TV receiver manufacturer, Zenith, a Wa-freezer applicant for Channel 2 in Chicago, had protested Commission's proposal to change WBKB (TV) Frequency from Channel 4 to Channel 2. Final report made this change definite, and Zenith stated, according to newspaper reports, that it would fight the decision in court.

Before the year is out, it does that it probably will re-file its petition asking the FCC to rescind its decision changing the WBKB assignment, it was understood. Zenith was among a number of petitioners whom the Commission denied, but indicated that further petitions could be filed.

There was no clearcut consensus on the Commission's final report. Most broadcasters and manufacturers put Zenith's position as the "mathematical rigidity" of the allocations plan. He felt that his first move would be to petition the court for reconsideration of its decision regarding his client. This has to be filed within 20 days after publication of the Sixth Report and Order in the government's Federal Register.

It is doubted whether any attempts at litigation will be made prior to August.
More Sponsors Are Signed

By FLORENCE SMALL

AT LEAST eight advertisers fig-
ing in important actions last week with the conviction that development of television being a perceptible drift to news shows, presumably as a result of heightened public interest in that form of program during an election year.

Gulf Oil Corp. is understood to be considering at least 10 to 15 markets for radio news shows which will be placed on a local basis and start in June.

Gulf, which sponsors We the People on NBC-TV (Friday, 8:30-9 p.m.), meanwhile announced that the editors of Life magazine will produce that program dealing with the forthcoming political campaigns and conventions, starting May 9 for 13 weeks.

Phillips Petroleum Co., Bartles-
ville, Okla., which is sponsoring six-quarter-hour news shows weekly in 28 radio markets, starting the last week in April, will sponsor half-hour Teletext Digest with Hamm in association with WHDH Boston on a week on 18 television stations. Agency is Lambert & Feasley, New York.

New York, New Haven and Hartford railroad will sponsor five 15-minute telecasts a day on WHDH Boston directly from Chicago during the national political conventions there in July. The programs, Studying the Presidential Vote, with William B. McLaughlin, are said to be representatives of the first instance of convention reporting by a Boston outlet. The railroad, through Chambers & Brannen, along with sponsor WHDH coverage of Massa-

THE big issues which face the American people. We hope to present the dramatic picture of the current political scene each week.
MEDI A SEIZURE

RADIO and television stations can be seized by the government any time the President sees fit, judging by the tenor of a statement made Thursday by President Truman.

Newspapers, too, face the same prospect, according to some interpretations of the President's comment, made as a news conference held in connection with the convention of the American Society of Newspaper Editors, held in Washington.

This is believed to be the first time such a threat to newspapers has been implied by President Truman.

Col. J. Hale Steinman, co-publisher of the Steinman newspapers which own the Steinman radio and television stations, in Pennsylvania and Delaware, asked the question that inspired the Presidential statement.

"You have seized the steel mills, Mr. President," Col. Steinman said. "Can you also seize newspapers and radio stations?"

The President, obviously not relishing the query, answered quickly in this way: Under certain circumstances the President must act in the best interest of the country. He then turned quickly to another editor who had taken the floor to ask a question on another subject.

Radio and TV stations under Sec. 606 (C) of the Communications Act are subject to seizure in case of war, threat of war, or other national disaster, or to preserve neutrality. The President upon proclamation may close or commandeering

ENGINEERING FIRM

ESTABLISHMENT of the radio-TV consulting engineering firm of Vandivere, Cohen & Wearn in the Everglades Bidgewood Building was announced last week. The three partners had been associated with the engineering firm of Weldon & Carr.

Edgar F. Vandivere was graduated from Emory U. in 1934 and earned a graduate degree at Duke U. in 1935. After teaching at Clemson College, he joined the FCC in 1942, leaving in 1945 in a position as a branch chief in the Technical Research Division to join Weldon & Carr as senior physicist.

Jules Cohen was graduated with an E.E. from the U. of Chicago in 1938. He served with the Navy during World War II, attaining the job of executive officer of the Electronics Division, Commander, Service Forces, Navy.

He joined Weldon & Carr in 1945. Wilson C. Wearn is a 1940 electrical engineering graduate of Clemson College. He served with the Army during World War II and then taught electrical engineering at Clemson. He later was a technical expert with the FCC Hearing Division. He joined Weldon & Carr as a senior engineer.

FEBRUARY GROSS

GROWTH of television as an advertising medium is spotlighted by Publishers Information Bureau's reports on the volume of advertising on the radio and TV during February. Totals for both radio and TV were less than in January, however.

Not only does the February TV network gross time sales revenue of $14,786,047 top the month's radio network gross of $13,560,948, but the TV networks during the month broadcast programs sponsored by 192 advertisers, 16 more than the 176 who sponsored programs on the four major radio networks.

And, although the maximum number of stations carrying any sponsored TV network show was 62, in contrast to the 536 stations broadcasting the most widely dissem inated network radio programs, the average radio network comprising three or four times as many stations as the average TV network included, the average

(Continued on page 28)

TABLE I

TOP TEN NETWORK ADVERTISERS FOR FEBRUARY 1952

<table>
<thead>
<tr>
<th>Network</th>
<th>Advertiser</th>
<th>Gross</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$1,372,937</td>
<td>8,702</td>
<td></td>
</tr>
<tr>
<td>2. Sterling Drug</td>
<td>447,946</td>
<td>1,936</td>
<td></td>
</tr>
<tr>
<td>3. Colgate-Palmolive Co.</td>
<td>326,467</td>
<td>2,943</td>
<td></td>
</tr>
<tr>
<td>4. General Mills</td>
<td>274,904</td>
<td>3,206</td>
<td></td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>524,551</td>
<td>3,054</td>
<td></td>
</tr>
<tr>
<td>6. American Home Products Co.</td>
<td>388,184</td>
<td>2,248</td>
<td></td>
</tr>
<tr>
<td>7. Philip Morris &amp; Co.</td>
<td>352,965</td>
<td>1,952</td>
<td></td>
</tr>
<tr>
<td>8. Colgate-Palmolive-Past Co.</td>
<td>356,467</td>
<td>1,903</td>
<td></td>
</tr>
</tbody>
</table>

TABLE II

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT FOR FEBRUARY 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Manufacturer</th>
<th>Gross</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>All-Channels Mfg. Co.</td>
<td>$3,602,875</td>
<td>52,040</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>Brown Shoe Co.</td>
<td>203,005</td>
<td>419,408</td>
</tr>
<tr>
<td>Automotive, Auto. Access.</td>
<td>Electric Auto-Link Co.</td>
<td>69,966</td>
<td>18,950</td>
</tr>
<tr>
<td>Building Materials</td>
<td>Mutual Building</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Clothing, Textiles</td>
<td>American Textile Mills</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Associated Press</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Appliances</td>
<td>Associated Cars</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
<td>612,508</td>
<td>156,713</td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Appliances</td>
<td>Hall Bros.</td>
<td>512,508</td>
<td></td>
</tr>
</tbody>
</table>

TABLE III

COMPASS ROUGH RATIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Manufacturer</th>
<th>Gross</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>All-Channels Mfg. Co.</td>
<td>$3,602,875</td>
<td>52,040</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>Brown Shoe Co.</td>
<td>203,005</td>
<td>419,408</td>
</tr>
<tr>
<td>Automotive, Auto. Access.</td>
<td>Electric Auto-Link Co.</td>
<td>69,966</td>
<td>18,950</td>
</tr>
<tr>
<td>Building Materials</td>
<td>Mutual Building</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Clothing, Textiles</td>
<td>American Textile Mills</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Associated Press</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Appliances</td>
<td>Associated Cars</td>
<td>52,806</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
<td>612,508</td>
<td>156,713</td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Appliances</td>
<td>Hall Bros.</td>
<td>512,508</td>
<td></td>
</tr>
</tbody>
</table>

Further Reflects TV Rise

with the average radio network comprising three or four times as many stations as the average TV network included, the average

April 21, 1952 // Page 27

ERIC W. STOCKTON

ERIC W. STOCKTON, board chair man, Stockton-West-Burkhart Inc., Cincinnati-New York advertising agency, died unexpectedly April 16 at his home in Cincinnati. Survivors include his wife, two sons and a sister.
CONSTRUCTION

A BLANK check for construction permits and materials allotments virtually has been issued to the national building industry by broadcasters, according to a progress report on station projects received by allocation authorities last week.

A summary of applications prepared by the Industrial Expansion Division of the National Production Authority showed that numerous broadcast bids had been approved through April 11 and others that were pending with assurance their projects would be completed.

The breakdown, which spells out NPA’s construction grants for the second quarter announced last month [B+W, March 24], covered these radio-TV broadcasters:

NBC projects in Hollywood, Burbank, New York and Brooklyn; CBS in Los Angeles and Chicago; ABC in San Francisco; DuMont Labs. in New York; WKBW-TV Binghamton, N.Y.; WCAU-AM-FM-TV Philadelphia; WABC-AM-FM-TV New York; WITI-TV Milwaukee; WDAM-AM-TV Kansas City, Mo.; WHUM-Pa.; WJJK-TV Detroit; and others, including community TV antenna interests. (See table.)

At the same time, the Commerce Dept. lifted its short-term freeze on steel deliveries for civilian uses and the Defense Production Administration announced third quarter steel quotas would double the April-June allocation for commercial building. It was indicated that industrial (radio-TV) supplies would ease as well. Commerce Secretary Charles Sawyer predicted that steel output “will very shortly be back to normal,” thus indicating an ample supply in the months ahead for radio-TV broadcasts as predicted by NPA Administrator Henry Fowler (B+W, April 7).

Probable Grants Noted

The accompanying table shows allotments granted both for construction permits and quotas of materials for the first two quarters. In those instances where approval was not indicated the application was pending with every likelihood of being granted in subsequent quarters.


Of the seven NBC projects listed, four have been publicly approved, including the network’s bid for materials to construct new facilities at Burbank, Calif. Actually, this two-studio project was scaled down to $25 million and, while NPA listed the value at $5 million-plus, the estimate is closer to $2.7 million [B+W, March 17, 10]. Work has begun, however, on the projects still pending, with the result the network will be able to complete facilities at Rockefeller Center, New York and in Hollywood.

Meanwhile, NBC will erect two additional studios on the 49-acre Burbank property, it was revealed in Hollywood.

NBC has been granted the “go ahead” by NPA for the second unit of buildings. Approval of the network’s application covers the third quarter of this year and will make available critical materials necessary.

NBC recently broke ground for the first studio unit, to be ready by Oct. 1 [B+W, Mar. 24]. With NBC on its new floors, approval on plans, the second unit is expected to be completed by year’s end. O. B. Hanson, NBC New York vice-president in charge of engineering, was in Hollywood during early April blueprinting plans.

ABC is moving ahead with work on studios and offices in San Francis- co on the strength of two quarter grants, while DuMont Labs. report progress on two WABD (TV) New York projects. Company has applied through the third quarter.

CBS Material Guarantee

CBS reported its Los Angeles TV center as 45% complete, with guarantee of materials through the third quarter. CBS also applied for materials to erect facilities now in the International Amphitheatre in Chicago for the Democratic and Republican National Conventions in July. Pending was NBC approval on grants.

Not shown in the breakdown were Tampa Broadcasting Co. (WALT Tampa, Fla.), which was exempted on alterations estimated at $7,500, and KWTX Broadcasting Co. (KWTX Waco, Tex.), exempted similarly on station alterations for $71,680.

Details on other broadcast proj- ects is community TV projects are shown in the table. Many of them involve applications filed with NPA over the past eight months [B+W, Sept. 24, 1951, et seq.].

BROADCASTING • Teletasing

A NATIONAL SPOT

NARTSR Shows Advantages

$134 million in 1951. Spot’s 1955-1950 gain of 771% is compared to a 269.7% rise in network advertising during the same period.

As evidence of national spot’s effectiveness, NARTSR cites adver- tisers who have used the same station or stations for 10 years or longer, including Household Fi- nance, BC Headache Remedy, Ral- in-Wax, Texas Co., Stanback, J. A. Fogler, Carter Pills, Dr. Caldwell, McKesson & Robbins, Phillips Petroleum, St. Joseph’s Aspirin, Conoco Motor Oil, Socony-Vacuum and Colgate.

It is pointed out that Esso Re- porter, as another example, was placed on 11 stations in 10 mark- ets in 1939, whereas in 1951 it was on 52 stations in 49 markets.

FCC Figures Cited

From the station’s standpoint, it is stressed that 70% of the spot dollar goes to the broadcaster, compared to 30% of the network advertiser’s dollar.

FCC figures are cited to show that, in 1950, clear-channel station income came 27.2% from network business, 50.7% from spot and 22.1% from local sales. For regional- stations: 19.4% network, 31.4% spot, 49.2% local. For sta-
EIGHT BELLS, ALL’S WELL FOR SEABOARD

By WILLIAM A. THOMPSON
FOUNDER AND CHAIRMAN OF THE BOARD, SEABOARD FINANCE CO.

IT WAS a tribute to the penetration of radio advertising when newsboys sounded bicycle bells and sang out “Eight bells and all is well” as they smacked their newspapers against entrances of Seaboard Finance Co. offices in California back in 1940.

Seaboard had been a radio advertiser for three years, first by purchasing time signals and then with sponsored programs. From the beginning, the ringing of ship’s bells marking the hour had been the maritime theme preceding the Seaboard commercial.

Proof that the company’s advertising dollar had been well spent was on more businesslike and authoritative records in its files. The bicycle bells, however, were still a pleasant dramatization of the statistics.

By this time we were quite thoroughly sold on this medium of advertising in areas in which we had tried it. We gave every credit except one—in the beginning we elected to buy radio time; no station or network representative had approached us to sell us so much as a spot announcement.

First In Field
Seaboard Finance Co. was first in its field in the Los Angeles area to become extensive radio advertisers. We believe that we were also first nationally. We have never checked for verification.

When we embarked on a testing program of radio time in 1937, Seaboard was then a comparatively young company (we celebrate our 25th anniversary on July 1, of this year), with 22 offices in California only and an annual volume of business of $749,000.

Today Seaboard is represented by 150 offices in 23 states. Volume of business for 1951 was $123 million.

When Seaboard opened the doors of its first office, a small frame house at 2514 So. Figueroa St., in Los Angeles, on July 1, 1929, personnel consisted of two—my wife and me.

Our capital was my experience as general manager of a small chain finance company, a small amount of money, and a fair amount of credit. The latter was important since the money we had on hand was only $2,790.

Seaboard not only weathered the depression when sturdier firms failed, but it grew. The personnel was expanded to include 975 employees. Among those who came to us in our first years, six are still with the company. First earnings went back into the company to provide working capital. In 1936, Seaboard for the first time sold stock to persons not employed by the company.

We attribute our present place in the finance field (fourth largest in the United States) in large measure to adhering to one rule in every phase of operation—absolute honesty. And we believe that it was this rule applied to our advertising copy for radio which has brought, and continues to bring us, successful results.

Seaboard specializes in small loans—loans for radios, refrigerators, other household appliances and furnishings (hard goods); accumulated bills, medical expenses and money for other human emergencies. We also loan large sums of any denomination, in states where there is no loan limit, but it was and is to the small borrower that we direct our radio advertising copy.

In our thinking, it was poor business to encourage anyone to ask for an unwarranted loan or to permit him to borrow beyond his ability to repay without hardship. Either would be a disservice, instead of the personal service on which the policy of our company is predicated.

Some years prior to 1937, we had made one abortive venture into radio advertising. Our returns seemed slight for the money spent. We learned, however, in the light of later experience that had we spent the more-over-all returns would have been more satisfactory. But as it was, we pigeon-holed the idea of radio for us.

Then at a dinner, I met Frank Bull and Dick Smith, partners in the advertising firm of Smith & Bull, with whom I had had a slight earlier acquaintance.

They were both crusaders for radio advertising and pointed to its successful use by many of their agency clients. Mr. Bull, a sports-caster and disc jockey as well as advertising specialist, was extremely articulate.

Soliciting or Not?
And the emphasis of both men was consistently on “radio time rightly placed and rightly used.” Neither was soliciting the Seaboard account—or perhaps they were. I’ve never been quite sure.

I believe I closed the discussion that night with a polite, “Well, you may be right but our one experience with radio was unrewarding.”

Three days later, after thinking over the conversation, I phoned the advertising partners and asked them to come to my office to discuss the matter further. Before they left my office that night, Smith & Bull were advertising representatives for Seaboard. And we were committed to trying radio again.

The initial program laid out for testing was the purchase of time signals on independent Los Angeles stations. The ship’s bells insignia, which so amused us when newsboys took it up and which we still use, were fixed on as our signature. And it was agreed that results both as to applicants directly traceable to our radio advertising as well as true representation were to be checked and analyzed thoroughly.

To do this, our loan application blanks were changed to carry a detachable portion on which was indicated whether the applicant had been sent to us by word-of-mouth, or some one advertising medium. (We also used direct mail and newspaper advertising.) Interviewers were then instructed to give a detailed report of each applicant’s picture of borrowing possibilities.

Information relative to applicant sources and inferences drawn from advertising copy were then relayed to Smith & Bull. Any announcement that in any way could be considered misleading, was changed immediately.

Back in 1937 semantics was not so popular a subject as it is today. We soon learned, however, that a single word, though technically correct, could produce an erroneous picture in the mind of the hearer.

Those round-the-clock time signals on local stations proved (Continued on page 68)
NEWS AWARDS
For Smith, Murrow, Davis

EXCELLENCE of presentation and interpretation of foreign news was basis for judging seven annual awards of the Overseas Press Club, announced Friday.

Three of the awards went to broadcasters:
Howard K. Smith, CBS Radio European news chief, won for ‘‘the best consistent radio reporting from abroad.’’ Mr. Smith is on CBS Radio from 12:30-12:45 p.m., Sundays during World Affairs Report and at frequent intervals on the 7 p.m., daily World News Roundup and other CBS Radio newscasts.

Edward R. Murrow, CBS Radio newsmen, editor of CBS-TV’s See It Now and, with Fred Friendly, co-producer of the same program, won the Overseas Press Club award for ‘‘the best consistent television presentation of foreign news.’’ Mr. Murrow has been honored by the group previously in 1940, 1948, and 1956.

Elmer Davis, veteran news analyst of ABC, won the award for ‘‘the best radio interpretation of foreign news.’’ Mr. Davis’ analyses are heard on radio, Monday through Friday, 7:15-7:30 p.m. EST.

Other awards, voted by secret ballot of 700 present and former foreign news representatives, went to:
William Oatis, president of the Communists in Czechoslovakia, who won the $500 George Polk Memorial Award for consistent demonstration of courage beyond the call of his profession. (Mr. Polk was an American newswoman who disappeared mysteriously in Norway a few years ago.)
Frank Noel, Associated Press photographer now a prisoner of the Chinese Reds, for ‘‘the best interpretation of picture, illustrating foreign news of the year.’’


Presentation of the awards will be made at the club’s annual dinner, to be held at New York’s Waldorf-Astoria Hotel, May 7, the seventh anniversary of V-E Day. John Daly, club president and moderator of CBS-TV’s What’s My Line? will preside.

Meighan Returns
HOWARD S. MEIGHAN, suddenly replaced by Adrian Murphy as president of CBS Radio in mid-March (TVT, March 18), was back at work at CBS last week after a vacation which started immediately after the executive realignment. Officially, he was returning to Columbia’s ‘‘General Executive Group,’’ concerned with overall policy problems of the company, as scheduled when he relinquished the radio network presidency.

PLANING final details for retail sales campaign which opened yesterday (Sunday) are George Johnston (seated), general manager of Drug Merchandising Guild, and (standing, I to R) Frank J. Miller, treasurer, Maudsley-Miller Adv.; Homer Grifith, agency account executive; Alkie Houston, manager, WFFA-TV Dolles; Robert Sherry, drug firm district sales manager; Terry Lee, WFFA-TV sales manager, and Buell Hamilton, Dallas manager for Edward Petry & Co., station’s national representative. Contract calls for 12 quarter-hours weekly on WFFA-TV and a nightly sportscast plus a weekly film over WFFA-TV.

BMI CLINICS
Eight Meetings Set On West Coast

WITH regional or state broadcaster associations acting as host and involving two separate sets of speakers, eight BMI radio program clinics are to be held in the western states starting next Monday (April 28) through May 9.

B. C., on May 6 and follow balance of the circuit.

The traveling speakers and topics: William Finishesher, MBS executive vice president, ‘‘Quicker Than the Eye’’; William Holm president, WLPO La Salle, Ill., ‘‘Opportunities in Local News’’; Mahlon Aldridge, general manager, KFRO Columbia, Mo., ‘‘After the Sale — What Then?’’; Harry McGuire, president, WINN Louisville, Ky., ‘‘Music is Our Business.’’

Two regional broadcasters will augment the Seattle clinic at the Olympic Hotel. Robert Wesson, program and promotion, and promotion, KFH Spo- kane, will discuss ‘‘Importance of Teamwork Between Programmers and Sales’; Jerry Geehan, station manager, KMO Tacom, will talk on ‘‘Building an Audience on Local Stations.’’

The Portland regional speakers are to be Frank Logan, general manager, KBND Bend, Ore., with topic ‘‘Promoting Local Sales’’; and Lee W. Jacobs, president KBKR Baker, Ore., discussing ‘‘The Inflation of Broadcasting.’’ Portland clinic will be at Hotel Benson.

Regional speakers at San Fran-
cisco BMI clinic in Clift Hotel on May 9 will be Russ Coglin, program director, KROK Oakland, with topic ‘‘A Locomotive Named Programming;’’ and Fred Russick, program director, KCBS San Fran-
cisco, discussing ‘‘Radio’s Inferiority Complex.’’

Under auspices of the Television Broadcasters of Southern Califor-
nia, BMI has also scheduled a special two day TV clinic session in Hollywood Roosevelt Hotel, May 28-29, with specialists in their respective categories from all parts of the country. Program will follow similar BMI television clinics being scheduled in New York May 19-20 and Chicago May 22-23.

LIBERTY DENIED
Baseball Injunction

LIBERTY Broadcasting System’s plans for Game-of-the-Day baseball broadcasts during the 1952 season were voided Monday in Chicago Federal District Court as Judge John P. Barnes denied relief in the form of a Temporary restraining order against 13 major league ball clubs and Western Union (BT, April 14).

The injunction is considered a major blow to Liberty’s status because it cripples the network baseball programming until next year. In the meantime, Liberty President Gordon McLendon is seeking full speed for the trial on the $12 million conspiracy suit brought against the clubs and the telegraph company Monday.

The petition filed Monday by Liberty attorneys, McConnell, Lutkin & Van Hook, Chicago, named Western Union as a co-defendant and charged it with conspiring in the cause of existing contracts with the major leagues. Basis for the charge was that the contracts provide for ball club control of distribution, thereby securing restraints.

Liberty said this practice was illegal under terms of the Communications Act, provisions of which would nullify any Western Union contracts of this nature.

Liberty’s only recourse now is to bring other antitrust suits to trial as soon as possible, which an LBS attorney said would be October at the earliest.

The network late last week was negotiating with Chicago’s WGN and the rest of the NBC family to extend the coverage nationally. It was also reportedly conferring with the Brooklyn Dodgers for national rights.

WALK DEDICATION
Long Island Outlet Opens

DEDICATION of WALK East Patchogue, L. I., N. Y., was to take place at opening day ceremonies last Saturday, according to Capt. John T. Tuthill Jr., president. WALK is a sign-on 500 w. daytime on 1370 kc.

Capt. Tuthill said the station is awaiting FCC authorization to go on the air and that the Saturday ceremonies officially opened the new building. Other WALK officials are W. K. Macy Jr., vice president and principal stockholder, and Niles E. Fegerdahl, general manager.

Page 30 • April 21, 1952
Morgan Beatty meant to say: "And that's the News of the World," but "old disaster man" Beatty was nonplused by a news story. The story? A baby born to a 79-year-old mother and an 80-year-old father.

It isn't easy to confuse Morgan Beatty. He earned the title "old disaster man" on the 1927 Mississippi flood story and has covered most of America's violent upheavals since. As a Washington analyst, Beatty had a two-year beat on the 1937 Supreme Court battle. He accurately forecast the successful Russian resistance in 1942.

Now America's leading interpretive reporter, his NEWS OF THE WORLD for Miles Laboratories is the highest rated daily news show in radio. In this vital election year, Beatty's primary assignment, and that of 100 other NBC men of news, is to cover the primaries, the conventions, the elections as they've never been covered before.

Beatty, Swayze, Chaplin, Hicks—big names in news—but only a part of the thousand-man, news-gathering force which makes the NBC News Center supreme in broadcasting.

Nearly everyone in America learns the news first from radio or television. And the fact that NBC, day after day, broadcasts the highest rated news shows on radio and television proves most people learn news first from NBC. They learn more news, too, because regularly, on radio and television, NBC broadcasts more hours of news than any other network.

In this, the most intense political campaign year since 1932, all news assumes larger significance and quickening importance. As before, most Americans will learn the news first and learn more of it from NBC.
February Gross
(Continued from page 27)

The table VII compares the monthly gross figures for radio and TV since last August.

The top advertisers in the March 1952 campaign watched through 400,000 sets served by 30 stations in 18 cities.

Industry witnesses were questioned by John Monroe, committee counsel, about the danger of faking political programs, recalling a composite photo used in a Maryland senatorial campaign. He suggested rules against faking should apply to radio and television but was reminded of the Communications Act and FCC regulations.

The need to give the industry "lebel protection" (S-2658, HR-7062) are pending before the Senate and House Interstate and Foreign Commerce Committees.

Danger of antagonizing the public toward candidates who appear in place of popular programs was stressed by Sen. Monroney.

Present law limits national committees to $3 million expenditure in the campaign. Senate candidates are limited to $25,000 and House candidates to $5,000.

ABC PICKS WHITE
To Cover Conventions

Paul W. White, former news director of CBS and now with KFBM-AM-TV San Diego, has been appointed managing editor of ABC's radio and television new staffs to direct their coverage of the Republican and Democratic Presidential conventions this summer.

His appointment for the assignment, for which he has been granted a three-month leave of absence by the KFBM stations, was announced by Thomas Velotta, ABC vice-president in charge of news and special events.

ABC's radio-TV coverage of the conventions, to be held in Chicago in July, is being sponsored by Admiral Corp.
A concentrated cross-country schedule brings the BMI Program Clinics to you in your own area. Thirty-eight Clinics in 37 States under the auspices of your State Broadcasters Associations. Five additional clinics in Canada complete the Itinerary.

Past BMI Program Clinics have been hailed as "the most comprehensive job of spreading info about latest programming techniques and ideas"—(Variety) and "BMI Clinics spark local showmanship"—(Sponsor). This 1952 series will be bigger and better.
the total revenues of AM-FM-TV stations in all 63 TV markets in 1951, compared to 26.2% in 1950 and 10.7% in 1949. Revenues of 504 AM-FM stations and 108 TV stations in these cities totaled $342,276,000 for 1951, of which $148,086,000 was attributed to TV. (5) For the first time, total AM-FM revenues exceeded total AM-FM revenues in six TV cities—Columbus, Los Angeles, Philadelphia, New York, Cleveland and Baltimore.

By age of station, the FCC reported that 1942 and later stations were making out better than post-war stations. Of the 800 stations established between 1942, only 63 or 11.6% reported a loss in 1951. Of the 1,988 stations established in 1942 or subsequently, 380 or 23.8% reported a net loss in 1951. Greatest number seem to be in the 1946-48 class. 184 reported a loss in 1951. The 800 pre-war stations had total revenues of $323,850,000 in 1950, income of $44.5 million. This compared to the 1,386 post-war stations’ total revenue of $122.8 million, income of $11.0 million.

Commission called attention to the fact that one network (believed to be CBS) was revising its financial statements, which reflected more completely the division of expenses between AM and TV. This meant that the final AM network income data for 1951 may be higher than shown in last week’s report on estimated 1951 income. The Commission also reported that the estimated income of AM-FM stations which reported losses in 1951 represents the smaller proportion of losers since 1946.
Four-Day Session Held in Columbus

EDUCATORS, commercial radio-TV broadcasters and government agency officials convening at Columbus, Ohio, the past four days for Ohio State U.'s 2nd Institute for Education by Radio-Television.

While the recent National telecasting in view of FCC's lifting of the allocation freeze, a myriad of varied subjects ranging from international broadcasting to small college station problems occupied a crowded agenda. Sessions were held at the Deschler-Wallick Hotel Thursday through Sunday.

The theoretical approach to broadcasting was reflected in a series of panel discussions touching on news and special events aspects of commercial radio-TV stations, tape recordings, youth discussion broadcasts, organized listeners' groups, programming of music, religious and other broadcasts, international broadcasting and communications research, educational radio, fare offered by government agencies and national organizations and numerous TV panels.

FCC was represented by Chairman Paul A. Walker and Comrs. E. M. Webster and Frieda Hennock. Other government participants were to include Jack T. Johnson, assistant administrator, Federal Civil Defense Administration; John Meagher, acting chief, Radio-Television Division, Dept. of Commerce.

Symposium on TV Held
Opening conference session last Thursday evening was a symposium on TV programming and a similar general session was held Friday on "What the Educational Administrator Expects from Television." (See separate story page 80 and AT DEADLINE.)

A number of allied groups also held concurrent meetings with the institute, which last year, in acknowledgment of the growth of the visual medium, incorporated television for the first time in its title.

Among those organizations meeting were the National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television, New York Times Youth Forum, Intercollegiate Broadcasting System and Ohio Assn. of Radio News Editors. FCC Chairman Walker was to address the Times forum Friday.

Comr. Webster was to address a Saturday session on "Broadcasting to Foreign Countries," which included a talk on international radio consumer studies by Leo Lowenthal, chief of the Voice of America's Program Evaluation Division on collaboration of international broadcasting systems, by Pierre Cremesse, director of the French Broadcasting System's North American branch; and shortwave coverage of the world audience by Gen. Frank E. Stoner, VOA communications coordinator.

Comr. Webster told a work-study group that "frequency demands of virtually all nations have far exceeded the spectrum space available... and countries thus far appear to have been unable collectively to tailor their demands to the restricted space."

Large and powerful nations must accept full responsibilities before the present 'chaotic condition' in international broadcasting can improve," he asserted.

Not Hopeful
The FCC Commissioner was not overly optimistic. He expressed belief that the original Atlantic City frequency agreement in 1947 was not intended "to provide for the international broadcasting requirements of a deeply troubled world using high frequencies as a means of engaging in a heated propaganda battle."

Noting successes and failure of international conferences since World War II, Comr. Webster called on larger nations to assume world leadership in radio, despite their reluctance, and "see to it that the high frequency broadcasting problem is equitably resolved." Planned use of international frequencies had become inoperative by 1949 because the number of stations had increased to "fantastic proportions," he observed.

A session on "Communications Research" was scheduled Saturday under chairmanship of Merritt C. Ludwig, supervisor of the Fund for Adult Education television project at WOI-TV Ames, Iowa. Dallas W. Smythe, research professor, Institute of Communications Research, U. of Illinois, was to discuss the significance of findings in the TV monitoring studies sponsored by the

Four-Day Session Held in Columbus

Mr. Lowenthal planned to tell the work group that international communications research is a relatively new field requiring new skills. His advance talk described field studies in the Near East where, he said, the Voice of America commands a faithful audience. Those studies, he added, pose difficult questions on national attitudes in relation to broadcasts of political programs and propaganda.

Use of radio frequencies for education was to be covered by Franklin F. Dunham, chief of radio-television, U. S. Office of Education, in a session on the subject with respect to commercial stations. Noting that the U. S. places a high value on education, Mr. Dunham in his prepared talk emphasized that not only do commercial outlets have a legal obligation to serve the public interest, convenience and

(Continued on page 86)

from the nation's top radio and television buying markets

AVERY-KNODEL INCORPORATED
serves its stations, agencies and advertisers
NEW YORK
CHICAGO
ATLANTA
DALLAS
LOS ANGELES
SAN FRANCISCO
235 Montgomery Street, YUKON 2-3877
Network Rate Cuts' Effect
(Continued from page 28)

MBS, Sun., half-hour, through Sept.
Emerson Drug Corp. (Bromo-Seltzer) had Hollywood Star Playhouse on CBS Radio, Mon., half-hour, through July.
Glomar Corp. (cosmetics) had Let's Huntley on ABC, Thurs., 15 min., Sept.-Dec.

Goodnews Broadcasting Assn—Back to the Bible on ABC, Sun., half-hour, May-July.
International Tel. & Tel. Co. (radio, TV sets, clocks)—Van Devert on MBS, Sun., half-hour, Aug.-Oct.
Jackson & Perkins Co. (Christmas mos. roses) gardening talks on CBS Radio, Sat., 15 min., in May Sept. and Oct.
Lee Pharmae Co. (Shadow Wave home permanent) Chet Huntley on ABC, Tues., Thurs., 16 min., June-Dec.
Niresk Industries (dolls) Sidney Walton on ABC, Mon.-Fri., 15 min., eight broadcasts in Nov.-Dec.
Norwich Pharmae Co., Robert Trout on NBC, Sun., five min., through July.


Wheelaway Stoves (milk) Memo From Molly on CBS Radio, Sun., half-hour, to Sept.

Schenley Industries (beer) Blake Reporter on ABC, Mon.-Fri., five min., Annual and semi-annual Newsear on MBS, Monday-Friday, 15 min., July and Aug.

Sicair Oil Corp.—Charles Collingford's Television Ranch on CBS Radio, Sun., 15 min., through Dec.
U. S. Government (recruiting) Let's Go on ABC, Mon., half-hour, through July; Frank Lankin on NBC, June-Aug.


W. S. Government (recruiting) Let's Go on ABC, Mon., half-hour, through July; Frank Lankin on NBC, June-Aug.


When it came to radio, there was only one choice

"Who is the top salesman in your field?" That was the question put to hundreds of executives by Forbes, distinguished publishing firm, in a recent informal poll.

The answers are now out, for everyone to read, in a fascinating new book, "America's Twelve Master Salesmen." Here, the greatest salesmen of our time—in real estate and retailing, cigarettes and securities—tell their secrets of getting results.

When it came to selling by radio, the master salesman turned out to be a woman... MARY MARGARET McBRIDE.

That's no surprise to Mary Margaret's millions of faithful followers... to her happy sponsors... or to ABC. First Lady of Radio, Lady Aladdin of Broadcasting, number-one miracle of modern radio—whatever she has been titled—Mary Margaret McBride is undoubtedly the greatest single selling force in radio history. She is believed and beloved as no other person in advertising.

Wouldn't it be wonderful if you could hire one of America's twelve master salesmen? It so happens, you can! Mary Margaret McBride is now available for sponsorship—local, regional or national—on all ABC Radio Stations except in the Chicago area! For details, get in touch with The ABC Cooperative Program Department.

Exclusive Management
ESTELLA H. KARN
49 West 45th Street, New York City

America is SOLD on ABC
American Broadcasting Company

BROADCASTING • Telecasting
Easy Conversion to UHF Promised
(Continued from page 25)

production. Production of UHF-only sets is planned for markets where no VHF service is available. Admiral Corp., Chicago, plans to bring out its VHF sets and go into UHF next year by giving free tuning strips to more than two million owners of sets with turret tuners and to all new buyers in 1952, Vice President Richard A. Heman said. Admiral has no cont-

side converter necessary. All that servicemen need do, he explained, is remove an unused VHF tuning strip from the Admiral turret tuner and insert a UHF strip.

He said Admiral was the first company to produce the turret tuner, having “long anticipated” the arrival of UHF.

Hallicrafters, Chicago, has four approaches to the UHF problem: Install UHF strips on set models equipped with the dynamic or turret tuner; manufacture a UHF tuner for new sets not having the dynamic tuner, with the UHF tuner mounted in a space provided in the chassis; manufacture a UHF turret, which could be hooked on or placed on top of the receiver; and make combination UHF-VHF sets if customers want one. A spokesman for the company said they could manufacture such a combination set now as preparatory work has been completed. All Hallicrafters sets manufactured since June 1950 are equipped with turret tuners.

Belmont Radio Corp., Chicago, which manufactures Raytheon television sets, has a continuous UHF tuner which can be mounted on the VHF tuner with a substitute dial. One-knob action will bring in 83 channels. If the auxiliary unit is added at the factory for conversion, the cost is $29.95. If it is attached in the field, it is $39.95. The unit is a small box-like mechanism described as the size of a portable radio which can be set on top or at the side of the chassis.

UHF Conversion Facilities
All sets in the line of Scott Labs., Chicago, and most of those made by John Meck Industries, Plymouth, Ind., are equipped with a turret-type tuner to which UHF strips can be added. The sets have been pre-wired for UHF conversion. The company has also produced a separate converter experimentally, but will not produce these until there is a demand for them, which Meck officials expect next year “as the earliest.” The firm has also manufactured the UHF tuning strips experimentally, and could place them in the hands of dealers “within a week” if the public demand warranted production.

Standard Coil Products Co., maker of tuners, has always produced a tuner compatible to special needs of UHF without additional structural change or converter, said Glen E. Swanson, president. The company has made 5,760,000 tuners, he said, which can be readied for UHF by simple substitution of coil strips for about $10, including installation. It

serves Admiral, Emerson, Capehart and others, he added. An 82-channel VHF-UHF tuner was demonstrated in February and has an August delivery date, he said.

H. L. Hoffman, president of Hoff-
man Radio Corp., West Coast firm, said its sets will give complete UHF coverage, with present sets easily adaptable. Conversion can be done by adding an external con-

verter or putting a slug on the tuner, he said.

“Ray Kays’” Holbert Corp., Culver City, will make sets with UHF strips built-in when UHF stations are on the air and demand exists,” said Harry Kays, president. He said present sets can be converted easily.

General Electric Co. is prepared to market a continuous-tuning UHF “tunistor” for use with present VHF sets, according to spokesmen, who said it will retail for $49.95. Additionally, the com-
p

pany has developed — and is ex-
p

pected to announce details in the near future — an adapter for installation inside VHF sets to permit them to receive selected UHF channels.

Installation By Set Owner
All Westinghouse VHF sets can be converted for UHF reception without sacrificing any of the 12 VHF channels and models introduced this year contain built-in UHF circuits making possible single-dial tuning of UHF as well as VHF. F. M. Sloan, manager of the Television-Radio Division, reported Thursday.

This year’s sets, he said, “are equipped to use a new tube-type plug-in channel receptor. Two units have gone into the factory, and two additional UHF channels and it is anticipated that this will meet the needs in most areas for some time. The set owner can make this installation. In case more than two UHF channels are available in an area, an all-channel continuous tuning unit will be available. A dial for UHF tuning is incorporated in all sets.” Sets with single-dial tuning manufactured before this year, Mr. Sloan said, can be equipped via the new tuner.

Retail price for the new tuner is $24.95 and Mr. Sloan said volume production is expected to bring this down. The units will be available in each area where UHF broadcast-
ing commences, he added. No price has been set for the continuous tuner covering all UHF channels.

DuMont Labs has both internal and external converters but has not decided when actual production will start, spokesmen reported. Nor have probable prices been revealed, but they will be “competitive” with those of other manufacturers. Many models of the DuMont UHF line contain built-in provision for converting or substituting tuning strips for local UHF channels.

Spokesmen for Emerson Radio & Phonograph Corp. said their company has been at work on de-

velopment of adapters or convert-

ers but they were not in a position to discuss details.

Sylvania Electric Products has developed a converter which is reported to be “in or ready for” pro-
duction, with retail price to be around $40.

Stewart-Warner Corp., Chicago, said sets have been convertible to UHF by addition of tuning strips since 1949. No plans for making converters were disclosed.

RCA-Victor said it has been in production several months with UHF receiving equipment. For VHF sets it has an all-channel UHF selector to be added to a set. Two low-cost selectors are de-
signed for areas with only one or two UHF stations. The selectors are said to function on any make TV set, with simple installation.

Six years of field testing and experiments have gone into the equipment, it was added, based on Washington and Bridgeport UHF reception. Reception will be as good as in the VHF band, accord-
ing to RCA.

Fred D. Ogilby, Philco Corp. vice president in charge of TV, said, “all Philco television sets have been equipped to accept adapters for a number of years. As soon as the UHF stations are in opera-

tion and the adapters are needed, these will be available in any quan-
tity, since they have already been developed and perfected. We plan to make no profit on the adapters but sell them as a service to our customers when needed.”
Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!

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

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

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

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

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

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

WBAL
50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.
Separate awards will be given in radio and television to network and local entries in these classes: (1) programs—drama, variety, musical, audience participation, juvenile, disc jockey; (2) commercial announcements, including station breaks and (3) new program created during the year. A fourth radio category is for special features, such as sports, public service, women's shows, news and veteran's shows.

Radio judges include Al Blanch, WBBM-CBS; Kenneth Craig, CBS; Jane Daly, Earle Ludgin; Bruce Dennis, WGN; Fred Harm, WJJD; Homer Heck, WMAQ-NBC, Irene Hess, Ruthrauff & Ryan; Lott Pettillo, WFCI; Paul Wolf, Leo Burnett and Dick Woolen, WENR-ABC, all Chicago. Judges for TV entries are Jack Arnold, Henri, Hunter, McDonald; Bill Blackett, Grant Adv.; Bob Brewer, McCammon-Eckson; Dave Dole, Leo Burnett; Fred Klein, Toni Co.: Jack Orel, Quaker Oats Co.; Karl Suphin, BBDO, and Alan Wallace, Needham, Louis & Brody.

Representing radio and television, respectively, on the general awards committee are Howard B. Meyer, manager of the O. L. Taylor Co. and George A. Vernon, TV network sales manager for ABC.

"one of our greatest assets...public relations
program built largely around WSGN and WSGN-FM"

ABC CHICAGO
Moves to New Studios

ABC CHICAGO completed a $300,000 move last weekend, transferring its Merchandise Mart facilities to the Chicago Daily News Bldg. across the river from its Civic Opera Bldg. headquarters [B+T, March 31]. WENR, ABC's owned and operated radio outlet, has what Vice President John H. Norton Jr. terms "a completely new broadcasting setup" with six modern studios, five of which are now being built on the 24th and 25th floors. One of the new studios will be used for both radio and WENR-TV, while another, now TV room, will be converted to radio use also.

New facilities in addition to the AM studios include a master control unit and an engineering equipment maintenance shop, as well as 12 tape recorders. Modern portable equipment for remotes is being purchased also, including microphone stands, amplifiers and cords.

CONVENTIONS

Full CBS Staff Assigned

EVERY regular CBS Radio and CBS Television newsroom is being backed by the entire radio network editing and writing staff, will be in Chicago for coverage of the Presidential conventions, it was announced last week.

Regular news commentators to be assigned to the political coverage, under sponsorship of Westinghouse Electric Corp., include Edward R. Murrow, Robert Trout, Eric Sevareid, Lowell Thomas, Bill Downs, Don Hollenbeck, Allan Jackson, Winston Burdett, Douglas Edwards, Walter Cronkite and the entire New York and Washington news staffs of both CBS Radio and TV networks. David Schoenbrun, who has been covering Gen. Eisen- hower's Paris headquarters, also will be sent to Chicago.

Regional reporters, also to be in Chicago for CBS AM-TV comments, are Grant Holcomb, KNXT (TV) Los Angeles; Jim Bormann, WCCO Minneapolis-St. Paul; Charles Ashley, WEER Boston; Charles Shaw, WCAU-TV Philadelphia, and Jack Knell, WBTV (TV) Charlotte, N. C. KSD-TV St. Louis will also be represented by a local news broadcaster.

CBS Radio coverage will be directed by Wayne Church, editor-in-chief of CBS Radio news, assisted by Theodore F. Koop, Washington news head; Henry Wefing, New York editor; Dallas Townsend, special events director, and Lew Shollenberger, Washington special events director.

Executive producer of CBS-TV convention coverage will be Sig Mickelson, CBS News director of news and public affairs, who is also chairman of the TV network pool executive committee. He will be assisted by Fritz Littlejohn, director of news, and Betty Koenig, TV program assistant. CBS-TV technical operations will be headed by R. G. Thompson, director of technical operations.

WASHINGrON STATE CLINIC

Set for Friday, Saturday

WASHINGTON State Assn. of Broadcasters is to hold its WSAB Sales Clinic and annual spring meeting this Friday and Saturday at Pullman, Wash.

Among those listed as speakers for the clinic are Kevin Sweeney, vice president, BAB; Joe Ward, general manager, Advertising Research Bureau Inc. and Maurice Mitchell, Associated Program Service. BAB has scheduled a program clinic in Seattle Friday, and WSAB hopes that William Ryan, BAB president, will speak before the gathering, either Friday or Saturday. Expected to be on hand is Jim Cox, West Coast representative for BMI, which also is holding clinics in the northwest region.
The GATES 52-CS Studioette is ideally suited for smaller stations because it provides complete studio operation for present AM, FM and TV service — yet is often incorporated into a larger master control type of installation.

In design and construction, the GATES 52-CS Studioette is modern in every respect. At modest cost, it possesses many features usually found in only the most comprehensive and expensive consoles and is intended for service where fidelity, noise and distortion requirements are exacting.

The 52-CS Studioette provides four mixing channels, two for microphone service and two for turntables. Both turntable channels are provided with cue attenuators so that turntables, network or remote lines may be connected to an external cueing amplifier where desired. The Studioette will accommodate three remote lines with complete override and cue facilities.

Four amplifiers are provided; two 2-stage preamplifiers, one 4-stage high gain program amplifier and one 3-stage, 50 Db. gain, monitoring amplifier. Power supply is self-contained.

The GATES 52-CS Studioette is ideally suited for smaller stations because it provides complete studio operation for present AM, FM and TV service — yet is often incorporated into a larger master control type of installation.

In design and construction, the GATES 52-CS Studioette is modern in every respect. At modest cost, it possesses many features usually found in only the most comprehensive and expensive consoles and is intended for service where fidelity, noise and distortion requirements are exacting.

The 52-CS Studioette provides four mixing channels, two for microphone service and two for turntables. Both turntable channels are provided with cue attenuators so that turntables, network or remote lines may be connected to an external cueing amplifier where desired. The Studioette will accommodate three remote lines with complete override and cue facilities.

Four amplifiers are provided; two 2-stage preamplifiers, one 4-stage high gain program amplifier and one 3-stage, 50 Db. gain, monitoring amplifier. Power supply is self-contained.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Write today for GATES SPEECH INPUT CATALOG where the functional block diagram and complete specifications of the GATES 52-CS Studioette will better acquaint you with the complete facilities provided in this versatile, yet inexpensive, speech input equipment.
BASEBALL WIRES

Majors' Service Maintained

WESTERN UNION strike did not affect baseball game reconstruction service to stations and networks so far as major league play was concerned, but wired reports of minor league games were halted completely by the line tie-up, company spokesmen said last week.

It was reported that supervisory personnel in, in some cases, non-union women telegraphers had coupled with sportswriters at baseball fields to feed play-by-play descriptions to radio outlets. Caught in some instances without any workers of its own, Western Union was understood to have resorted to its arch rival, telephone, to fulfill its sports services, with result that even news copy was "wired" from baseball parks by the end of last week when service was restored to 1,104 cities throughout the nation.

$100 JACKPOT for best guess among 149 media men in 14 states on arrival time of first ship to pass through ice-clogged Duluth Harbor into Great Lakes goes to Clifford E. Bolgard (seated), media director at Sherman & Marquette Adv., Chicago, from John Erickson (right) of Free & Peters, same city, station representative for WDSM Duluth. Station also conducted a local promotion, counting 50,000 entries from the public for $500 in cash prizes and $1,500 in merchandise. Other Free & Peters Chicago radio salesmen are (l to r) Art Bagge, Dean Milburn and Ray Neihengen.

NEW YORK AWOMEN

Contest Winners Announced

WINNERS in the 23rd annual advertising course conducted by Advertising Women of New York were presented $100 and $50 defense bonds as first and honorable mention prizes at New York's Waldorf-Astoria last Monday. Helen Berg, AWNY president, made the presentations.

Winners include: Carol Brock, hostess editor of Good Housekeeping magazine, first prize in merchandising; and Doris Standfield, advertising department, Johnccy Pub. Co., New York, who tied with Mrs. Brock for first place in public relations and publicity; Marcia Wiley, Yachting Pub. Co., New York, tied for first prize in copywriting, and won honorable mention in public relations and publicity; Phyllis Leyov, Enquirer Socks, New York, tied with Miss Wiley in copywriting; Vee Hoover, Bellinger-Davis Travel Service, New York, first in art and layout; and Nancy Lee Hicks of Time Inc., New York, and Margo Hughes of Johnson Pub. Co. were awarded honorable mentions in merchandising.

NIELSEN-SAMS

To Make Separate Surveys

A. C. NIelsen Co. and Standard Audit & Measurement Services last week were proceeding with individual station and network coverage survey projects, following failure of attempts toward a merger of the two audience measurement services.

Announcing that it had proved impossible to work out an agreement between Nielsen and SAMS, A. C. Nielsen, president of his company, said Monday that "Negotiations have been discontinued and we are proceeding at full speed and with all the resources of our organization to produce—for the benefit of the radio and television industries—the most accurate, impartial and useful coverage service ever developed."

BMB Is Praised

Praising BMB as "a well executed pioneer effort," Mr. Nielsen declared that the seven years since BMB's first survey show that a "vastly improved technique" is needed today to give stations measurements which will do them full justice. The problems which existed "even in the old days" have been "greatly magnified by the growth of television," he averred.

Without entering into the respective merits of the two systems of audience measurement used by the two organizations, industry observers noted that Nielsen's use of a probability sample and personal interviews will give results quite different from those obtained by Standard through a quota sample and a mail ballot. Fear was expressed that attention of the buyers as well as the sellers of broadcast time would be focused on the differences in individual network or station coverage data as reported by the two measuring services, rather than on the up-to-date picture of today's radio and TV station and network audiences both services are designed to produce.
KBIG announces the appointment of

ROBERT MEEKER & ASSOCIATES, Inc.

as exclusive national representatives

And what does that mean to you? It means, if you're an advertiser intent on selling Southern California, a new, easy, low-cost way to get what you want:

BUY KBIG, Giant Economy Package of Southern California Radio, directing 10,000 watts of sealed-beam power over the Great Salt Water Route to cover Southern California like the sky


New York       Chicago     Philadelphia
San Francisco and Los Angeles.

When You Think Southern California, Think BIG (5,000,000 people)
When You Think BIG, Think K-BIG (10,000 Watts—740 kc.)
When You Think K-BIG, Think MEEKER (other end of your phone)

* remember KBIG and MEEKER

a complete coverage combination for Southern California
NEWS RIGHTS

House Rules Clarification To Be Asked—Bormann

MEMBERS of the National Assn. of Radio News Directors will strive in the 83d Congress for a clarification of House rules spelling out rights of radio-TV reporters in covering Congressional proceedings, NARND President Jim Bormann, WCCO Minneapolis, promised last week.

Mr. Borman also said the association will work closely with the American Bar Assn. to set up a "code of decorum" for radio and video coverage of legal trials and legislative hearings.

NARND objectives were outlined by Mr. Bormann in a talk prepared for delivery during a session of Ohio State U.'s 23d Institute for Education by Radio-Television at

Strictly Business

(Continued from page 29)

part of the Mutual network. Col. Davies again left WIP, when called back as a reserve officer in World War II, serving as lieutenant colonel in the counter-propaganda section of the infantry.

Col. Davies started his own business as radio and television consultant in 1946. A year later he organized the Edward Davies Assoc., television spot producer. One television film he produced was Musselmann's Apple Products. This commercial, made in 1949 with Pennsylvania Dutch characters and dialect, is still in use. The O-Col-O Mop film, made two years ago, is also still on television. Other films include Valley Forge Beer and American Floor Covering Co.

When the Television Assoc. of Philadelphia was formed in 1951, Col. Davies was an originator and was its president last year. The group, starting with 20, now has 110 members. He is board chairman.

Col. Davies' new appointment with DeFrenes Co. became effective April 1. The firm had made film for 36 years and is the oldest in Philadelphia. Some DeFrenes accounts are RCA air-conditioning, Sylvan Seal milk, Good and Plenty candy, Budweiser beer, Drexel furniture, Philadelphia Saving Fund Society and Rival food.

Three awards were made by the Navy for motion pictures produced by the DeFrenes Co. in 1960. Col. Davies believes now that "the freeze on TV stations is lifted, the new independent stations will have to rely on the film companies for their program needs, since it will be economically impractical for the stations to use live talent and produce their own shows. The cost of film will be negligible compared to production of live shows, and as the number of television stations increases, the cost should go down."

Col. Davies married the former Thelma Melrose, who was a member of the Philadelphia Civic Opera Co. His hobbies include gardening and caring for his seashore home in Beach Haven, N. J. Col. Davies is also the originator of the Island Arts and Science Club in Beach Haven and is a member of the Poor Richard Club.

COLUMBUS last Saturday. The WCCO news and public affairs director was to serve as chairman for a panel discussion of "New Techniques in Presentation of News by Radio and Television."

Mr. Bormann decried the House ban on radio-TV coverage and a resolution adopted by the ABA's House of Delegates recommending legislation to prohibit similar reporting of trials and hearings.

These twin developments, he asserted, "constitute a serious transgression of the people's right to know what their government and its courts are doing" and are aimed at restricting full access to the news. He described the actions as a "cause of serious concern" to radio-TV newsmen and declared NARND would "fight" them.

NARND members will seek clarification early next year, in view of early adjournment of the 83d Congress, in hope of spelling out rights of reporters to use their "tools of trade freely, but with discretion." They also plan to devise a code with ABA assistance that would "qualify the obtrusive features" of full radio-TV coverage "without extinguishing the people's right to be fully informed."

Role of news coverage as a factor in successful station operation and public relations was explored by Charles Day, WGAR Cleveland, during that session. He cited "tremendous growth" of stations since World War II and noted that many, particularly in smaller areas, geared their operation to good news coverage. Adequate news operation automatically solves public relations problems, he added.

"Better friendships mean a deeper understanding of what the community problems are and enable a station to put its shoulder to the wheel in common with people and organizations—civic, fraternal or educational," he asserted.

Other panel members scheduled were John Shelley, WHIO Dayton, and James Byron, WBAP-TV Fort Worth, on news and special events coverage for radio and TV, respectively.

GIFT OF WDET

Accepted by Wayne U.

DETROIT Board of Education, acting on behalf of Wayne U., has formally accepted WDET (FM) Detroit as a gift from the UAW-CIO (B&T, April 7).

Without conditions, the land, tower, transmitter, studio building and equipment were given free and clear to the university. Total evaluation was estimated at $125,000.

Dr. Paul B. Rickard, head of the university radio-TV department, will manage the station.
can pack such a sales wallop as these Hooperatings on the WGBI audience: 56.6 in the morning... 59.0 in the afternoon... 72.0 in the evening.* These ratings—which set a record for all CBS stations—become even more impressive in view of the extremely high sets-in-use percentages in all three time segments!

This remarkably heavy listening occurs in Scranton, which is situated in the Scranton-Wilkes-Barre market where WGBI is the favorite station among 694,000 people who are eager to listen and able to buy. And there's also a bonus from Hazleton, where WGBI has the largest share of listeners in some time periods in the Wilkes-Barre-Hazleton area.**

In fact, the only things that's low at WGBI is the rate structure... which warrants calling your John Blair man today!

*Figures from Hooper Scranton Radio Audience Index, March-April 1951.
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951.
ABC-UPt MERGER

Gordon Brown Opposes

OPPOSITION to the proposed ABC and United Paramount Theatres merger was voiced during the FCC hearings last week by Gordon Brown, owner of WSAy Rochester, who appeared as a public witness [BT, April 14]. Mr. Brown has been an enemy of radio networks ever since he and ABC disagreed on the network's rate practices several years ago.

Also testifying were Harold M. Wheelahan, general manager of WSMB New Orleans, and Paul Rainbourn, Paramount Pictures vice president in charge of television.

Today (Monday) Leonard H. Goldenson, UPT president, and Robert B. Wilby, UPT director, are scheduled to return for cross-examination by the FCC. Wednesday Barney Balaban, president of Paramount Pictures, is slated to appear, and A. H. Blank, UPT director, will probably be cross-examined a week from today.

Mr. Brown last week predicted that instead of increasing network competition—as ABC President Robert E. Kintner said would happen if ABC merged with UPT—there would be less competition between networks. He said that Mutual and Liberty networks, now behind ABC on the competitive ladder, would be left even farther back if ABC were allowed to zoom ahead with the aid of UPT's resources.

Mr. Brown claimed that the merger of ABC and UPT looked, to him, like the merger of two monolithic groups into a much larger group.

He is concerned about the merger of ABC with a motion picture distribution company because he fears feature films—which might otherwise be used by the independent station owner for pay-as-you-see TV—will be used by the network adjunct of the ABC-UPT combination for network programming.

Mr. Brown said he thinks pay-as-you-see television will be the salvation of independent TV outlets, asserting that cost of programming cannot be met by advertisers.

Mr. Wheelahan appeared Tuesday afternoon and spent most of his time under direct examination. Major portion of his testimony concerned WSMB programming and public service record. WSMB is now owned by City Stores Mercantile Co. and United Paramount-Richards Theatres. What is sought is Commission approval of transfer of control from E. V. Richards Jr. to UPT.

Mr. Rainbourn, who appeared the last half of the week, underwent a grueling cross-examination from FCC counsel Arthur Gladstone.

Mr. Gladstone is a Commission attorney regularly assigned to the Common Carrier Bureau but "drafted" by Frederick W. Ford, chief of the FCC Hearing Division. He seemed to be trying to establish a basis to prove that Paramount-Pictures attempted to hold back television development by control of certain electronic devices, through its relationship with Scophony Corp. of America. SCA controlled rights to certain electronic developments, principally large-screen theatre TV. Paramount Pictures at one time was a 25% owner of Scophony with General Precision Equipment Corp. Also holding 25%. The other half of SCA was owned by British interests.

WGBK GRANT

Gets 1500 kc, 10 kw

WGBK Detroit got FCC approval last Wednesday to increase its power and change its frequency from 250 w, 1490 kc, to 10 kw day, 5 kw night, on 1500 kc with directional antenna [BT, April 14].

Cost of the project will total $239,535.

Simultaneously, two other applications—concerning the WGBK frequency shift and power boost were approved by the Commission.

WABJ Adrian, Mich., got a CP to change from 1560 kc to 1480 kc, and from daytime to fulltime operation. And WMRN Marion, Ohio, got permission to install a new antenna and ground system and make other changes; however, it keeps its present frequency of 1490 kc with 250 w fulltime.

Last fall FCC Hearing Examiner Fanny Litvin issued an initial decision looking toward the grant of WGBK's application and the other two dependent applications, but the FCC Broadcast Bureau subsequently

through its relationship with Scophony Corp. of America. SCA controlled rights to certain electronic developments, principally large-screen theatre TV. Paramount Pictures at one time was a 25% owner of Scophony with General Precision Equipment Corp. also holding 25%. The other half of SCA was owned by British interests.

NEW rate card has been issued at WRAS Louisville, Ky., effective May 15, according to Neil Cline, sales director at the station. Card provides new time bracket from 6 to 7 a.m. with A and B Class unchanged.

IN SYRACUSE

TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking.

(Details, including methods of sampling, free on request). Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Owned</th>
<th>Number of TV Homes</th>
<th>TV Homes Only, Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>Oct. 51</td>
<td>763</td>
<td>493</td>
<td>2.90 4.50</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. '51</td>
<td>704</td>
<td>493</td>
<td>3.24 4.76</td>
</tr>
<tr>
<td>Combined</td>
<td></td>
<td>1467</td>
<td>986</td>
<td>3.07 4.52</td>
</tr>
</tbody>
</table>

WSYR ACUSE

570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

The Survey Also Showed:
1. An average of 2.4 radios per TV home.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day in TV homes listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV viewing time of 7.59 is per day proves supplements it as a source of information.

Another Significant Fact...

WSYR BLANKETS RICH CENTRAL NEW YORK

Page 46 • April 21, 1952

BROADCASTING • Telecasting
U.S. oil men found more new oil in 1951 than ever before in any one-year period in history, but they had to buck big odds and invest vast sums of money to do it.

They drilled nearly 45,000 new wells in 1951 (another all-time record), and spent more than two billion dollars in their ceaseless search for new oil reserves. The result was more than five billion barrels of new oil for the wings and wheels of America.

Indicative of both the odds and the costliness of the great quest for liquid petroleum, however, is the fact that 16,500 of the 45,000 wells turned out to be nothing but dry holes - holes which represented a loss of time, labor and capital.

Much of 1951's two billion dollar investment went down the drain in this fashion, but for oil men and for America there is no alternative.

Only a drill will determine whether a well will be a producer or a dry hole, and oil men must drill thousands of them to expand known fields and to bring in new fields.

The chances of finding oil in commercial quantities in an area where it never has been found before are long and hard. The basic odds are eight to one against success; the chances of bringing in a field with an ultimate recovery of a million barrels or more are 43 to one; the odds against finding a field that will yield 50 million barrels or more are 966 to one.

Even if an oil man is lucky enough to beat these odds and bring in a well, here are some additional facts which must be considered: one million barrels of oil is equivalent to only four hours' supply for the United States; 50 million barrels is enough for only eight days' supply.

Last year, oil men drilled 6,189 new-field exploratory wildcats and of these 5,505 were dry holes. Since their average cost is $90,000 or more, it is readily apparent why the search for oil is both hazardous and expensive.

Finding oil is only part of what it takes to keep the family car rolling, and to fill other demands for petroleum products. Year after year, oil men plow back into their business more than 50 cents out of every dollar earned. This plowing back, which was the biggest in history in 1951, helped oil men to set new crude supply records, and enabled them to add new refinery capacity, new transportation and marketing facilities, and to expand their operations extensively to keep pace with consumer demand.

Planning, foresight, private enterprise and competition make such feats possible.

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
Legal Scientific Opinion Divided

(Continued from page 85)

get a grant or be heard in comparative hearings.

But, a slow and vehement minority of the several dozen Washington practitioners contacted by Broadcasting • Telecasting during the week disented sharply from this plenitude.

"The FCC decision is one of the lowest points in the history of radio regulation," declared one attorney noted for the plenitude of his observations.

"From an engineering or an economic point of view, this is ludicrous," said a well-known consulting engineer.

Composite of opposition views run the gamut. Some of these views are as follows:

• The primary purpose seems to be to establish a list of TV allocations to deprive applicants and licensees of their rights as set forth in the Communications Act. For example, there is nothing in the final TV report regarding protection to stations against interference, nothing about service, no penalties against non-use of a channel.

• The Commission has abdicated its responsibility for choosing between applicants on the basis of demand. It has instituted in place thereof "mumbo-jumbo" of separations, etc. The document withdraws from the FCC the responsibility of deciding between competing applications on the basis of service and equitable distribution, etc.

• Separation criteria are too rigid. For example, Jackson, Miss., is 218 miles from Pensacola, Fla., which is assigned VHF Channel 3. Therefore, Jackson cannot have the same VHF channel assigned, but the FCC started drawing up its assignments from west to east, instead of vice versa, Jackson would have had Channel 1 and Pensacola Channel 3. Thus, an accidental error in drafting decided the assignment. Even with the document's arbitrary manipulation of the rigidities of its minimum separations, it does not adhere strictly to them.

• Monopoly now existing in one and two-station markets is perpetuated. Desirability of VHF is enhanced through the extra-wide coverage it is permitted and the scarcity of such channels its key markets. Fact that in most major cities there are less than four VHF channels means that TV is doomed to be a two-network medium. Such cities have less than four VHF– Atlanta, Milwaukee, Baltimore, Cleveland, Cincinnati, Detroit, Indianapolis, New Orleans, Kansas City, St. Louis, Buffalo, Richmond, Norfolk, Seattle, Spokane.

• Educational reservations, particularly where a VHF frequency is involved, are an abomination. In many of the larger markets, claims that assign- ment to UHF would permit the establishment of four VHF assignments, foster four competitive networks.

• Attempt to consider UHF as good as VHF—or that some stations, shall_b_e—be mere fiction. UHF will cost more money to get less coverage.

• Channel-by-channel procedure is a "monstrosity." Already there is talk of "meetings" among applicants. Falling something like that, applicants in each city will be engaged in a "rat race."

• Plan does not give the service to the people, it indicates where there is not any service. There is no requirement for protection. Therefore, station operators will never know who they are serving and how much territory. Coverage will depend on power and antenna heights of co-channel and adjacent channel stations, not on individual stations.

• Third Notice set up five priorities, never said anything about zones, 20-mile separations in Gulf areas, combination of facilities, educational considerations. Therefore, the final report makes a "mockery" of administrative procedure rules.

• When shown how to avoid interfering with VHF frequencies, the FCC ignored recommendation. For example, the largest markets, where interchannel interference is most acute, the FCC in its previous expressions has said that lone VHF channel be made educational, three UHF channels commercial. But Commission refused to act.

• Decision flows Sect. 307(b) of the Communications Act, requiring FCC to make frequencies available to interested parties in various cities and states. How can any one commercially establish UHF in New Jersey, when that state will be blanketed with VHF channels from New York and Philadelphia TV stations?

• Only formal action during past week was a directive to the Federal Communications Bar Assn. Committee on Practice and Procedure to study the document, report recommendations to the FCC executive committee.

It is believed that such a report will be ready in about two weeks.


Whole long procedure last fall of filing comments, counter com- ments, pleadings was a pure waste of time in the view of those opposing the Commission's final TV report.

In fact, one law firm in Washing- ton is chortling over its prescience.

It advised its clients not to file anything on the ground that the expense and time involved was not worth the minute chance of chang- ing the Commission's mind.

Many observers were certain that the three-and-half year freeze was totally unnecessary (see editorial, Four Wasted Years?, BT, April 14). They feel the same results could have been ac- complished through reviewing TV a siding for that length of time.

Attitude Dates From 1948

Opponents of the document ral- lied round Comr. Robert F. Jones and his bitter dissent. They melded his arguments with complaints predicated on previous expressions of his attitude—going back as far as 1948 when he opposed the Commission's action denying the Yankee Network the right to apply for a Hartford, Conn., channel for Bridgeport, Conn.

The Commission at that time ruled that Yankee Network would have to petition for rule-making procedure in order to change a channel from Hartford to Bridge- port. When Yankee did so, it turned the New England radio chain down.

They emphasized that he iterated the same viewpoint in the Third Notice last year (BT, March 29, 1951). In that case, Comr. Jones referred to his previous stand that a fixed allocation was illegal and improper.

When the Commission asserted its right to make a fixed allocation last year, after FCBA had attacked the legality of the proposal, Comr. Jones joined in the same position, they pointed out.

Essence of Comr. Jones dissent is this, according to his friends: The Commission prejudge application proceedings on an ab- stract basis without considering the differences in terrain, size of cities, trading areas, cultural areas that would make committed different for each city in the country.

General attitude of those oppos- ing the Commission's final report is that the procedure thereby to accept it as a fait accompli.

Since there will be no processing until July 1, they say, there is still time for the enterprise to be released from the shackles and bonds of an abstract allocation plan which evades competitive hearings on applications and ignores the basic elements required to be de- cided between cities pursuant to Section 307 (b) of the Communications Act.

TV Broadcasters' Committee of the Commission's report disagreed with Comr. Jones' dissent in this manner:

Basically, he said, Comr. Jones did not understand the FCC majority on two counts—legality of fixed allocations and separations.

Separations Can Be Reduced

Legality of fixed allocation may be a debatable question. It can be decided by courts finally decided until the courts have had time to rule otherwise.

On separations, Comr. Jones' es- sential point is that they can be reduced. Such a move would, he said, "improve the availability of frequencies and reduce interference." It would eliminate the safety factor which the FCC put into its assignments for future years when more is known about propagation. Therefore, to reduce separations now is too great a risk.

He also claimed that Comr. Jones contended that separations in the Commission's rule-making assignments to charge the FCC with in- consistency. But, cities do not ar- range themselves evenly, he de- clared. Therefore, it would be im- possible to equalize separations throughout the country. What the FCC has done has been to set up minimum separations, he pointed out.

N.Y. RADIO, TV CLUBS

Proposed Merger Protested

UNEXPECTED protests to the proposed merger of Radio Executives Club of New York and American Television Society led I. E. Showerman, REC president, Thurs- day to call special post-season meeting of his organization for May 15, time and place still to be announced. Protests arose after mails not balled to REC and its members for vote on the merger [BT*, April 14], Mr. Showerman said.

Besides asking votes on the merger, endorsed by officers and boards of both organizations, let- ters request members to indicate preference of a name for the com- bined association, listing suggested names.
NEW LIGHT on time-buying in Detroit...

The best time to drive a sales message HOME is between the hours of 6 P.M. and midnight. WWJ delivers more Detroit listeners* during those six impressionable hours — Monday through Friday — than any other station.

And WWJ's average cost-per-thousand nighttime listeners is 28% lower than the average cost-per-thousand for nighttime radio in Detroit.

So—if you've got something to sell, do a WWJ-sized job. Cover a marketplace that sold over 4 billion dollars worth of goods in 1951 . . .

*based on Pulse ratings
WCAU Center

WCAU-AM-FM-TV Philadelphia will formally open its new radio-video center at dual ceremonies also celebrating WCAU's 90 years of radio broadcasting and four years of television programming. Date is to be set sometime in late May.

With major construction construction completed and installation of technical and office equipment proceeding on schedule, Donald W. Thornburgh, WCAU stations president-general manager, announced last week that the new center will be ready for the anniversary celebration.

WCAU is now located at 1622 Chestnut St., which, in 1931 when it was built, was reportedly the first building in the country constructed exclusively for radio.

Both buildings are a far cry from the small Market St. building where the station first went on the air in 1922.

The new center will boast 100,000 sq. ft. of floor space and is completely air-conditioned.

Ground floor of the new building will house an 80-seat cafeteria, dressing and make-up rooms, a printing and photography shop, heating, air-conditioning and power and garage facilities for two mobile units and four cars or pickup trucks.

Second floor contains executive offices, sales and auditing offices and program and public relations departments.

TV studios have been designed to meet all requirements for present and future techniques. The three studios are 60x80 ft. and two stories high with a clear height of 20 ft. A fourth studio, slightly smaller, will be available for programs or rehearsals.

Many improvements in client facilities have been incorporated in the new building. Each of the three TV studios has a client booth. Also there are two comfortably furnished, acoustically-treated con-

ference-audition rooms, one adjacent to the TV sales department and the other next to radio sales. A second conference-audition room, for television production personnel, is located in the TV production department.

The auditioning rooms have adjoining booths with film and sound projection equipment. In addition, there will be a completely equipped commercial film department.

Mr. Thornburg commented, "WCAU's new building, which is the most complete radio and television center in the country, boasts unlimited potential for radio and television broadcasting. WCAU has always been at the forefront in facilities, engineering and programming, and, as we start our 30th year, we stand prepared to meet any challenge the art of broadcasting may present."

DOMINICAN REPUBLIC

Opens New Radio Network

FIRST steps in the Dominican Republic's plans for expansion of its communications services have been completed with the opening of a country-wide radio network and will be supplemented in August by a TV station now under construction in Ciudad Trujillo, the capital, RCA Vice President Meade Brunet, marketing director of the RCA International Div., has announced.

Both the radio network, known as La Voz Dominicana, and consisting of an AM and two short-wave stations in Ciudad Trujillo linked via VHF repeater stations with an AM outlet in Santiago, and the new TV station are equipped by RCA.

---

SHARE TRANSFERS

Sought by Canadian Outlets

SEVERAL Canadian stations are requesting share transfers at the May 16 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac Hotel, Quebec. Requesting transfers are CKRS Jonquiere, CKBW Bridgewater, CJLS Yarmouth, CFAR Flin Flon, CJBR Rimouski, CGNB Campbellton, CHNC New Carlisle, CHEX Peterborough, CKWS Kingston, CKLN Nelson, CKCK Regina and CJOB Winnipeg.

Recapitalization is being requested by CJBR Rimouski and transfer of license from individual licensee to incorporated company is being asked by CKOM Saskatchewan and CHUB Nanaimo. Transfer of control in licensee companies is requested by CJNT Quebec, and CKXL Calgary. Emergency transmitter licenses are sought by CHLP Montreal and CJON St. John's, Newfoundland.

ABC Regional Meet

REGIONAL meeting of radio affiliates will be held by ABC at the Fort Worth Hotel, Fort Worth, on May 5. Network spokesmen announced last week. About 70 persons representing radio stations in Arkansas, Louisiana, Oklahoma, Southern Kansas and Texas are expected to attend.

---

GREENER FIELDS

Wherever Mister PLUS sows seeds
(Broadcasting them, of course)

His sponsors' crops are minus weeds;
"No-Waste"' the rule in force.

"Ye shall sow on MBS
Just where ye want to reap!"

Flexibility? Heck, yes!

Time costs here? Dirt cheap!

— the difference is MUTUAL!

---

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

---

BROADCASTING • Telecasting
THE "FIVE ALARM FOLLIES"

sells more than fire prevention!

If you were a schoolchild in the busy, bustling Fort Wayne area, you'd recognize the Do-Funny Players as the stars of "Five Alarm Follies"... the WOWO-sponsored puppet performance that's traveling this Indiana school circuit with its remarkably effective message of fire prevention techniques.

Efforts like this, conceived and executed in the public's behalf, do much to keep WOWO in the minds and hearts of the 2 million people who make up its loyal audience. Folks here have learned to expect the best of this station, on the air and in the area.

That's why WOWO stays on top as one of America's great selling forces. That's why you should get the facts on WOWO's influence in this important 49-county market. Check with Paul Mills at WOWO or Free & Peters.

WOWO

FORT WAYNE

NBC AFFILIATE
THE LATEST WCKY STORY

WCKY HAS CINCINNATI'S tremendous OUT OF HOME AUDIENCE

IN THE JANUARY 1952 CINCINNATI OUT OF HOME PULSE

WCKY IS IN FIRST PLACE OR SECOND PLACE

97.9%

OF THE QUARTER-HOURS FROM 7.00 AM TO 7.00 PM MONDAY THRU FRIDAY

on the air everywhere

24 hours a day 7 days a week
With Spring Here, and Summer on the Way,

out of home listening will rise like the temperature. Sets in cars, portables at the beach and in the country, prove that radio is everywhere!

Here is a Small Sample of WCKY'S Out of Home Audience:

225,316 RADIO EQUIPPED CARS IN METROPOLITAN CINCINNATI ALONE.

ALSO

39.1% OF CINCINNATI HOMES HAVE PERSONS LISTENING ONCE OR MORE A DAY OUT OF HOME.

Get this big PLUS for your spring and summer schedule on WCKY

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281
McFarland Last Lap

WHEN CONGRESS reconvenes this week fol-
lowing its Easter recess, it will have the
opportunity, for the first time since 1934, to
write new substantive communications law.

The House Interstate and Foreign Commerce
Committee has reported its own version of the
McFarland bill, to render unenforceable the
Communications Act of 1934. In most particular,
its conformance with the Senate bill drafted by the
majority leader. But in the House draft are pas-
gages which, with McFarland, would make broad-
casting the most hazardous business extant.

These provisions would authorize the FCC to
suspend station licenses for up to 90 days and to
levy fines of $500 per day for each infrac-
tion of the law. There are no such provisions in
the Senate bill, passed four times by the
upper body. There’s a “cease and desist” pro-
vision in both drafts, and that certainly is bad
enough because of the tendency of government
regulatory bodies to abuse their power.

Two other provisions in the House bill are
to be fathomed. One is the failure to allow the
Senate to enacting the so-called “double
profit” clause. Under the existing law (which
the Senate bill would remedy) any
licensee adjudged guilty of attempting to
monopolize radio communication in any way
would be allowed a four-week manufacturing or
communications activities
may be from its broadcast operations.

The other, a “sleeping,” would put the FCC
in the equipment brokerage business—or so it
seems. It would allow an unsuccessful appli-
cant for license renewal to condition the grant
to the successful applicant upon purchases of
the plant and equipment of the former licensee.

In at least one respect, the House committee has
improved the Senate bill. That’s the pro-
vision that would preclude the FCC from dis-
criminating against applicants identified with
other media “for the gathering and dissemination
of information.” That would apply to
newspapers, motion picture companies or radio
stations (seeking TV). It’s a desirable and
timely provision, particularly in the light of
the thawing of the cold war.

The House leadership can steer the McFar-
land bill through the Rules Committee and
through the chamber. Then there will be the
opportunity for a conference and to ap-
point conferees and reconcile differences.

We hope Sen. McFarland, who toiled long
and hard in drafting the original bill, will be
named a Senate conferee. The chances that
would be excellent for a safe and sane bill.

TV Evolution

THE Radio-Television Mfrs. Assn. has done a
real service to television as well as to the
public at large in presenting a comprehensive and
factual report carrying out the Jerry
Jordan investigation of the influence of TV on
other entertainment media.

It proves that, contrary to the fears of sports
promoters and reactionary sociologists, tele-
vision will not make us a nation of pop-eyed,
indolent mutes unwilling to get out of their
homes. They can watch the kinescope or to sit outside the living
room to watch or participate in recreation.

It proves also that television does not spell
economic ruin for the boxoffice; indeed the evidence is that for most other forms of enter-
tainment television can promote, rather than retard, the gate.

It should receive special attention from the
National Collegiate Athletic Assn. whose silly
restrictions on the telecasting of college foot-
ball look even sillier now that the full statistic
on television isn’t in.

Television isn’t going to destroy any other
recreation form that amuses people. There’s no need to break up the college stadia for scrap
or burn the fieldhouses. We doubt that many
printing presses will be melted down to be re-
made into television transmitters.

It’s a big country, big enough to let TV in
without crowding anything else out.

THE TV FREEZE is ended—on paper. From
now until the Zero Hour July 1, when the wait-
ning period ends, all eyes will be turned toward
the FCC and the courts for any moves designed
to enjoin the FCC’s final allocations report,
released a week ago today.

Lawyers are talking litigation. So are dis-
traught applicants who futilely sought new
VHF facilities in their markets. And those
who had VHF facilities assigned only to see
them deleted in the final report.

The FCC majority is confident that the courts
will uphold the FCC’s findings that
the freeze, however, exude confidence as to piece-
meal quests for injunctive relief. It doubts whether any court, confronted with the issue of
blocking nation-wide television, would issue
an order in the interests of effect re-freezing TV,
after a four-year drought.

Comr. Robert F. Jones, in his hard-hitting
dissent, has won over a lot of attorneys and
engineers. They say it wouldn’t be better to start
again over with the Jones philosophy of
applications based on supply and demand, rather
than follow the FCC majority’s “planned allo-
cation.” To do that, they contend, would save
time in the long run.

There’s doubtless considerable merit in the
Jones plan. We said last week that it is a
“lost cause.” This is refuted by Jones pro-
ponents. They disagree with the FCC major-
ity that the entire allocation cannot be en-
joined. They insist it is a final order and is
subject to court review.

In the furor over procedures, there’s the
tendency to lose sight of the most revolutionary and
dangerous aspect of the thaw—the cap-
itation to the educators to the tune of 242
assignment “reservations.”

Most schools function under the aegis of
government—federal, state, local. Thus, the
government, once removed, places itself
in competition with private business. That is
socialism.

Hearings are scheduled before special boards
set up in New York and Pennsylvania on what
to do about educational reservations to those
states. Broadcasters should appear. They
should blast the fallacy of noncommercial edu-
cational reservation. They should recite the his-
tory of AM educational stations, which
swelled from 150 to a half-dozen before TV’s
advent. They should raise the question of
what time needed to meet school require-
ments—time now being offered but which most
schools eschew because they haven’t the money
to finance the programs or the will to produce
them.

The politico-pedagogues already are talking about “semi-commercial” or “non-profit” opera-
.tion. No member of the FCC—with the pos-
sible exception of the educators’ darling, Comr.
Freda B. Hennore—has fallen for this bill.

But remember, a few months ago no one
thought the FCC would tumble to those socialis-
tic education reservations!

Page 54 . April 21, 1952

JOHN HUDSON POOLE

FOR the past four years one of the nation’s
outstanding UHF television enthusiasts
has been working on developing experimental station
KMMXAZ which operated on Channel 22, cov-
ering Los Angeles area from atop Mt. Wilson.

Besides directing early developments of
UHF receivers and transmitters on the Pacific
Coast he also played a prominent role in form-
ing the nation’s first VHF-UHF Association

Now with his early faith all but justified as the
broadcasting industry opens upon a nation-wide advance into the UHF spectrum he is
helping pioneer digital John Hud-
son Poole shows his continued belief in AM bycreating a band new 10 kw daytimer

KBIG—to service Southern California on
740 kc.

Indicative of Mr. Poole’s fresh approach to
engineering problems, KBIG’s transmitter is
located at Avalon, on Santa Catalina Island, 20
miles off Southern California’s populous coast.

The station is scheduled to start operating in early May.

Mr. Poole claims “Sea water conducts radio
waves over amazingly long distances, and the
10 kw AM transmitter will give 50 kw coverage
of the mainland.”

Born in Detroit on Feb. 2, 1917, Mr. Poole
became a Californian 18 months later when his
father, Col. John H. Poole, a West Pointer and
career Army officer retired from service.

Early schooling was in Pennsylvania and Los
Alamos, N. M. (later the home of the atomic
bomb), with two years in Gunnery School,
Washington, Conn., earlier the alma mater of
Robert Meeker. However, these two didn’t meet until 15 years later when Robert Meeker
Associates became KBIG’s national represen-
tatives.

It was in school at Los Alamos that Mr. Poole
was hard bitten by the radio bug. At 14 he became a ham operator. He remains his
hobby today.

Graduating Gunnery School in 1937 Mr.
Poole enrolled in University of California at
Los Angeles, and about this time, also earned his FCC commercial radio telegraph operator’s
license. At this time, he became imbued with
a burning urge to channel his future into the
electronics field. He left college in 1938 to enter R.C.A. Institutes in Chicago and com-
pleted a course in practical radio engineering.

By this time, young Mr. Poole held the high-
est licenses issued by FCC for all classes of
radio station operation. He has kept them up
to date by constant service and renewals.

Three months after Pearl Harbor, Mr. Poole
(Continued on page 90)

BROADCASTING • Telecasting
for "Cementing International Relations"

"... the New York multi-lingual station, faced with the dual competition from radio and television in the world's largest market... jumped the gun on all of them by making its own unique niche in establishing direct relationship with the homeland in serving its 2,000,000 listeners. Here was ample testimony that radio has its place, and people with the know-how to maintain it."

VARIETY, April 9, 1952

AGAIN... for the fifth time... Variety honors WOV with its coveted Show-management Award. In accepting this Variety Award, and the challenge that goes with it, we give further impetus to a policy of public service in the belief that radio serves best when it serves listeners and sponsors alike.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

BROADCASTING • Telecasting

April 21, 1952 • Page 55
VOA FUNDS CUT

Hope for Senate Aid

Despite the critical reversal in the House, Senate authorities are hopeful that sharp cuts in the Voice of America program will be restored in the upper chamber.

The International Information Administration plans to appeal the House action when its officials appear before a Senate Appropriations subcommittee early in May.

Reasoning behind this hope is the belief of department authorities that the Voice has more friends on the Senate side—among them Sens. William Benton (D-Conn.) and Karl Mundt (R-S. D.)—and the knowledge that the broadcasting budget traditionally has fared better in the upper chamber.

The House, in effect, knocked out $36 million-plus for five new overseas shortwave stations and two seagoing transmitter projects (actually $20.5 million on the floor). Additionally, it chopped overall information funds from $153 million to $85.5 million.

Two May Suffer

IAA authorities said that if the cut is sustained, two of seven stations slated for completion this year would be unable to begin operation. Moreover, broadcasting funds would be slashed to provide for absorption of other operations, including proposed Japanese programming taken over from the Army. New language projects would be abandoned, too.

During House debate, it was the understanding that VOA funds would be cut back to fiscal '52 levels—or about $19.8 million. Thus, the actual amount would be substantially less than this sum.

The twin death blows were delivered in the lower body by Rep. Charles B. Brownson (R-Ind.) and Rep. Thomas B. Curtis (R-Mo.) whose amendments sparked a heated debate on the '53 budget.

Congressmen took pot shots at various phases of the information program, but the chief criticism was that VOA is not effective propaganda—say, like Radio Free Europe—and is too costly to the taxpayer. Content of programs also was savagely attacked. Confidence was expressed, however, in Dr. Wilson Compton, new IIA administrator, and in radio and other advisory committees.

On April 17 in a speech before the Southern Pine Assn. of New Orleans, La., Dr. Compton predicted that "if within a few years we are able to complete these powerful radio broadcasting and relay installations, we will be able to reach over 98% of the world's population..." Failure to carry on a "vigorous offensive," he said, "will invite calamity."

But he added, perhaps wistfully: "Whatever Congress' final decision, we will get along. I am more interested in our doing a good job...than in complaining because it did not appropriate more." Dr. Compton's speech was prepared before the House wielded its big axe.

W. WHITING, assistant sales manager, KTTV (TV) Hollywood, named sales manager. He succeeds FRANK KING who transferred to KECA-TV Los Angeles in similar capacity. JOHN R. VRBA, KTTV promotion manager, named to newly created post of national sales manager.

JOHN ALTEMUS, CBS-TV Spot Sales, N. Y., to sales staff of WCAU-TV Philadelphia.

GEORGE W. CLARK, Chicago, station representative firm, appointed by WNAM Noonah-Menasha, Wis.

J. RUSSELL McELWEE Jr., salesman, WIS Columbia, S. C., named sales representative in North and South Carolina for that station, WSPA Spartansburg, S. C. and WIST Charlotte, N. C.

ALLEN PARR, program manager, CBS-TV New York, transfers to Hollywood program department as business manager, effective early May.

MURRAY ROBERTS, Reiss Adv., N. Y., to sales staff, WWRL Woodside, N. Y.

L. D. GOOD, salesman, Portland (Ore.) Oregonian, to KPOJ there as account executive.


HENRY T. SJOGREN, divisional controller of NBC, and ROBERT R. COSNER, controller of Stewart-Warner Electric Division, elected to membership on board of directors.

Mr. Gunzendorfer is ship of National Controllers' Institute.

JOHN E. PEARSON Co., N. Y., appointed station representative for WAKE Greenville, S. C.

BRANHAM Co, station representative firm, moves Chicago office to 360 N. Michigan Ave.

LIBERTY BROADCASTING SYSTEM, Hollywood, moves to 6255 Hollywood Blvd. Telephone is Hudson 2-7471.

PERSONALS...

KEITH KIGGINS, former ABC vice president and until recently half-owner of WIKK Erie, now living at La Jolla, Calif., where he plans to make his home...JUNIE ZOLP, salesman, NBC-TV Chicago, elected president of NBC Athletic Assn., employees' social group...DOROTHY LEWIS, coordinator of U. S. station relations for United Nations Radio, presented achievement plaque by New York alumnae chapter of Theta Sigma Phi, national fraternity for women in journalism.


LOREN R. STONE, manager, KBBO Bremerton, Wash., elected chairman of Washington State Advertising Commission, public service agency created to advertise state's resources and recreational advantages...WARD D. INGRIM, executive vice-president, Don Lee Broadcasting System, and DONN B. TATUM, director of television, ABC-TV Western Division, elected to board of directors of Hollywood Chamber of Commerce...MORT SILVERMAN, general manager, WMRY New Orleans, appointed to members council and publicity committee of city's Chamber of Commerce.

JOHN F. PATT, president of WGBR Cleveland, WJR Detroit and KMPC Los Angeles, grandfather of boy, James Patt Thompson...FLOYD FARR, general manager, KEEN San Jose, Calif., elected member of Santa Clara County Fair Assn. JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Co., Cincinnati, named chairman of city's Summer Opera Assn. WALTER HAASE, general manager, WDRC Hartford, appointed director of public relations for civilian defense group in Wethersfield, Conn. DAN PARK, general sales manager of WIRE Indianapolis, named chairman of governor's radio committee for the Indiana Council of Children and Youth.

BROADCASTING & Telecasting
THE GEORGIA PURCHASE

only a combination of stations can cover Georgia's major markets

THE TRIO offers advertisers at one low cost:

- concentrated coverage
- merchandising assistance
- listener loyalty built by local programming
- dealer loyalties

... IN THREE MAJOR MARKETS

represented individually and as a group by THE KATZ AGENCY, INC.
Eight Bells, All’s Well  
(Continued from page 28)  

the value of radio advertising, rightly placed and rightly used, as Smith & Bull insisted, within the matter of three months. We had contracted for this time for a year. We were now ready to expand it.

Our next step was to be non-net-time work on the larger network stations. When one of these was approached, we were told that our business—finance—made us unacceptable as advertisers. A few loan companies had a number of years before fallen into disrepute. Their poor reputations were still remembered.

We might have had satisfactory results for the same dollars spent with small local independent stations who took no such stand. However, we felt strongly that public education was indicated. This seemed the place to begin.

A company loaning money with which to buy a stove is operating on the same business premise as the company which sells the stove. In order to stay in business, the stove merchant must have a markup sufficient to return a profit.

And for the same reason, a finance company must also have a markup on its merchandise, which is money. The one major difference is that the purchaser of the stove is usually not aware of how much he pays over the dealer’s cost. But when he borrows money to pay for that stove, he knows exactly what that money costs him because he pays a fixed and stated rate of interest.

The station manager accepted this logic the moment it was voiced with: “You know, I never thought of it that way before, but you’re right.”

With the time we bought and the continued careful policing of copy, it soon became evident that radio was a highly valuable advertising medium for a finance company. Others in this field began to follow us onto the air.

And that our copy was well thought out and effective was attested by the fact that some of our competitors picked it up verbatim with only change of name and address of the advertiser instead of ours.

The ship’s bells, however, did remain individual since a maritime theme was not adaptable to the name of any company other than Seaboard.

After testing radio for a year in the Los Angeles area we began to work our way up the coast with stations in Bakersfield, Fresno, Modesto, San Jose, Oakland and then San Francisco. From there we expanded to Portland and Seattle and fanned out East and South.

In 1939 we sponsored our first program—the 8 p.m. news with Pat Bishop on KFI Los Angeles. The 15-minute program was introduced with the familiar ship’s bells and theme line “Eight bells and all is well.”

At about the same time, we also contracted with a newcomer on KMPC Los Angeles, with Frank Hemingway at the microphone. And as the “eight bells” reached even the newbsky level of penetration with a program aimed primarily at adult audiences, Mr. Hemingway’s imitations a few years later of such war criminals as Hitler, Mussolini, and Stalin was a subject for popular imitations among news carriers of all ages, both literally and figuratively.

Our third sponsored newscast series was over KSFO San Francisco, with Brooke Temple reporting 15 minutes of news at 8 o’clock each morning and evening. These programs were followed by others, Seaboard Finance presenting such personalities as Singin’ Sam, Elton Britt and the Squeakin’ Deacon.

Fan Mail Flowed

At this point in our radio programming, it would be needless to say again that we were quite sold on the benefits of air advertising.

“...but our experiences with the Squeakin’ Deacon, as an example, revealed a secondary benefit to be gained from employing a radio personality.

The Deacon’s fan mail, as did that of the other radio personalities, came in by bales. The Deacon had a unique way of addressing members of his audience. After taking his recommendation to consult Seaboard Finance Co. in time of financial need, they reported back to him on just how the whole thing was done.

Through thousands of letters which came to him, we were able to analyze, with the same thoroughness that we had applied earlier in our radio copy, our method of client relations. Sometimes we barked in the form of compliments and in other instances—well, we made changes in our mode of operation.

KSFO, without interruption, has been for more than 10 years, and still is, giving San Franciscans their morning and evening news with Seaboard the sponsor.

Our other West Coast sponsored programs have ceased for varying reasons, and at present we have concentrated our radio budget on spots. This does not, however, mean that we will remain our established policy.

Effective radio advertising, like good radio reception, is never static, we’ve learned.

Seaboard has never bought network time, though we have long since been extensive national radio advertisers. Rather, we have confined our time buying to a local basis, and believe our reasoning is correct as it applies to us, though this too could change.

We consider Seaboard’s 150 offices throughout the country to be offices for those communities, and in no way branches of a large concern. The complete structure of these offices and their methods of conducting business are in each instance adapted to the community in which it is situated. Therefore, it only follows logically that advertising should likewise be individualized on the local level.

A healthy portion of Seaboard’s advertising dollar today goes for radio time. We spend as much as 80%. In other communities, because of checked results, we have found it necessary to apportion the budget differently.

Some areas in which there are Seaboard offices are under-stationed area-wise. In others, by careful check, we have established that resulting returns indicate that our advertising dollar is best spent if it is budgeted for a variety of mediums.

Over the station, however, radio stations in every increasing numbers are receiving the lion’s share of our advertising since those initial purchases of time signals in Los Angeles in 1925.

Our current radio and television budget is between $250 and $300 thousand.

In addition to West Coast radio and television, Seaboard has the Seaboard Finance Co. and Seaboard Finance Co. is situated in Los Angeles, and keeping careful records of the traceable returns from them.

Courtship Period for TV

When we have established to our own satisfaction its place in our advertising plans, as well as of program best suited for us, Seaboard intends to test TV in other cities.

In all honesty, we feel that with television we are in what could be called courtship period. We’d like to learn whether or not we are compatible with this newcomer before we become engaged—or in other words, sign time contracts.

Our first impression of the medium was good, but we still don’t feel we are sufficiently well acquainted with the potential of the medium to branch out further at present. Our friendship with radio, in fact, is based on a long-time intimacy.

In fact a cycle in Seaboard’s radio advertising was completed last September in one of our downtown Los Angeles offices.

A young man, expecting his first child, applied for a loan to finance hospitalization for his wife. As credit reference in addition to his job, he gave Seaboard Finance Co., although he said he had never before been a borrower.

In February 1940, he rammed his bicycle through the panel of
ELECTRIC FURNACE METHOD OF STEELMAKING.

Electric furnaces which, in a single operation, can reduce beneficiated iron ores to steel are now receiving new and intensive study by research engineers. They would take the place of the traditional coke oven and blast furnace steps in today's conventional type of open hearth operation. Electric furnaces may offer the steel industry a way to expand its capacity with far less capital investment than required by present methods. The coal industry is directly concerned, too, because electric furnaces in steelmaking would create new demands for electric power, which in turn mean more coal.

CURRENT TREND IS TO COAL FOR STEAM GENERATION.

Technical trends reported by Power Magazine indicate that pulverized-coal firing still dominates utility practice and that in industrial and institutional plants there is a significant rise in choice of stokers and pulverized fuel systems. "For boilers of 50,000 lbs. per hr. and over," Power reports, "use of stoker firing has doubled and pulverized-coal firing quadrupled" in industry, exclusive of the electric utilities. These facts come from Power's recent survey of steam plants in the U. S., representative of design and construction work in progress in 1951 and early 1952.

COAL COMPANIES DOING BIG JOB IN LAND RECLAMATION.

More than 100 thousand acres of marginal land underlaid with coal have been reclaimed by the nation's surface coal-mining companies. Before the mining operation much of this land was too hilly for plowing, or too poor to support crops. But after mining, this reclaimed land is given new usefulness. This land now supports young hardwood and pine forests, clover, alfalfa, grasses and other foliage crops and is dotted with artificial lakes stocked with fish.

COAL COMPANY GIVES $10,000 FOR MINER'S SUGGESTION.

Recently a foreman in one of America's coal mines won a ten-thousand-dollar prize from his coal company for a suggestion that substantially raised production. He solved a problem involved in conveying coal from the working face by devising a method that avoids the shifting of heavy equipment and the removal of roof supports. His method saves two-thirds of the time formerly required and greatly increases the amount of coal produced by each shift.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
Eight Bells
(Continued from page 58)
glass in Seaboard Finance Co.'s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a life-time obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. So did the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship's bell insinuating on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEM Edmundston, N. B.


glass in Seaboard Finance Co.'s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a life-time obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. So did the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship's bell insinuating on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEM Edmundston, N. B.


glass in Seaboard Finance Co.'s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a life-time obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. So did the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship's bell insinuating on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEM Edmundston, N. B.
Don't overlook F.M.

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

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

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

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

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

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

In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!
Suit Names CBS

SUIT for $1,859,000 damages has been filed against CBS in Los Angeles Superior Court by Bill Anson, KFWB Hollywood dico. charges listed in the action are unfair competition, infringement of common law copyright and breach of contract. The suit alleges that the CBS Radio and TV program "Songs For Sale" is identical in nature as Mr. Anson's "Song Jury and Music Is My Business" which he had on radio and television respectively.

---

**FINAL TELEVISION ALLOCATIONS REPORT**

Limited Quantity Available

Every word of the original FCC 600-plus page document has been reprinted by Broadcasting • Telecasting. If you're a subscriber, you get one copy. Additional working copies are $3.00 and they're going fast.

```
Mr. George
GEO NORMAN
KBNH-TV Hollywood disc m.c., to XEL-TV that city for daily two-hour program.

STAN EDWARDS to announcing staff of CHUM Toronto.

DR. ROY K. MARSHALL, educational director, WFLP AM FM TV Philadelphia, to receive award from Temple U., that city, on April 23 for "Contribution to education through the media of radio and television. ...

ROY MAYPOLE, special events reporter and m.c., KTTV (TV) Hollywood, made an honorary chieflain of United Societies as "outstanding television personality of Scottish descent."

BURNIS ARNOLD, former associate farm director, KYOO Tulsa, Okla., to CHAS Los Angeles, Ky., as farm program director.

PETER GRANT, WLW Cincinnati announcer, awarded plaque for "Outstanding contributions to the growth of art and music in Cincinnati" by United Fine Arts Fund.

FLORENCE MELODY, program department manager, WVLW Woodside, N. Y., promoted to traffic manager.

BOB BYE, announcer, CKRM Regina, appointed production supervisor.

KEITH MCKENZIE, formerly of Seattle Post Intelligencer, to continuity staff of CHUB Nanaimo, B. C.

DON L. PIERCE, program director, WRIF Washington, N. C., appointed public relations manager for Beacon County Fat Stock Show, May 2.

DUNCAN MILLER, Washington Evening Star, Washington, D. C., to WWDC that city, as assistant to program director.

ST. GEORGE BRYAN, Tufty News Bureau, joins station as department, WWEL Woodside, N. Y., promoted to traffic director of WWDC.

RUSSELL C. MOC, assistant director of public relations for mid-west district of Borden Co., to WTVN (TV) Columbus, Ohio, as director of public and community relations.

CARLTON HOWARD FISHER joins announcing staff of KAFP Petaluma, Calif.

Mr. Mock
DON BRADLEY, WKAN Kankakee, Ill., to announcing staff of WJOL Joliet, Ill.

JIMMIE KENT named chief announcer at WSIX Nashville. ROBERT CHAUDONIN returns to staff as traffic manager continuity chief.

GIL STRATTON Jr., who portrays Jimmy Young on Columbia Pacific Network "Remembers the Times," assigned role in 20th Century-Fox feature film, "Monkey Business."

ROBERT HILL, announcer, CKRM Regina, named program director replacing FRED LAIGHT who transfers to CBC Winnipeg. T. L. HILL, CKRM announcer, promoted to production supervisor.

JOHN MINKOWSKY, supervisor, accounting department, CBS Hollywood, adds duties of comptroller.

JIM GATES, associate director, CBS TV Alan Young Show and George Burns & Gracie Allen Show, to KTTV (TV) Hollywood as staff director.

CURT MARSHALL, WCRA Effingham, Ill., to announcing staff, KFBS Jolip, Mo.

GUY WILLIAMS, New York TV actor, assigned role in Universal-International feature film, "Bono Goes to College."

GENE F. SEHAFER, assistant professor of journalism, of Missouri, to CBS Chicago as market research counsel.
```

---

**News**

**JACK SIMPSON** sports director, WSIX Nashville, named station's news editor in addition to present duties.

**RULON BRADLEY** news editor, KUTA Salt Lake City, to KSL that city, in same capacity.

**RON FRASER,** press and information director, CBC Toronto, on sick leave for one month.

**ARTHUR E. PATERSON, Jr.** director of public affairs, WILL Hemptead, L. I., to WOR New York, on news staff.

**J. S. VANSICKLE, KWKB Shreveport, La., news director, father of boy, James.**

PUBLICISTS Guild has voted to increase dues at general membership meeting in Hollywood. Averaging raise of one-third in the several classifications, senior members, now paying $16 per quarter, will pay $24; apprentices, now paying $4 per quarter, will pay $6.33.

---

**CHNS**

**HALIFAX**

A CAPITAL CITY

**NOVA SCOTIA**

In **A CAPITAL City** gets You Capital Results!

**Ask JOS. WEID & CO.**

350 Madison Ave., New York

P.S. We now have our 5000 Watts Transmitter in operation!
BROADCASTING
for
received an honor
throughout
for
place
homes.

Noting that both stations had
done "an outstanding job in point-
ing up fire safety programs," Mr.
Vincent praised WOWO, gold
medal winner in 1949 and recipi-
ent of honor citations in 1945 and 1947,
for its extensive fire prevention
programming. WSJS's broadcasting
highlight was frequent airing of
tape recordings made while local
firemen inspected Winston-Salem
homes.

Honor citations went to WEOA
Evansville, Ind., for Fire Fighters'
Quiz, directed to a school-age audi-
ence; to KANS Wichita, Kan., first
place winner the past two years,
for "stimulating fire safety
throughout its listening area"; and
to WHO Des Moines, Iowa, which
received an honor citation in 1947,
for a special series broadcast dur-
ing Fire Prevention Week and for
contests in rural schools on fire
safety.

Judging the 19 entries were Wil-
liam Kaland, program director,
WNEW New York; Sam Posner,
DuMont Television Network's as-
istant program administrator, and
Seymour Siegel, director of New
York's Municipal Broadcasting
System (WNTC).

Other entrants were WSB
Atlanta; WLS Chicago; WHK
Cleveland; WDiC Dillon, S. C.;
KDLa De Ridder, La.; WTAC
Ft. Lauderdale, Fla.; WABC New
York; WDBO Orlando, Fla.; KPOJ
Portland, Ore.; KONO San Antonio;
KSOO Sioux Falls, SD; WSPD
Youngstown, Pa., and WEIR Winton, W. Va.

Confering on gold medal awards
presented by NBFU to WOWO and
WSJS are (1 to r) Mr. Kaland,
Mr. Seither and Mr. Posner.

NATIONAL ADVERTISERS GO
LOCAL WITH WINS!

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

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell & 13
- Bromo-Seltzer
- Carolina Rice
- Crosby TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listen-
ing, relaxed. Just buy . . . 1010 WINS . . . it sells!

BRAND NAMES

Two-Day Meet Held in N.Y.

FRANK WHITE, MBS president,
was reelected treasurer, and Barry
T. Leitch, president of Chuett,
Peabody & Co., N. Y., was elected
chairman of the executive com-
mittee for Brand Names Founda-
tion, when the merchandisers'
organization held a two-day meet-
ing in New York Tuesday and
Wednesday.

Other new prominent in broad-
casting and allied fields named
among the foundation's officers
were Don Francisco, vice presi-
dent of J. Walter Thompson Co.,
N. Y., listed among the new direc-
tors, and William O'Neill, presi-
dent of General Tire & Rubber Co.,
voted among incumbent directors
to serve until April 1, 1953.

Paul West, president of the
Asso. of National Advertisers, and
William B. Ryan, president of B.B.
were named by the two execu-
tive organizations to serve for one
year on the foundation's board.

Frank M. Folsom, RCA president,
will continue to serve as an honor-
ary director, having previously
been elected a board chairman.

High point of the two-day event
was the granting of "Brand Names
Retailer of the Year" awards to
dealers in 16 different merchandis-
ing categories, with certificates of
distinction also distributed in each
group. Certificate in the depart-
ment store classification was won by
the William F. Gable Co., Altoona,
Pa., and accepted by its president,
George P. Gable, who is also presi-
dent of WFBG, NBC affiliate in
Altoona.

All delegates and their wives
were NBC breakfast guests Wed-
nesday—Brand Names Day—in the
Rainbow Room of the RCA Build-
ing. In welcoming the guests, John
K. Herbert, NBC radio vice presi-
dent and general sales manager,
credited the sales efforts of local
merchants with making mass pro-
duction an economic possibility.

In a letter to breakfast guests—
published in a booklet of Brand
Names advertisers on NBC radio,
their programs, and their pro-
gram times—NBC President
Joseph H. McConnell reminded the
merchants that "Radio helps
you to sell brand-named products
to your customers." After
the breakfast, which included enter-
tainment by NBC's Bob and Ray,
the guests were taken on a tour of
the New York NBC radio and
television studios.

The Brand Names Foundation
meetings ended with dinner Wed-
nesday at which James A. Farley,
board chairman of the Coca-Cola
Export Corp., gave the keynote ad-
dress. Entertainment was pro-
vided by cast principals from NBC-TV's
Your Show of Shows in an hour-
long Max Liebman production.

GENERAL FOODS Corp., New York,
will break ground for new general
office on a 48 acre tract in White
Plains, N. Y., about July 1. Building
is scheduled for occupancy in the
spring of 1954.

WILK~

Wilkes-Barre's Powerful
5000 Watt Station

OFFERS
ADVERTISERS
MORE
LISTENERS
34.1% HIGHER
AVERAGE 1/4 HOUR
RATING*
from 7 A.M. to 1 P.M.
THAN NEXT BEST STATION
PULSE: NOVEMBER 1951

MORE
COVERAGE
in
the
Wilkes-Barre
Metropolitan Area
(Pennsylvania's 3rd
Largest Market)
PLUS
Bonus Coverage
in 14 Surrounding
Counties

MORE
FOR YOUR
ADVERTISING
DOLLAR!

880 KC AM-FM
5000 W (d) 1000 W (s)
A B C AFFILIATE

New York * Chicago * Los Angeles
Atlanta * San Francisco * Dallas

April 21, 1952 - Page 63
Hunt, a major in the Navy, was named chief buyer in Radio-TV Division, promoted to general manager.


EMANUEL WEINTRAUB, manager of commercial service department, CBS-Columbia Inc., Brooklyn, promoted to chief buyer of firm's Military Procurement program. HENRY E. HINZ, senior project engineer of Admiral Corp., to CBS-Columbia Inc., as chief mechanical engineer.

J. W. Rahbe, Western Union vice president and comptroller, named vice president in charge of finance replaced by W. R. Drummond, his assistant.

HALSEY BARRATT, eastern sales manager for Consolidated Television Sales Inc., N. Y., father of girl, June McDonald, April 12.

LORRAINE CHECKI named production assistant with Robert Lawrence Productions Inc., N. Y., TV film producers.

GEORGE J. PAULUS, district sales manager of southeastern states for Raytheon Mfg. Co., Waltham, Mass., to Tele King Corp., N. Y., as regional sales manager in same area.

LOUIS ARTIGUE, associated with Wynn Roecamora, Hollywood (talent agency), resigns to open own agency at 8776 Sunset Blvd., that city.

RUSSELL L. DIETRICH, territorial manager, Hoffman Sales Corp., L. A., transfers to Dallas as south-eastern district manager.

SAM RHEINER, assistant to Sam Spiegel, executive producer, Horizon Productions, Hollywood (feature films), appointed to labor advisory board of IMPFA.

Hoffman Radio Corp., L. A., appoints Sociedade Continental de Exportacao, Sao Paulo, Brazil, as distributor.

GENERAL ARTISTS Corp., Hollywood talent agency, moves to 9650 Santa Monica Blvd., April 28.

RCA TUBE Dept., Camden, N. J., announces availability of slip type index designed to place basic electrical and mounting information on RCA television and radio speakers at fingertips of radio service dealers. Index can be ordered through RCA electronic components distributors.

STANDARD RADIO TRANSCRIPTION SERVICES Inc. signs DORIS DAY, Warner Bros. singer, to exclusive contract for Standard Program Library.

JENSON Mfg. Co., Chicago, announces development of new high frequency unit, RP-302, which makes 3-way system from coaxial speaker or 2-way speaker unit and direct radiators. Unit improves realism of sound reproduction and provides "highs" from 4,000 cycles up extending range to limits of audibility with extremely low distortion.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces manufacture of two new test sets for super high frequency work. Model 6244 SAH offers continuous frequency coverage over the 8,500 to 10,000 mc range. Set has direct tuning and reading dials. Model 623 SHF has overall frequency range of 5,000 to 7,500 mc with operating frequency determined by klystron tube that is installed.

AMPLIFIER Corp. of America, N. Y., announces manufacture of "Interviewer," battery-operated midget tape recorder designed to simplify recording of interviews and conferences. Unit measures 11 1/4 x 6 x 8 inches, runs 15 minutes on single winding and accommodates two hours of recording on reusable 5 inch reel of standard 1/4 inch wide tape.

LEO DeCONNICK, engineering staff, W L W Columbus, Ohio, appointed chief engineer at KTMS Santa Barbara.

RICHARD BECHER, engineering staff, WKAN-K A K E E, Ill., to WBEM Chicago, in same capacity.

EDDIE BRASLAVSKY, still photographer, Mr. DeConnick man, CBS Radio, Hollywood, resigns after 10 years to freelance.

RODNEY CHIPP, engineering director of DuMont Television Network, addressed joint meeting of Chemist. Teachers' Club and Physics Club of New York Saturday on "Television Up-To-Date."

Canadian Tax Law

Canadian Broadcasting Corp. and other government-owned corporations are to pay corporation taxes henceforth, according to an announcement of Canadian Finance Minister Douglas Abbott at Ottawa late on April 8. The new arrangement is retroactive to Jan. 1, 1952. Insofar as the CBC is concerned, the ruling is academic, for the CBC has been operating on a deficit in recent years and now is being granted an annual government subsidy of about $5,000,000.

Open Mike

(Continued from page 10)"come down" as a "go down" as a fitting subject for this innovation in B & T features..."

By all means, let's do have more articles on the vital subject of advertising copy writing. But let's have some real significance and value...There must be more B & T readers who can help improve this heretofore neglected aspect of the business...

Let us hear from them in B & T.

William A. Vaughn
Asst. Program Director
WFBN-TV Indianapolis

[EDITOR'S NOTE: The article to which Mr. Vaughn refers, "Inventing Action in Radio Copy" by Jack W. Lazenmary, B & T, March 31, was not intended as a comprehensive study of copy writing. It was the first of a series which will appear periodically. And as Mr. Vaughn suggests, others will be heard from.]

Policy Statement

EDITOR:

I wish I knew how many pounds of P. I. deals we have carefully filed in the wastebasket. I'd like to know how many hours I have wasted being sure that I'm not throwing away a legitimate order. I imagine the P. I. mailing lists are made up from your YEARBOOK or your YEARBOOK...

I wonder how many stations would like to join me in making a notation in our new listings that would state plainly and unmistakably "No P. I. accepted."

I'd further like that statement to include everything except straightforward, legitimate orders. No "30 one minute spots for a one-half hour rate. No payments in merchandise, dollars per postcard, letter, 'phone call or box top."

Would you include such data in your listings if sufficient stations requested it?

W. E. Bradford
Manager
KSST Sulphur Springs, Texas

[EDITOR'S NOTE: Yes, if the number of requests warranted it.]

In Employment

GREENVILLE 45,056
Columbia 26,718
Charleston 24,277

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

Page 64 * April 21, 1952

The shocking full-scale report on black-listing in radio, television, and the entertainment industries!

It investigates thoroughly RED CHANNELS COUNTERATTACK

The JEAN MUIR Case and others "Defamation as a commercial enterprise"

THE JUDGES AND THE JUGGED

Including the statements of both by MERLE MILLER for the American Civil Liberties Union

Foreword by ROBERT E. SHERWOOD

"A terrible exposure and indictment." -Virginia Kirkus

At all booksellers, $2.50

Broadcasting * Telecasting
RACE PROGRAMS

WHIM Asks FCC Opinion

DOES broadcasting a feature race-of-the-day—with a summary of horse racing news and interviews with celebrities of the sports world about 6 p.m.—jeopardize a station's license?

That, in essence, is what WHIM Providence, R. I., has asked the FCC.

The Commission's answer to this may have a bearing on the entire question of horse racing broadcasts and upon the status of the 16 stations that were set for hearing because of horseracing programs [B*T, March 5].

In a letter to the Commission, WHIM pointed out that FCC's statement at the time it renewed WANN Annapolis' license created doubt as to the propriety of any kind of horseracing broadcasts.

WANN was on temporary license for nearly a year while the FCC considered how to deal with racing programs. WANN discontinued the broadcasts and was granted a renewal a few weeks ago [B*T, March 5].

What WHIM wants the Commission to do is issue a declaratory ruling on whether the broadcasting of a feature horserace and a summary of the results with the close of the day is contrary to the rules.

The Providence station pointed out that the programs proposed "could not conceivably be of any interest to bookmakers or their patrons since the resume of the day's racing would be presented . . . after the tracks had closed" for the day.

WHIM said in its letter that an FCC ruling on the matter will have "a vital effect upon the entire broadcast industry" because many stations throughout the country have presented programs of the type it proposes.

WHIM asked for the ruling within the next two weeks so that it could make appropriate arrangements for carrying the daily feature at Narragansett Park at Pawtucket, R. I., three miles from Providence. The season opens there June 30.

Last month, the FCC put 16 stations on temporary license to determine, at a hearing, whether the stations are aiding gamblers by airing odds, giving scratches, track conditions, prices paid, etc. [B*T, March 10].

Since then, a few stations have been granted regular renewals after notifying the Commission that they had discontinued the broadcasts before the notice was received [B*T, March 10].

"GOOD NEIGHBOR"

KWBB Spots Aid Drive

POWER of radio spots alone to win community support for a local project has been demonstrated by KWBB Hutchinson, Kan.

The Dragon Club of Hutchinson Junior College sponsored a "Good Neighbor Day" to "help a young man who is helping himself." Candidate chosen was a young service station operator who had been a polio victim as a child.

Verne Powell, assistant superintendent, Hutchinson Recreation Commission, wrote Mrs. Bess Wyse, KWBB president: "The whole-hearted and enthusiastic response by KWBB has swept the city and tremendously amount of business for Vernon Miller has resulted."

Mrs. Wyse explained the local newspaper had been contacted but turned the project down on the basis that "it smacked of commercialism." The promotion was all done by radio.

"In one morning," added Mrs. Wyse, "the gasoline distributor had to fill tanks at the filling station three times because of our radio spots."

INSTITUTION ADS

Sen. Johnson Comments

CENSORSHIP was Sen. Ed C. Johnson's reaction last week to a controversial proposal made on Capitol Hill a fortnight ago that newspapers might raise advertising rates as a means of discouraging "extravagant" advertising [B*T, April 14, 7].

Sen. Johnson (D-Col.), who is chairman of the Senate Interstate & Foreign Commerce Committee, said, "When the government starts to tell the newspapers what kind of advertising and how much of it they can carry, it's moving toward the day when it will seek to control their news columns too."

Suggestion for the raise in rates was contained in a report released by the Senate Small Business Committee on Newsprint headed by Sen. Hubert H. Humphrey (D-Minn.).

However, Sen. Humphrey, who has launched a drive to have so-called "political" institution advertising cut down, if not eliminated, to tell the newspapers what kind of advertising rates crept into the report through a staff error and had been considered by the committee but not approved. Sen. Humphrey's last week was waiting for a reply from the Internal Revenue Bureau to his query on the whys and wherefores of business firms deducting institutional advertising as an expense.

Who's on First?

CAN coffee pour out of musical clock? It wasn't that sny a certain day in April in Alabama, Ga., but almost. Two top disc jockeys in town did a quick switch. WGPC's Bill Fowler moved his Musical Clock to competing station, WALB, whose Bill Bowick took over Mr. Fowler's time slot with his Coffee With Bill. Listeners were agog, switched from one station to another. But Messrs. Fowler and Bowick were a step ahead. They played identical tunes throughout the morning. Oh yes, the date: April 1.

Benjamin Gottlieb

BENJAMIN W. GOTTLIEB, 66, of B. W. Gottlieb Assoc., Philadelphia advertising agency, died April 10 of a heart attack. Mr. Gottlieb was a former managing director of the old Jewish World. He produced and appeared on foreign language programs over WDS Philadelphia. Surviving are his wife, Besie W., a son, Maxim B., and three daughters, Mrs. Ruth Brill, Mrs. Sophie G. Cooper and Mrs. Jeanne Elion.

PERFECT TRACKING

..without tone arm resonance

- That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 106-B Arm for all speed, all size records. There's the Gray 106-B Arm ensuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

- For highest toneal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

- Remember— for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

BROADCASTING • Teletcasting

April 21, 1952 • Page 65
CREDIT discussions will be led by three managers of combined mediaoperations at the May 13 program of the newspaper-radio-TV advertising media group of the National Credit Men’s Association. The Credit Congress May 11-15 at Houston, Arthur F. Gerecke, chairman of the group and credit manager of the St. Louis Post Dispatch and WTMJ-TV St. Louis, has announced.

Thomas McFarland, first vice chairman of the combined media group and credit manager of the Cleveland Press and stations WTMJ-TV Cleveland, will head the discussion on “Cost of Credit Departments and Efficiency of Their Procedures,” with participants including Stanndall M. Butler and Clarence W. Piersson, credit managers of the Senekeady (N. Y.) Union Star and the Min-neapolis Star, respectively.

Discussion on “Coast-to-Coast Round-Up of Business Prospects and Their Effect on Credits and Collections” will be led by Robert T. Hohmann, credit manager of the Cleveland Press and WEWS-TV Cleveland, and credit managers C. S. Hograth, Chicago Tribune; Robert E. Gramm, Washington Times-Herald; Clifford D. Scherer, Houston Post; Gilbert W. Sites, Los Angeles Times and KTTV (TV) there, and Mr. Piersson.

“Credit Problems of Radio and Television” will be led by Harry E. Hull, credit manager of Detroit News and WWJ-TV Detroit with participants including Paul F. J. Benton, comptroller of KMO Tacoma-KIT Yakima, Wash., and William F. Budde, credit manager, KWK St. Louis.

An afternoon panel discussion on “Trends, Problems and Procedures in Advertising Agency Credit and Recognition” will be led by W. A. Stover, credit manager and account manager Chicago Tribune, with Mrs. Herminie A. Fischer, credit manager, Christian Science Monitor, Boston, and Joseph Burg, credit manager, ANPA, New York.

Leigh E. Ore

LEIGH E. ORE, 63, former manager of WJSV (now WTOP) Washington, died April 13 at Garfield Hospital where following a heart attack. At the time of his death, Mr. Ore was national representative of the American Cancer Society in Washington. Prior to 1983, he was manager of WJSV. Survivors include his wife, Emily, a daughter and a son,
Caveat Emptor—let the buyer beware if he thinks caviar can substitute for bread and butter—or glamour TV for dollar value.

Let him beware if he is paying fancy television prices—and getting little for his money but fancy.

Either TV works for you at a reasonable, economical cost—either you get dollar-for-dollar advertising value for your investment—or it’s not worth a salty roe.

Du Mont has no champagne'd attitude towards television. Whether it’s time, program, facility or production costs—item for item, Du Mont gives sponsors real value for their money. Because Du Mont costs are always realistic, always reasonable, an advertising budget on the Du Mont Television Network pays off in results, not in fancy.

If you find that you are paying for glamour when you should be paying for sales, then let Du Mont show you how to make your TV budget work for you on a bread and butter basis. Let Du Mont show you how to get the greatest value in television advertising today.
THE BEST ADVERTISING BUY IN THE WEEK!
ANY NIGHT IN LOS ANGELES

NATIONAL ADVERTISERS WHO ARE SPONSORING KTLA PROGRAMS

American Cigarette & Cigar Co.
Bristol-Myers Co.
Frito Company, Inc.
General Electric Co.
General Foods Corp.
Gruen Watch Co.
Gordon Baking Co.
Kellogg Company
Liggett & Myers Tobacco Co.
Minute Maid Corp.
Pabst Sales Co.
Pearson Pharmacal Co., Inc.
Pillsbury Mills, Inc.
Servel, Inc.
Shell Oil Co. (San Francisco)
Standard Oil Company of California
United Air Lines, Inc.
Van Camp Sea Foods, Inc.
White Rock Corp.
Youngstown Kitchens—Mullins Mfg. Corp.

(Eleven are sponsors or co-sponsors of "live" KTLA-developed programs.)

These national advertisers buy KTLA programs on a participating basis to get best results in the second largest video market.

You, too, can do better with spot in Los Angeles. You can do best on KTLA, the station consistently attracting the lion's share of Los Angeles' 1,125,000 television homes. KTLA has topped every audience survey every month for the past five years.

KTLA knows its market and has created its own top-rated shows. Current availabilities include a participating sponsorship in "Frosty Frolics," spectacular ice revue (25.6 March ARB rating), and another in the established Sunday evening sales-producer — the sparkling "Bandstand Revue" (24.5 March, 1952 ARB rating).

Let us tell you how and why KTLA can do the outstanding sales job for you in this 7-station market.

Write for a copy of "The Story of the Fabulous KTLA," just off the press.
President Stanton presided in the absence of Chairman Paley, whose government duties prevented his attendance.

Walker's reply was contained in these words, which may be taken to indicate his attitude: "...I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication."

At the time Chairman Walker replied to Senator Johnson, he emphasized that the Commission was working on the final TV allocation report and was not likely to have considered the problem until after the TV freeze was lifted.

He did say, though, that the consolidation of AM applicants was undoubtedly going to occur to "quite a number of AM operators."

"And it is a problem that the Commission is going to have to formulate a policy for," he added.

It was understood that as of last week the FCC has not yet taken the subject up.

In some quarters, it is felt that a decision should be formulated and announced by the Commission within the next few weeks. This would aid TV applicants preparing to apply during the pre-July 1 waiting period, it was pointed out. Unless that is done, there will be no way for applicants to know whether a merger of AM interests is legal or not in the FCC's eyes.

Merger of AM stations for TV is based on two factors: High cost of TV construction and operation and as a method of overcoming protracted hearings where the number of applicants exceeds the number of available TV channels. A joint applicant would have more funds than single applicants, it was pointed out. Also noted was the possibility that combinations might eliminate need for hearings.

It is emphasized by those who are eager for Commission approval of this type of merger that although a TV station might be owned by the same people who also own two or more AM stations, the AM stations would be owned individually and the joint ownership would extend no further than the TV station. The AM stations would continue to be operated separately and competitively, they point out.

Although the Commission has taken no stand on the question, nor has it considered, discussion with some FCC staff executives indicated they feel such a merger would call into force the duopoly provisions of the FCC rules. This prohibits same ownership (or control) of more than one broadcast station in the same city. The Commission does permit a single owner to have individual AM, FM and TV stations in the same city.

Only application that might fit the description of merged AM applicants is that of KVOR Colorado Springs and KGHF Pueblo, Col. KVOR and KGHF plan a joint TV station mid-way between the two cities. Whether the Commission will consider this in the same light as a merger of two AM stations in the same city is unknown.

Text of Senator Johnson's letter to Chairman Walker follows.

It is my understanding that most of the radio stations licensed to serve the Denver area have filed, or are planning to file, individual applications for licenses to operate a television station. However, there are twice as many of the stations as there may be channels allocated to Denver. This must result in long drawn-out hearings and endless litigation.

If these applications should be joined so that the actual number of applications for Denver television licenses:

(Continued on page 101)
TV Thaw Comments

Joseph H. McConnell, president of National Broadcasting Co., said: "We are on our way to a truly national television service." He added that "As the audience grows, the economic structure of the industry will be broadened and strengthened.

And this new strength will be translated into improved programs, into technical advances, into wider coverage of world and national events." - J. L. Van Volkenburg, president of Columbia Broadcasting System

Television Network: "Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment to added numbers of homes from coast to coast." He added that "a very important date" marks one of the most historic dates in the progress of mass communications.

T. F. Planagan, managing director of the National Assn. of Radio and Television Station Representatives, New York: Representation organizations "are delighted at the lifting of the freeze" and "have a real interest in the industry which to sell and service spot TV to advertisers and advertising agencies." Radio will feel the impact but "the overall general progress is the generous use of radio for national advertising." National spot TV already "enjoys a healthy volume which will grow in many ratings when each new TV station goes on the air."

Harry Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago: "Better programs are the result."

The day is coming when television networks will be able to select program-originating points almost at will...

John H. Mitchell, general manager, WKBK (TV) Chicago: "The TV freeze lift is wonderful. An added factor is the establishment of an educational television station in Chicago. WKBK will be more than happy to contribute personnel to the universities and colleges in helping them get this station started."

J. Harry LaBrum, president of the Chamber of Commerce of Greater Philadelphia, upon the failure of the FCC to allocate any additional VHF channels to that city than were proposed in the FCC Third Notice: "The allocation of four VHF channels to Philadelphia does not remedy the gross discrimination against that city... the development of UHF transmitters and receivers will require time and will not answer the needs of Philadelphia now or in the foreseeable future."

Albert M. Greenfield, chairman of the Chamber's board, referring to Philadelphia's number of TV sets in use, second only to New York and Los Angeles: "Perhaps Philadelphia cannot yet be called the \"Television City.\" But we believe we have a better claim to the title than does any other community."

On Capitol Hill, from chairman of the Senate and House Interstate & Foreign Commerce Committees: Sen. Ed. C. Johnson (D-Col.), Senate committee chairman: "When are we going to get TV licensed...? We get along fine on the teams it will be many more months." Television, he said, would not blanket the non-served parts of the U. S. until some 80 "experienced teams were engaged to process applicants at a favorable pace and that there were only seven such teams at FCC now."

Rep. Robert Crouser (D-Ohio), House committee chairman: "We want to see progress ahead... I have confidence in the Commission... it is my prediction that the FCC's report will prove to be good."

From the West Coast:

Louis D. Snader, president of Snader Telescriptions Corp., Beverly Hills: "Our vista was never 105 TV stations. This is a 2,500-station controversy."

Basil Grillo, vice president in charge of production, Bing Crosby Enterprises: "The long promised freeze lifting will result in the greatest demand for film products in TV's history."

Don Fedderson, general manager, KLAC-TV Hollywood and president, Television Broadcasters of Southern California (Continued on page 89)

APPLICATIONS

FIRST week following the issuance [B*T, April 14], saw 15 new and outlets filed with the Commission.

There were four requests for UHF stations; one from WMER Binghamton, headed by the mayor of that New York industrial city. Greer & Greer, a firm which has interests in several southwest theaters, applied for two stations in “New Mexico—one in Albuquerque and another in Santa Fe. And James A. Noe, former governor of Louisiana, asked for an outlet in Monroe, La., where he owns KNOE.

Binghamton Mayor Donald W. Kramer has 10% interest in WMER, which applied for UHF Channel 40. E. R. Vadeboncoeur is WINR vice president; he is also vice president and general manager of WSyr Syracuse. N. L. Kidd, treasurer of WINR, has 25% interest in management group of WNDR Syracuse and owns stock in WELI New Haven, Conn.

Firm of Greer & Greer, composed of E. John Greer and Salome S. Greer, has no radio or television interests but has interests in motion picture theaters in Santa Fe and Denver, in addition to real estate holdings. Cost of the two TV stations, on Channel 7 in Albuquerque and Channel 2 in Santa Fe, would total nearly $683,000.

Mr. Noe, owner of WNOE New Orleans and KNOE Monroe, La., plus 50% interest in KOTN Pine Bluff, Ark., applied for Channel 8 for Monroe.

First application after the freeze—an amended one—was for Channel 8 in St. Petersburg, Fla., filed by WTSP-AM-FM (see story this page).

For other new applications and amended applications, see opposite page.

PATHÉ TV PLAN

Offers 4-Film Package

COOPERATIVE film syndication plan was announced Tuesday by Pathé Television Corp. President Bruce Eells, who said his organization will supply film financing, would distribute films of established producers and share residual income of TV films with stations signing for them.

Pathé currently plans four half-hour film packages, the first three to be available Oct. 1: A comedy story with music, starring Spike Jones and band; Passport to Danger, spy drama property owned by the Swedish firm of A. B. Kino-centralen, Stockholm, and to be produced for TV in Europe; Pathé Playhouses, a series of unrelated dramas to be produced in Sweden by Robert B. Spafford, president of Skyline Productions; and the tentative Rainbow Riley, a Western which may be produced by Cy Both of Cott Productions, Hollywood. Initial budgets for the distribution firm have been set at $3 million per year.

Pathé TV will sell the four films as a single package, Mr. Eells explained, to a probable 30-40 stations in existing markets on a cost basis. Subscriber stations would receive rights to three exclusive runs of each program in their locality during an overall period, probably two years.
Digest of Those Filed With the FCC April 14 through 17

†Indicates pre-thaw application re-filed.)

Boxscore
Applications filed since April 14 ............ 11 14 15

VHF UHF Total

Listed by States

†DENVER, Col.—Aladdin Radio & Television Inc., Ch. 7 (174-180 mc), ERP 57.5 kw visual; antenna height above antenna terrain 970 ft., above ground 187 ft. Estimated construction cost $377,605, first year operating cost $683,048, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer C. E. Page, Washington. Applicant is licensee of KZL-AM-FM Denver. Principals include: President Harry E. Huffman (13.3%), owner of 66% interest in Winters-Steele and Executive Vice President Hugh B. Terry (16%).

†HARTFORD, Conn.—The Travelers Bestg. Service Corp., Ch. 3 (60-66 mc), ERP 175 kw visual; antenna height above terrain 826 ft., above ground 450 ft. Estimated construction cost $608,886, first year operating cost $214,590, revenue $196,260. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Principals include: A. D. Ring & Co., Washington. Applicant is licensee of WTCI Hartford. Principals include: President Jesse W. Randall and Vice President and General Manager Paul W. Morency. Travelers Insurance Co., Hartford, owns 100% of stock.

†ST. PETERSBURG, Fla.—Finellas Bestg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; amended engineering data not submitted, except that antenna height above ground will be 491 ft. Estimated construction cost $541,575, first year operating cost $278,000, revenue $175,000. Make and type of equipment not specified in amended application, except that antenna will be RCA. Legal counsel Miller & Schroeder, Washington. Engineer F. J. Kelly, St. Petersburg. Applicant is licensee of WTSI-AM-FM St. Petersburg. Principals include: President Nelson Poynter (95%), owner and publisher of St. Petersburg Times and co-editor and publisher of Congressional Quarterly, Washington, D. C. Mr. Kelly also is executive vice president and general manager of WTSI-AM-FM.

TOPEKA, Kan.—S. H. Patterson, Ch. 13 (210-216 mc), ERP 25.2 kw visual; antenna height above ground average terrain 534 ft., above ground 537 ft. Estimated construction cost $174,031.23, first year operating cost $226,400, revenue $250,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel P. W. Seward, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is licensee of KJAT-Topska and KSAN San Francisco. Manager of both is S. H. Patterson, who has various real estate holdings.

MONROE, La.—James A. Nee, Ch. 8 (180-186 mc), ERP 96.5 kw visual; antenna height above average terrain 575 ft., above ground 574 ft. Estimated construction cost $351,921, first year operating cost $214,590, revenue $196,260. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Roberts & McLains, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WNOE New Orleans and KNOE Monroe. Owner is James A. Nee, 50% owner of KOTN Pine Bluff, Ark., who has interest in various oil and gas companies in addition to radio interests.

DULUTH, Minn.—Red River Bestg. Co., Ch. 3 (60-66 mc), ERP 25.2 kw visual; antenna height above average terrain 813 ft., above ground 658 ft. Estimated construction cost $283,501, first year operating cost $175,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of KDAL Duluth. Principal in applicant firm is President and Treasurer Dalton Lemaunyer (70%), general manager of KDAL and 7% stockholder and president of WQUA Monell, Ill.

ALBUQUERQUE, N. M.—Greer & Greer, Ch. 7 (174-180 mc), ERP 111 kw visual; antenna height above average terrain 412 ft., above ground 274 ft. Estimated construction cost $352,123, first year operating cost $160,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer C. E. Page, Washington. Principals include: E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have real estate holdings and interests in Santa Fe and Albuquerque.

SANTA FE, N. M.—Greer & Greer, Ch. 5 (576-621 mc), ERP 8.8 kw visual; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $350,755, first year operating cost $120,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer A. D. Ring & Co., Washington. Principals include: E. John Greer (50%), who has interest in four Santa Fe theatres; both have various real estate holdings and interests in Santa Fe and Albuquerque.

BINGHAMTON, N. Y.—Southern Tier Radio Service Inc., Ch. 60 (626-682 mc), ERP 171 kw visual; antenna height above average terrain 598 ft., above ground 440 ft. Estimated construction cost $2,457,714, first year operating cost $200,000, revenue $200,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WINR Binghamton. Principals include: President Donald W. Kramer (10%), mayor of Binghamton, senior partner in law firm of Kramer, Night & Wales, and president of Hawthorne Heights Inc. (real estate development); Vice President E. R. Vabourum (33%), vice president of WSYR Syracuse, and Treasurer N. L. Kidd (12.6%), one-fourth interest in management group of WSYR Syracuse.

DURHAM, N. C.—Durham Bestg. Enterprises Inc., Ch. 11 (198-204 mc), ERP 200 kw visual; antenna height above average terrain 18 ft., above ground 441 ft. Estimated construction cost $310,000, first year operating cost $153,900, revenue $200,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Fletcher & Midlen, Washington. Consulting engineer Virgil D. Duncan, Raleigh, N. C. Applicant is licensee of WTIX Durham. Principals include: President Harmon L. Duncan (25%), owner of WHIT New Bern, N. C., and Vice President and Secretary J. W. Pletch, Washington.

FREMONT, Ohio—Wolfe Bestg. Corp., UHF Ch. 72 (818-824 mc), ERP 23.2 kw visual; antenna height above average terrain 184 ft., above ground 18 ft. Estimated construction cost $145,000, first year operating cost $100,000, revenue $125,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer A. R. Bitter, Toledo, Ohio. Applicant is licensee of PRO-A, Inc., Fremont. Principals include President Robert W. Wolfe (44%), paper jobber, and R. C. Force (0.2%) manager of WFRG.

JOHNSTOWN, Pa.—Rivoli Reality Co., Ch. 56 (172-178 mc), ERP 85.8 kw visual; antenna height above average terrain 606 ft., above ground 540 ft. Estimated construction cost $187,800, first year operating cost $138,000, revenue $200,000. Studio equipment RCA, General Radio, Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, DuVall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WARD-AM-FM Johnstown. Principals include: President-Treasurer Walter M. McInniss, who has 5% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gartland (67.5%), owner of 50% of Laurel Theatre and 50% of First National Bank Building, Johnstown.

†WILKES-BARRE, Pa.—Wolfe Bestg. Co. UHF Ch. 54 (626-682 mc), ERP 36 kw visual; antenna height above average terrain 1,004 ft., above ground 243 ft. Estimated construction cost $397,700, first year operating cost $225,000, revenue $225,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Greer, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President Isachia C. Morgan, M. D. (12.5%), Secretary John W. Morgan (12.5%), owner of WFLG (12.5%), and First Vice President and Station Manager Thomas P. Shellenburg (12.5%).

MEMPHIS, Tenn.—Hoyt B. Wooten, Sr., Ch. 7 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 978 ft., above ground 1,056 ft. Estimated construction cost $500,000, first year operating cost $250,000; revenue $400,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Speegman & Roberts, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WREC Memphis. Sole owner and licensee is Hoyt B. Wooten, Sr., who handles management.

SAN JUAN, Puerto Rico—José Ramon Quinones, Ch. 4 (66-72 mc), ERP 54.5 kw visual; antenna height above average terrain 317 ft., above ground 40 ft. Estimated construction cost $244,009.78, first year operating cost $125,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Quinones & Roberts, Washington. Applicant is owner of WPAA. José Ramon Quinones is sole owner; in addition to radio interests, he owns three Puerto Rico sugar cane farms and is president of Puerto Rico Farm Bureau.

Thaw Stirs Market

FCC's television freeze-lift announcement and the court's decision touched off a round of activity in radio-TV stocks, but the flurry was subsiding by mid-week. Trading in RCA common stock on Monday was lively and saw almost 70,000 shares change hands on Monday, while 23,400 were traded Tuesday and 11,600 on Wednesday. Prices which were up at the outset appeared for the most part also to be settling back by the middle of the week.

April 21, 1952 • Page 71
He can make you happy

Sam Levenson offers you the gift of laughter ... he's generous about spreading it around. He's made so many people happy that half of all the sets turned on at Levenson's time are turned on to see Levenson, and that's added up to a 22.5 Trendex rating.

Now he's moved to Tuesday at 8, when even more people can be happy over his wholesome, effortless humor and inspired story-telling.

One of those happy people could be a sponsor who knows how family pleasure can carry over into family buying.

That happy sponsor could be you.
Sixth Report

Clarification Policy Set

ALL REQUESTS for clarifications and interpretations of the FCC's voluminous and exacting Sixth Report and Order, which was issued last week [B*7, April 14], must now be in writing.

That was one of the first actions of the FCC following a week of heavy reading by broadcasters and their Washington legal and engineering counsel.

Commission sources said that they must be asked questions in writing so that their replies can be formal and on record. Otherwise, they fear that conflicting answers may be given to the same question.

Most of the inquiries verbally submitted to the Commission last week were matters answered in the decision, these sources said. Some of the questions raised led to these answers:

1. As of now it is impossible to judge when an applicant may get a grant. That won't be known until after the July 1 deadline for the beginning of processing when most of the applications will have been filed.

2. FCC will put out shortly after July 1 a list of cities and their positions on the various processing lines.

3. Definitely scheduled is work on the change of assignments for the present to shift frequencies. If applications to accomplish this are accompanied by requests for maximum powers and antenna heights, those items will be processed at the same time the channel realignments are.

4. Will FCC view sympathetically requests for rule-making at end of year to shift unused channels from one city to another where applicants await additional frequencies? Commission sources indicate uncertainty on this, claim that nobody has given it much thought. Answer is same regarding petitions to delete educational reservations on unused channels.

5. Applications do not have to be in by July 1. If filed after that date, they will be placed in the proper processing line. But if from a city without TV service now, those delaying may find all channels granted.

6. What happens to an application belonging to the Group B (1) processing line which is filed after the Commission completes actions on all applications in that group? Does it get priority over applications in Group B (2)? Answer is yes, it will be considered a Group B (1) application and receive priority over Group B (2) applications.

7. Grantees who have to return for modifications of CPs will be put into Group C, which will be started as soon as the first modification is received. Group C will be processed as soon as the first case comes in.

Question of how fast the various processing lines can be moved is the great unknown. At the present time, the Commission is understaffed and is awaiting Senate action on its requested $8 million 1953 budget. The House passed a $6 million appropriation, which is not only a cut of $2 million from the amount requested, but is actually $600,000 under present required levels.

Should the Senate not restore the House cut, the Commission will have to survey its activities, determine which will be cut down to shackle personnel for the expected TV avalanche.

Commission officials vow that all personnel are loaded with work at the present time and that if any must be moved to tackle TV work, it will mean a virtual "freeze" on other activities—AM, amateurs, telephone and telegraph, etc.

Auto Dealers

Buy Drama-Sports Packages

AUTO dealers seem to be emphasizing heavy dramatic-sports packages. Milt Blink, executive vice president of United Television programs, said last week in reviewing spring sales of TV film programs. Chrysler-De Soto dealers in Buffalo and Rochester had bought Double Play With Durocher and Day in their cities, while Harts (TV) in Phoenix.

Automotive dealers in Little Rock, Arkansas, and Dayton, Ohio, were the first to sign for the same program, in San Antonio, Dallas, Houston, and Phoenix.

Dramatic Royal Playhouse series is currently on the air for Ford dealers in Davenport and Nash dealers in Pittsburgh. In its original version, Fireside Theatre, the same program is featured by Clark-Smith Auto Sales Corp., in Phoenix.

Studebaker Dealers in Milwaukee have purchased a private detective series distributed by Utte, and Lou Levithal, a used-car dealer in Indianapolis, is running a 5-minute dramatic-impact series, Persecution on NBC-TV, weekly. Sieberling Tires has purchased the Big Town series for Brownsville, Tex.

Cumberland-Nash dealers in Pennsylvania have their reverts do an individual choice. Mr. Blink replied. They bought UTP's Old American Barn Dance.

ATOMIC BLOTS

Set for U.S. Showing

ATOMIC blast scheduled tomorrow (Tuesday) at Frenchman Flat, near Las Vegas, Nev., will be seen by television audiences over the whole nation as a result of a public service venture by the seven Los Angeles TV stations.

The seven stations, comprising the Television Broadcasters of Southern California, will set up relays on a pool basis from the Frenchman Flat scene to Los Angeles where live telecasts will be made available to the national networks.

Under the production supervision of Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, the co-operative telecast will include the atomic blast itself and behind-the-scenes interviews with troops participating in the atomic warfare maneuvers.

Equipment to relay the blast to Los Angeles has been dropped by helicopter on strategic mountain peaks, beginning with Mt. Charleston, 8,000-ft. receiving point from Frenchman Flat. Relay then goes to Mt. San Antonio (Mt. Baldy) and to Mt. Wilson, site of the seven Los Angeles TV transmitters.

Cost of operation is estimated at more than $75,000.

NBC-TV in New York announced that it would carry a live telecast if arrangements are completed to relay the blast simultaneously.

CBS-TV said the explosion would be carried live.

ABC-TV spokesmen said the network was not even planning to carry films of the atomic experiment.

CBS Radio reported it would send commentators Robert Trout, Lowell Thomas and Dallas Townsend to cover the event, with their broadcasts originating at KLAS Las Vegas.

Meanwhile it is sending a crew headed by Maj. George Fielding Elliot to work with the staff of KRAM Las Vegas.
The end of the Freeze can
BEGIN PROFITS FOR YOU

GET THIS BOOKLET NOW

Find out how to
get on the air quickly and profitably
- with Du Mont UHF transmitting equipment
- with Du Mont Network programs
- with a Du Mont-built UHF audience

Learn how these three Du Mont operations, working together, can help make your UHF plans a successful reality.

send for your copy now...

Allen B. DuMont Laboratories, Inc.
1500 Main Ave. (DEPT. BTU3)
Clifton, N. J.
Please send me my copy of "UHF The New Big Development in TV".
Name: ..................................................
Company: .......................................... 
Address: ............................................
**telestatus**

A PLASTIC resistant to water, fire, shattering and warping is being demonstrated by NBC which, with Studio Alliance, New York, theatrical supply house, has developed the compound for TV use in sets, props and costumes.

An opaque plastic—shown in fireproof flats two-thirds the usual thickness—can be painted repeatedly with glazed or dull finishes, thereby, since sizing is not necessary, saving one step in the usual painting process. Having the toughness but not the weight of wood, the plastic—like wood—can be nailed, sawed, planed and sanded. It can be cast in molds to reproduce art objects—such as an antler horn—or a hand-carved picture frame—with precise detail and a great saving in weight: a gilded bust weighing 15 pounds was reproduced in plastic weighing two pounds. Details can be cast so precisely, according to Arthur Segal, partner in Studio Alliance, that reproducing unwanted lines involved only a manufacturing problem.

A translucent plastic can also be used to create a marble-like texture and appearance or, with color introduced into the plastic mixture, stained glass window. A transparent plastic, currently in development, will make it possible to build shatter-proof crystal chandeliers. An elastic plastic can be used for metallic chains and braids on military uniforms or ornate draperies—which themselves can be cast in plastic.

Cost of the process varies with hand-made objects proving cheaper to date than tool reproductions which require special machinery. In some instances—such as a portable antenna which is already cheaper than the usual and coarse papier mâché, as well as more durable, Benjamin L. Webster, NBC manager of staging services, reported.

Durability of plastic props—which can be dropped without damage—is soon to be proved by Ringling Bros. circus, which has ordered ornately carved float-wagons coated with the processing, he added. The technique, developed over the last six months, was also used for some props in NBC-TV's presentation of the opera, Amahl and the Night Visitors.

‘Lucy’ Heads Nielsen In Homes Percentage

CBS-TV’s I Love Lucy reached 9,561,000 homes and was viewed in 59.1% of all TV homes able to receive the program, according to Arthur Nielsen’s second TV report for March. Based on two weeks ending March 22, complete ratings follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalamazoo</td>
<td>WIRT-TV</td>
<td>6,105</td>
</tr>
<tr>
<td>Jackson</td>
<td>WJAC-TV</td>
<td>7,900</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCMV-TV</td>
<td>7,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBTV-TV</td>
<td>7,100</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WSCR-TV</td>
<td>7,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WKSU-TV</td>
<td>6,900</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW-TV</td>
<td>7,200</td>
</tr>
<tr>
<td>Columbus</td>
<td>WFMJ-TV</td>
<td>7,500</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WKXW-TV</td>
<td>8,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KXAS-TV</td>
<td>8,200</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>8,400</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WOAI-TV</td>
<td>9,000</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDAM-TV</td>
<td>9,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>9,200</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>9,300</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>9,400</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>9,200</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>9,300</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Boston</td>
<td>WJAR-TV</td>
<td>9,400</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>9,300</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>9,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>10,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW-TV</td>
<td>10,300</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>10,300</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>Boston</td>
<td>WJAR-TV</td>
<td>10,400</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>10,300</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC-TV</td>
<td>10,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>10,000</td>
</tr>
</tbody>
</table>

**New Camera Crane Aids TV Production**

TV CAMERA crane claimed to have unusual versatility has been announced by Houston-Pearlers Corp., Los Angeles, which says the crane allows virtually every camera effect known to television, from very high to very low “on the air” fluid-motion shots, vertical and horizontal, with no overlap.

(Continued on page 101)
The Atlanta market is a beauty in more ways than one. So far as we know, the city's famed dogwoods bear no particular significance to sales... but did you ever notice how much better work does seem to go amid pleasant surroundings? One of these more pleasant things about doing business in Atlanta is a television set-up that pampers an advertising budget. Telecasting over Channel 2 with 50,000 watts from the world's tallest television tower, WSB-TV delivers a package that makes sense to cost-conscious time buyers. Let one of us show you WSB-TV's coverage pattern and tell you about the production facilities we have for you.
Nothing like it in the industry!

30 ADVANCED FEATURES

INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS

CONVENTIONAL
CAMERA

G-E
CAMERA

CLOSER FOCUS FOR GREATER MAGNIFICATION

FIG. 1 — TWICE THE BACK FOCAL TRAVEL

✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification — up to 25 times.

✓ Vibration-isolated blower provides full length cooling of I.O. tube, 64% longer tube life, and top picture quality.


SEND FOR THIS NEW BULLETIN — Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. General Electric Company, Section 232-17, Electronics Park, Syracuse, New York.
ALREADY in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- Twice the back focal travel of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- Silent blower permits close-up operation without microphone pick-up.
- Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- Faster lenses supplied at no extra cost! 50 mm — f2.3  100 mm — f2.3  152 mm — f2.7
- Lenses are positively indexed.
- Circuits provide sweep failure protection for your $1200 I.O. tube. Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- Lens versatility. More than 15 different TV lenses can be mounted without special adaptation.
- Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- Automatic engagement of focus control when side door of camera is closed.
- Low center of gravity in camera and Fearless pan and tilt head assure stability and smooth operation.
- Focus handle clutch protects against damage and misalignment.
- Removable I.O. yoke with ball-bearing slide assembly and plug-in-electrical connections.
- Microphonics minimized. No signal circuits included in control console.
- Average brightness measurements of channel picture can be made at the channel amplifier.
- 14 kv independent power supply for monitor picture tube. Calibration input terminals supplied.
- Change-over switch for composite or non-composite signals.
- Waveform monitor includes IRE calibration scale.
- Simultaneous vertical and horizontal waveform presentation.
- Large quiet blower provides ample monitor cooling.
- Entire channel is factory-wired, with all plug-in interconnections.

You can put your confidence in—

GENERAL ELECTRIC
TV Thaw Is 'Challenge'

Ohio Institute Charts Course

PROGRAMMING of commercial TV stations "will improve" but in-

dustry cannot do the job alone without the aid of educational

broadcasters, the Institute for Edu-

cational TV was told Thursday.

This was the gist of talks by commercial broadcasters and edu-

cational TV operators in a session on "Implementation of television

pro-gramming" ushering in the 22d annual IERT conference sponsored by Ohio State U. at Columbus.

The general session was favored with references to the NARTB Television Code, FCC's ill-fated Blue Book of several years ago and trade criticism.

Panel Members

Panelists included Edward Lamb, president of WTVN (TV) Colum-

bus and WICU (TV) Erie, Pa.; WTOD Toledo and WHOO Orlando, Fla.; Mrs. A. Scott Bullitt, presi-

dent of KING-TV Seattle, a mem-

ber of the TVAARU Review Board; Armand Hunter, director of TV development, Michigan State College, and Dallas Smythe, Insti-

tute for Communications Research, U. of Illinois.

Mr. Lamb said "there are many factors which lead me to feel that TV programming at commercial stations will improve," largely through consumer and organized viewing groups rather than by dint of "self-policed codes of good con-

duct." He described the new NARTB TV code as a good thing but only "a mild incentive" to improvement.

He insisted that "more and more commercial broadcasters are day-

day coming to a realization that FCC was essentially correct in its Blue Book announcement several years ago." As a result, they have realized that the "best pro-

gramming" is local and public serv-

cice fare.

Most immediate problem, Mr. La-

mb stated, is improvement of com-

mercial TV programming, which "will arrive out of a real, rugged competition for audience attention." He said educators no longer can afford to sit back and "criticize commercial telecasting" but must face up to the task of putting educational stations on the air.

The American public will be able to use this new program source as a gauge to measure usefulness of all TV stations.

Noting that educational groups are receiving reservations for more than twice as many channels as commercial outlets now on the air, Mr. Lamb suggested that private broadcasters might question grant-

ing free time to public service and educational programs.

"It is unfortunate that this re-

cent trend is not an outgrowth of the proposal offered by Sen. Edwin C. Johnson (D-Col.) and others of us who have been touring the country," he said.

Building owners and developers suggested that tele-

viewers show more response to good programming to guide com-

mercial stations and felt programming problems would be solved in time. She stressed public service programs, a high level of program selectivity and research, adding that there is a difference at times in the tastes and good commercial operators will show and that research reflects changes in audience tastes.

"Silence Is Lethal" "When people offer something worthwhile, they frequently get the silent treatment," she said. "Silence is lethal."

Responding to a question, Mrs. Bullitt said she did not see some indi-

viduals in the industry take issue with educational reservations, "there will be very feeble opposition" once the educators start to build new stations.

Mrs. Bullitt expressed confidence that programs will show continual (Continued on page 89)
said he is delighted "the Commission has seen the light" and said that previously applications before the FCC were "predominantly commercial." He said the burden had been on educators to present a strong case for non-commercial TV outlets "immediately," while commercial telecasters sat back and "clamored" for three and a half years for the FCC to lift the freeze.

J CET officials urged special haste by organizations in larger cities where FCC has earmarked VHF in its assignments.

Turning to programming, a J CET representative said educational stations would "try to get away from the de-dulling monotony of standard stuff" telecast by commercial stations. But even so, J CET officials emphasized that its proposed educational fare would fall within the broadest possible definition of the word, and include culture, fine arts and entertainment.

In this connection, the educators had a kind word for DuMont Network's John Hopkins Science Review, NBC-TV's Meet the Press (whose format they felt could be embellished with general educational uplift)—and even Kukla, Fran & Ollie.

The purpose of educational programming, J CET avowed, would be to urge "the total impact of educational and cultural fare on all levels of people" and to afford EDUCATIONAL TV COST

"Who's Going to Pay?"

FINANCING of educational TV presents a grave problem, Calvin S. Hathaway, director of the Cooper Union Museum for the Arts of Decoration, New York, declared last Wednesday.

Speaking before the Friends of the Museum, Mr. Hathaway said that although "we are keenly interested in the potential widening of our horizons by the new Washington decree . . . I only wish the Washington or Albany or the ultimate beneficiaries who own television receiving sets would tell us: Who's going to pay?"

He cited the expense of TV programming and noted that the New York State Regents hope to operate a proposed network. He added, "but there seems to be no reason to hope that the State of New York will be any more interested in helping to cover a museum's television expenses than commercial television has been."

"mature, literate and adult fare" which education hopes to translate in terms of public understanding in government and democracy. J CET still is "interested in educational programming of commercial stations" and the need for cooperation between commercial telecasters and educational outlets. Role of the latter in supplying new personnel for potential commercial outlets was cited.

Because the stations would be operated without profit, there are no problems involving unions or copyright-royalties. "The American Federation of Musicians has cooperated fully and completely with schools on broadcasts involving musicians, Mr. Siegel interposed.

Cost of operating these stations would be "cheaper than chewing gum—perhaps the least expensive way you can educate except perhaps radio," according to ACE's Mr. Adams. He cited a potential Boston VHF audience of four million viewers and added that in New York the cost "will approximate that of one newspaper per person per year." In some instances, the audience would be select or limited, however, it was acknowledged.

"Within five years, state universities and private institutions will serve each community, state and the nation on a scale only dimly appreciated today," Mr. Adams told newsmen.

Some educational groups, it was acknowledged, have indicated interest in applying for commercial TV licenses. It also was noted that FCC was asked to rule on partial commercialization by educational applicants as a policy. (The Commission rejected this proposal, suggested by the U. of Missouri and other schools.)

The ACE president strongly endorsed the plan and expressed confidence that construction and operation "will begin promptly in many communities." Actual spade work for these stations may take place at the current Educational Television Programs Institute at Pennsylvania State College, slated to have been held yesterday (Sunday).

NEA's Mr. Farley noted that one state (presumably New York) is "well on the way to the creation of a statewide network of television stations. In numerous cities and in many institutions—plans for financing and operating educational stations have been made and will be carried out at an early date." The reservations will help some groups overcome some "limitations" on TV, he added. Los (Continued on page 82)

MARCH OF TIME

Announces New Series

THE MARCH of Time, New York, has announced a new 26-week TV film series, American Wit and Humor.

Works of America's most famous authors and humorists, including Mark Twain, Artemus Ward, Eugene Field, Josh Billings, Nathaniel Hawthorne and Edgar Allan Poe are featured. Cast for the series includes Thomas Mitchell, Gene Lockhart, Jeffrey Lynn, Arnold Moss, Ann Burr and Luella Gear.

Take a good look at this area

This is the coverage area of WSAZ-TV

It is in an area of 2,000,000 Persons

Here is a market larger than

KANSAS CITY

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

CHANNEL 5

For more information call . . . THE KATZ AGENCY, INC.

BROADCASTING * Telecasting

April 21, 1952 * Page 81
TV Progress
(Continued from page 80)

improvement but emphasized that objection will not be reached yet.

With new educational TV outlets taking the air, programming is bound to improve, she noted, but the pattern has not yet crystallized.

Burden of responsibility for improvement in video fare was placed on educators by Dr. Hunter, a prime mover in Michigan State TV development, who felt a "fundamental philosophical conflict and opposition" within private industry is hampering progress.

"Industry has certain... economic obstacles in its path," he said in calling on educators to improve programming. "The FCC has no practical method of enforcing its rules and the public has no articulate means of demanding it," he added.

Dr. Hunter predicted that "the battle will be long and hard" and that the educators as outside forces are the only ones who can perhaps swing the support and weight needed to help the industry win the fight and eventually achieve the common objective.

He called on educators to determine needs and standards through qualitative program research and experiment with new ideas.

Statistics on Programming

The research phase elicited statistics from Prof. Smythe, also a director of studies for the National Assn. of Educational Broadcasters. He scored "the apparent predominance of a familiar material in the entertainment which provides the bulk of TV programming."

Delving into NAEB monitoring studies in three cities, financed partly by the Fund for Adult Education over a 15-month period, Prof. Smythe said entertainment occupies about three-fourths of prime time in New York and Los Angeles. He gave this breakdown: Information type programs (news, weather, sports, etc.) 19%

in New York and 24% in Los Angeles; public issues and events, ranging from 4% in Los Angeles to 7% in New York, and drama, 9% in Los Angeles and 8% in New York.

Prof. Smythe particularly deplored "crime and violence on TV," which he said had risen in both cities and suggested such studies "may lead to revisions of TV programming of the highest importance."

A tribute to the late W. W. Charters, co-founder and honorary director of the institute, was given by Judith Walther, NBC Central Division, who cited his "wise counsel in serving IERT."

Dr. I. Keith Tyler, Institute director, presided over the panel held in the Deshler-Wallick Hotel, Ken
deth G. Bartlett, Syracuse U., led the floor discussion.

Educators, J CET
(Continued from page 81)

Angeles also is "ready to go" with UHF, it was said.

J CET assisted 838 colleges, univer-
sities and school systems and public service agencies to file formal statements in response to the FCC's proposal for reservations. The difference between the 245 finally reserved and the 200 set aside in the Commission's Third Notice represents extra channels granted to groups which had not even applied. J CET will continue to aid schools, offering engineering and construction data.

Detroit educational agencies are "well along" in their planning, ac-
cording to President David Henry of Wayne U., an ACE representa-
tive on J CET. Applicants for UHF in that city include Wayne U., U. of Detroit, and Detroit Ed. of Education.

Mr. Henry said: "Much experimentation in pro-
gramming is under way in many

institutions and in many localities. Considerable thought has been given to how educational agencies can pool their resources for effective operation. I am sure that edu-
cational agencies are ready to meet the time schedule for transmitting and receiving UHF. Some are ready for the immediate use of VHF allocations."

FCC reserved a UHF channel for educational use in Detroit.

Similar reports were given for land-grant colleges and state uni-
versities. James H. Denison of Michigan State College, another J CET representative, said many "are prepared to file application for construction permits immedi-
ately, and others will not be far behind." MSC was rejected for a VHF channel at East Lansing.

Dr. A. N. Jorgensen, U. of Con-
necticut president, felt that state universities that have been as-
signed TV channels "must now move forward as soon as possible."

Earl McGrath, U. S. Commissi-
oner of Education, Office of Edu-
cation, Federal Security Agency, described the FCC plan as the opening of a new era for edu-
cation. But he warned:

The FCC's decision must be im-
plemented by actual broadcasting op-
erations if its benefits are to be felt in the community. Educators also must face a serious challenge this year—a challenge to determine whether they should or will use these new tools or whether they will allow this invaluable portion of the public domain, the television spectrum, to remain unused and ultimately to be turned over to other educational uses. Clearly the matter will be decided; educators must begin at once to initiate or complete plans for the construction and operation of their own independent television stations.

Dr. I. Keith Tyler, director of radio education at Ohio State U. and a key figure in J CET, said he was pleased that the FCC recognized education's role in TV's development and commended the Commission for its handling of the allocation plan.

(Continued on page 100)

BROADCASTING • Telecasting
Cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with 1/2 camera for film telecasting from remotes.

Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with 1/2 camera for film telecasting from remotes.

Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.

...to Drive its Story Home!

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure your station is on the schedule of the GPL Mobile Unit Tour. See why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory

INcorporated

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
TV AIDS SPORTS

TELEVISION manufacturers, having shown that TV actually helps rather than hurts recreation industries, are preparing to cooperate with professional baseball clubs during the 1952 season.

Cooperation is replacing the hostility once shown by baseball operators, and Radio-Television Mfrs. Assn. will soon launch its drive to boost interest in the sport and to stimulate attendance at the parks.

Final plans will be discussed Tuesday at a New York meeting of the RTMA Sports Promotion Subcommittee. Chairman of the group is Dan Halpin, RCA Victor.

The current study of TV's impact on recreation and communications, released by RTMA on the basis of a three-year investigation, bears out the original premise of Jerry Jordan, research specialist, that harmful effects of TV set ownership are confined to the "novelty period" [B&T, April 7]. Mr. Jordan is son of N. W. Ayer & Son, Philadelphia. The agency has continued Mr. Jordan's research project during his service in the Army.

Glen McDaniel, RTMA president, said the summary of 1951 business in recreation and communications industries "indicates that Jordan's original theory is working out and that television is becoming a promotion partner, and not a harmful competitor of most recreation."

The new RTMA study shows steady growth for recreation and news industries, one of the fastest growing segments of American industry, of which TV is a part. The tremendous increase in 1950 TV set sales helped boost the total income for that year and the decline in 1951 caused a leveling off for the news industry.

Five out of eight major other classifications of recreation are running ahead of the pre-TV year 1947, with RTMA describing video as "an addition, not a replacement" in the home. A hundred of new stations will not change that condition," according to RTMA.

The average family can add about four hours of TV a day and not curtail other types of recreation seriously, according to RTMA, because of such factors as largest number of children in history, shorter working hours, modern homes, labor-saving appliances, faster transportation and better organized existence.

"Television simply fills another need for our expanding economy—just as magazines did a few generations ago," says RTMA, adding "just as the movies, radio and organized sports have done in later years."

As to newspapers, RTMA notes daily newspaper circulation holding close to its all-time 1950 peak, according to the Ayer Directory. Reading time hasn't changed noticeably, with sport and entertainment pages "definitely stimulated." On top of that, RTMA finds newspaper have gained "twice as many dollars in total advertising revenue since 1947 as were spent on all television advertising in 1951."

Magazines have grown just twice as fast as in the last decade, RTMA reminds, with TV families reading as much as non-TV families and all advertising revenue records broken. A 1949 drop was shown during the novelty period but last year "magazines come back strong with a whopping big $70 million gain over the pre-TV year of 1947."

As to broadcasting, RTMA scoffs at prophets who shouted, "Television will take the audience and the income." RTMA quotes Broadcasting Yearbook net income figure of $455.5 million for the aural industry in 1951, an all-time record. "A pretty healthy corpse," RTMA suggests.

Good pictures are drawing well, according to RTMA, with only the mediocre Hollywood films "taking it on the chin." It cites opening of 3,000 new drive-in theatres as against the 2,000 that closed, adding, "about 80 million people a week paid half-a-billion dollars more for movies in 1951 than in 1941." Gains in symphony, ballet and opera attendance has doubled in a decade, it is stated.

Increase of 200% in spectator sports right after the war and prior to general TV inevitably was influenced as people started buying homes, durable goods and paying big taxes, "regardless of television," according to RTMA.

RTMA recalled the predictions that TV would empty sports stadia, terming them "as groundless as the earlier fears that once threatened to bar sports writers from the parks and did ban radio 20 years ago."

Sports Participation

TV hasn't stopped people from participating in "doing" sports, RTMA continues, with dollars spent on participating sports up nearly 10% over 1947 and intramural sports increasing "spectacularly." As to baseball, RTMA explains that the nine clubs that maintained their regular TV of all games or day games played to increased crowds in 1951 and the seven clubs that cut or eliminated TV had a loss. Major leagues received about $4,562,000 for sportcasting fees in 1951, almost equal to the entire National League gate receipts in 1940, biggest pre-war year, the report says. "Since the lurch attendance following the war, paid admission in parks that have televised regularly and consistently have dropped only about half the percentage decline of those which did not televise—or reduced or restricted television," it continues.

Minor league baseball is described as "one unhappy note in the sports picture" but RTMA points out that only about 40 of the 350 clubs are near enough to TV to be affected by it and losses were general in 46 out of 50 leagues. Much of the blame is ascribed to overemphasis of the "major league frame of mind" and such other elements as big-league broadcasts by 1,000 radio stations, stories of national news services and loss of

PEABODY AWARD 1951
originating Station of THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on WAAM TELEVISION CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co. Represented nationally by Harrington, Righter & Parsons, Inc.

Page 84 • April 21, 1952
RELIGIOUS SHOWS
WOI-TV Has Workshop
REGISTRATION of 50 persons from 10 midwest states is expected for the religious television workshop to be conducted at WOI-TV Ames, Iowa, this week. Richard B. Hull, radio-TV director at Iowa State College, which owns the station, is planning workshop sessions under sponsorship of the TV-radio committee of the Iowa Inter-Church Council.

Seminars will concern program monitoring, general discussions of TV, scripting, production and putting a half-hour show on the air. Rudy Breit, TV consultant for CBS New York, and Charles Schmits, educational director of the commission on films, radio and television for the National Council of Churches, are in charge of the program. Panelists will represent state and city councils of churches, pastors, directors of Christian education, laymen, Council of Church women and parent and teacher groups.

Members of the college and station staff will direct several meet-
ings. The Monday evening speaker will be Charles Guggenheim, producer of The Whole Town's Talking on WOI-TV, in cooperation with the Fund for Adult Education. Tuesday luncheon speaker will be Ed Wegener, WOI-TV production manager, while the Thursday luncheon address will be given by Merrill Ludvig, project supervisor of the Fund for Adult Education, an independent organization established by the Ford Foundation.

Bill Niethamer
BILL NIETHAMER, WOAI-TV San Antonio staff member, died April 10 of a heart ailment after several months' illness. Mr. Niethamer was with the station for two years as commentator and narrator on local news programs.

ORIGINAL Richard Rodgers musical score for NBC-TV's documentary, Victory at Sea, to be seen next fall, has been recorded and filmed by NBC Symphony Orchestra under direction of Robert Russell Bennett.

No Harm to Yanks
"THE only time televising a game hurts the gate is when the weather's bad," George Weiss, president of New York Yankees baseball club, asserted last week at Sports Broadcasters luncheon in New York. Questioned by Bob O'Connor, WOR-TV New York sports director, as to television's usefulness in promotion, Mr. Weiss replied: "It doesn't do us any harm."

TV EDUCATION
Chicago Panel Set
DAVIDSON TAYLOR, NBC vice president, will be one of four featured panel speakers on education and television at the American Council on Education's 35th annual meeting in Chicago May 2-3.

Mr. Taylor will discuss "The Responsibilities of Educational Television on Commercial Stations."

Other panel members include Ralph Steetle, executive director, Joint Committee on Educational Television, who will recall "History of Recent Attempts to Achieve a Witness: Plan for TV"; Franklin Dunham, who will consider "Advantages and Disadvantages of Alternative Approaches to Educational Television," and George Probst, radio director of the U. of Chicago, whose topic is "Television and Public Service."

Panel chairman will be Rev. Theodore M. Hesburgh, C.S.C., executive vice president, University of Notre Dame. Recorder will be I. Wheel Tyler, director of the Institute for Education by Radio-Television. He will summarize the speeches of each of the panel members for delivery to the entire convention Saturday.

MIAMI CABLE 'RACKET'
WTVJ (TV) Fights Swindle
ADVENT of coaxial cable service to Miami, Fla., has inadvertently given rise to a "racket" in which swindlers are collecting $30 license fee on home television reception of the cable programs. The swindlers represent themselves as tax agents and say that the tax must be paid before July 1.

WTVJ (TV) Miami has carried the story on all of its news programs, cautioning viewers against paying any money to the "tax collectors." In addition, the police and the Better Business Bureau have been notified and an investigation is underway.

How To Cook-Up Sales
in the Quint-City Area

"Today's Cooking"—1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. Total response to offer was 2,175.

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 in direct sales to viewers ... plus direction of THOUSANDS OF PEOPLE TO GROcers for Kaukauna Klub products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, sales-wise. Get the facts from your nearest F & P man ... or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa

BROADCASTING • Telecasting
April 21, 1952 • Page 85

TV's Impact on Broadcast Income

players to the military.

The minors can come back if they are courageous and get help from the majors, broadcasters and baseball writers, RTMA believes, continuing, "And local TV of their own games may help them to do so, when enough new stations are built to spread telecasting over a larger number of teams."

Referring to a 15% loss in male student enrollment at colleges, RTMA cited National Collegiate Athletic Assn. research to show that colleges in TV areas fared better in 1951, compared to 1950, than those in non-TV areas. "The day is not distant when more than 1,000 TV stations will offer the opportunity for hundreds of colleges to build closer contacts with their alumni, friends and neighbors through well-planned television of football," in RTMA's opinion.

Professional football is proving that TV belongs alongside newspapers and radio in building interest in a sport confined to a limited number of cities, according to RTMA. National Turn in racing also is shown, with TV credited an "assist." Boxing too, is benefiting from telecasts, RTMA asserts. On the other hand attendance is off in professional hockey and basketball, where TV has been eliminated in many areas. College basketball, on the other hand, is up 8% despite scandals and is still telecast in many places. Tennis and golf also were aided, it is claimed.
ES MITCHEL, producer-director of CBS Radio Skippy Holly-
wood Theatre from 1946-51, has retained rights to all scripts and plans to act in similar capacity when they are filmed as half-hour TV series, Guest Star Theatre.

Space at Churubusco Studios, Mexico City, has been leased and production on first 13 starts June 1 with Budd Lester, Mr. Mitchell's radio script editor, heading the story department for TV version.

Plans call for many of the stars in radio version to appear in the role they created and list includes George Brent, Andy and Della Russel, Martha Scott, Dan Clark, Caesar Romero and Constance Bennett. Scripts will be filmed two at a time with each star getting salary plus right to use his two films as pilot films on series which may be developed.

TV version will not conflict with the 99 radio scripts which were sold to Frederic W. Ziv Co., Hollywood.

Bo-Mor Productions, Hollywood, headquartered at General Service Studios, newly formed by Richard Mooney, formerly executive producer Primrose Productions, that city. Plans call for three half-hour TV film series—a musical, each program complete in itself, a dramatic format and a beauty-charm type show. Another musical TV film series is in offing which will be quite similar to the one. Va. L. Lehberg, production manager Primrose Productions, will serve with new company in similar capacity.

George Brent Productions Inc., Hollywood, newly formed by George Brent, film actor, and William B. White, Hollywood talent agent, to produce 26 half-hour TV film se-

Production

Athena Productions Inc., Hollywood, headquartered at California Studios, plans May production on first of 39 half-hour color TV film series, Man of Robin Hood, with Clifford Sanforth, producer, acting as producer-director. Howard Laurence Field is adapting scripts from Ten of Ermin's Tree and Son of Robin Hood in Somerset, novels written by Paul A. Castle-

Sales

CBS-TV Files of Jeffrey Jones, be-

Leon, who will function as execu-

tive story head. Actors Edward
Arnold, Diana Lynn, Akim Tamiroff, Millard Mitchell and directors Bob

First picture, entitled 'The Vic-
tim,' written by Mr. Kozenko, fea-
tures Mr. Kennedy, Mr. Arnold, Julie Bishop and Morris Ankrum. Second picture, This Is Villa, stars Mr. Tamiroff and Mr. Kennedy. Short plays are being lined up by Mr. Kozenko, who was former editor of One Act Play Magazine, for future production. Address is Motion Picture Center, Hollywood.

Tele-Voz Co., Mexico City, headed by Miguel Almenar Jr., signs Budd Lester, script editor CBS Radio Skippy Hollywood Theatre from 1946-51, for similar capacity on half-hour TV film series, Gloria Swanson Shubert. Edward C. Simmel, vice-president Simmel-Meser-

Wilkins-Gooden Productions, Holly-

Crown Picture International, Hol-

Industrial films, TV spots, programs

* * *

Sarra Inc., Chicago, has completed a se-

Fourth birthday celebration was

RKO PATHE INC.

Industrial Films

TV Spots

Programs

625 Madison Ave.

N. Y. 22, N. Y. • Plate No. 9-3600

Film Report

* * *

is already completed. Company's future production is to be geared for TV as well as church market.

Pentann Productions Inc., Holly-

Flying A Pictures, Hollywood, signs

Film People

Frank Ferrin, producer CBS-TV

Saragossa, producer-direc-

RKO PATHE INC.

Industrial Films

TV Spots

Programs

625 Madison Ave.

N. Y. 22, N. Y. • Plate No. 9-3600

is already completed. Company's future production is to be geared for TV as well as church market.

Pentann Productions Inc., Holly-

Flying A Pictures, Hollywood, signs

Film People

Frank Ferrin, producer CBS-TV

Saragossa, producer-direc-

RKO PATHE INC.

Industrial Films

TV Spots

Programs

625 Madison Ave.

N. Y. 22, N. Y. • Plate No. 9-3600

is already completed. Company's future production is to be geared for TV as well as church market.

Pentann Productions Inc., Holly-

Flying A Pictures, Hollywood, signs

Film People

Frank Ferrin, producer CBS-TV

Saragossa, producer-direc-

RKO PATHE INC.

Industrial Films

TV Spots

Programs

625 Madison Ave.

N. Y. 22, N. Y. • Plate No. 9-3600

is already completed. Company's future production is to be geared for TV as well as church market.

Pentann Productions Inc., Holly-

Flying A Pictures, Hollywood, signs

Film People

Frank Ferrin, producer CBS-TV

Saragossa, producer-direc-

RKO PATHE INC.

Industrial Films

TV Spots

Programs

625 Madison Ave.

N. Y. 22, N. Y. • Plate No. 9-3600

is already completed. Company's future production is to be geared for TV as well as church market.

Pentann Productions Inc., Holly-

Flying A Pictures, Hollywood, signs

Film People

Frank Ferrin, producer CBS-TV

Saragossa, producer-direc-

RKO PATHE INC.
**TV FILMS AND FEATURES**

**Specialty Television Films, Inc.**
1501 Broadway
New York City
Longacre 4-5592
Jules B. Weill, Pres.

**Screen Gems, Inc.**
729 Seventh Avenue
New York 19, N. Y.
Circle 5-5044
Write • Wire • Telephone
For Audition Prints

**Telecast Films, Inc.**
112 W. 48th Street
New York 36, New York
Judson 8-5480

**Post Pictures Corp.**
115 W. 45th Street
New York 19, N. Y.
Luxemburg 2-4070

---

**TV TOPS** . . . Hollywood features with well-known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WIT'CHIFAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

**Screen Gems, Inc.**
729 Seventh Avenue
New York 19, N. Y.
Circle 5-5044
Write • Wire • Telephone
For Audition Prints

**WORLD’S GREATEST MUSIC**; A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of Tchaikowsky • Beethoven • Schubert • Wagner • Mendelssohn • Grieg. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station’s film budget.

**WORLD’S GREATEST MUSIC**

---

**THE BIG GAME HUNT . . . IN ACTION . . .**

---

**VIDEODEX REPORTS**

---

**POST PICTURES CORP.**

---

**SO THIS IS WASHINGTON** is one of the funniest pictures to date in our success-tested series of 6 Big LUM 'N' ABNER features. With audience appeal established by 17 years on radio, these “jot ’em-down” comedy partners offer side-splitting entertainment for the entire family. Lum and Abner find themselves the park-bench advisers of the nation’s big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.
CBS-TV CLINIC

 Speakers Announced

 CBS-TV announced this week a list of company officials who will address its TV station operators clinic, scheduled for both radio and television affiliates of CBS [B* T, April 14] after FCC's lifting of the television freeze last week.

 CBS-TV President J. L. Van Volkenburg said the clinic will be held May 1-2 at the Waldorf-Astoria in New York, with more than 500 officials expected to attend from the 62 CBS-TV affiliates and 207 CBS stations.

 Designed to aid those planning to enter TV as well as those now in it, the agenda covers such subjects as procedures in advertising licenses, construction costs, equipment needs, income expectations, programming, sales, research, promotion and publicity.

 FCC's lifting of the freeze, Mr. Van Volkenburg said, marks "one of the most historic dates in the progress of mass communications. Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment into added millions of homes from coast to coast. CBS Television welcomes the challenge and opportunities inherent in tomorrow's television."

 CBS President Frank Stanton and Mr. Van Volkenburg will head the roster of company officials who will address the clinic.

 Other CBS-TV speakers will include Herbert V. Akerberg, vice president in charge of station relations, who will discuss the development of the CBS-TV network and its stations and appraise the future; William B. Lodge, vice president in charge of engineering, on application procedures and TV station coverage; Hubbell Robinson Jr., vice president in charge of programs, on program plans; Fred M. Thrower, vice president in charge of sales, on TV as an advertising medium; A. B. Chamberlain, chief engineer, on TV station costs; John Crowden, director of sales promotion and advertising, on activities in those fields as they relate to a new TV station; David J. Jacobson, director of public relations, on publicity and exploitation on the station level; Oscar Katz, director of research, on the past and probable future growth of the TV market, and Sig Mickelson, director of news and public affairs, on public interest programming.

 Additional industry speakers will be designated later, CBS-TV said.

 AFM STANDS PAT

 On Old Movie Policy

 AMERICAN Federation of Musicians has refused to grant a request of Independent Motion Picture Producers Ass'n. that AFM President James C. Petriolo send a special committee to Hollywood to renegotiate all policies affecting fees and percentages now demanded by AFM for old movies sold to television.

 Refusal is based on the AFM claim there are no negotiating committees in Hollywood and that all such matters are handled by the union in New York. J. E. Chadwick, IMPPA president, had asked for a meeting in Hollywood "where producers reside and where facts are more obtainable" [B*T, April 7].

 IMPPA wants AFM to eliminate the demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment to musicians for rescreening those films. IMPPA members met this past weekend to formulate future steps.

 VISTASCOPE CORP.

 Paramount Buys 50%

 A 50% interest in Vistascope Corp. of America has been acquired by Paramount Pictures Inc., Trustee Sol Lesser, president. Firm immediately will set up facilities for marketing the French photographic invention in the U. S. Vistascope has exclusive license on Vistascope equipment in this country, which will be made available on royalty basis.

 The invention permits the use of photographs for motion picture and TV foreground settings to be combined with live action. Equipment is described as able to completely eliminate need for expensive matte shots or construction of foreground sets in live-action films, through use of photographs for these foreground settings, thus effecting a budget saving.

 Linked directly with the camera, it makes available for the foreground any structure, group of objects or background which can be lensed in still form. Color as well as black-and-white can be used in the device, it was explained.

 KPRC-TV RATES

 Cost Per Thousand Drops

 ATTRACTIVE bar chart in orange, red and green shows advertisers that KPRC-TV Houston, Tex., circulation will be up 11.3% by Oct. 1, 1952, while the cost for reach of company's advertising will drop 48.5% per thousand families by the same date.

 Basing figures on the increase of TV set sales from $2,000,000 on July 1, 1951, to $27,500 in the area on March 1, 1952, an increase of 55.4%, station officials say a projection of set sales indicate 175,000 sets will be in use by Oct. 1.

 In contrast to the charts showing a jump in KPRC-TV's circulation, other bars show the drop in cost of advertising per 1,000 families as March 1, 1952, and the expected Oct. 1, 1952, figures.

 On July 1, 1951, KPRC-TV's charge per half-hour for each 1,000 families was $3.66, on March 1, 1952, $3.82 and on Oct. 1 is estimated $2.06 for Class A (6-10:30 p.m. daily) time. For Class B per half-hour impression (5-5:59 Monday through Friday, 10:31-midnight Sunday and noon-noon Saturday and Sunday), rates are indicated as: July 1, 1951, $1.22 per thousand, March 1, 1952, $0.84 and Oct. 1, 1952, $0.65. These same rates apply for Class C half-hour announcements (from before 5 p.m. Monday through Friday, before noon Saturday and Sunday).

 Rates for chain breaks were $0.08 per thousand on July 1, 1951; $0.75 on March 1, 1952, and are projected at $0.55 for Oct. 1.

 EDDIE CANTOR, star of NBC-TV Colgate Comedy Hour, will begin a six city tour for American National Red Cross blood campaign on April 29.

 PROGRAM PROBE

 Rep. Gathings Still Wants

 House Rules Committee to do the job.

 It was this particular committee which stepped into the picture a few weeks ago to stop a resolution introduced by Rep. Gathings and given clearance by the House Rules Committee [B*T, April 7]. The resolution would have set up a select committee to investigate not only radio-TV but also other media channels, namely comic books, pocket-size books and magazines. It was aimed at "immoral and offensive" matter.

 Rep. Gathings noted in his statement that the Congress already has on tap a long-pending resolution that he introduced a year ago which would direct the House Commerce Committee to investigate radio-TV programming.

 Under prodding by the commerce group and by the House leadership Rep. Gathings dropped radio-TV from his proposed investigation and study of the various media by select committees. According to the Congressman, it is "immaterial whether radio or TV investigated, whether it be a select committee or the Interstate & Foreign Commerce group.

 In his statement, the Congressman asserted he doubted whether the NARTB TV code "will work at all" as successfully as intended. A thorough study of the types of programs that are put on the air indicates that crime must pay in the networks and individual stations persist in using crime programs."

 NEW COLOR CONVERTER

 Accurate TV Labs. Announce

 A new color converter which fits on face of the picture tube has been developed by Accurate TV Labs., Van Nuys, Calif.

 To be produced initially for 21 inch sets in public places, it utilizes a driving mechanism not subject to government regulations in use of critical materials, according to G. O. Wood, president.

 "The converter uses CBS color transmissions which may be relayed from the East Coast," he said, adding, "The conversion to color is simple."
A TURLEY-REPUBLIC

Final Briefs Filed

FEDERAL court,

AUTRY,

1

4,

OGERS who
tingers suit.

lightly
-am:

While

ow.

undation

addition

at

O.

Canadian

are

unofficially

Productions, Toronto.

commercial sponsorship,

TV

members

than half the

films.

is

will be

net

of

for

will be

after

drop

the

NFL petition

its games

violating the act

Perry Epps

Judge

was

for the government

TRIAL DATE

was

for the government

League, charging violation of the

radio and television "blackout" of
June 18 by Judge Allan K. Grim in

U. S. District Court, Philadelphia.

Judge Grim sets June 16

as date for trial

suit against the National Football

Sherman Anti-Trust Act through a

league's games, has been set for

by

June 18 by Judge Allan K. Grim in

U. S. District Court, Philadelphia.

Francis J. Myers (D-Pa.) hinted in
court argument that the govern-

ment made only a superficial

investigation before filing suit. "They

are on a fishing expedition to get

evidence to prosecute the National

Football League," he said.

Assistant U. S. Attorney W.
Ferry Epps said that granting

the NFL demand for all documents

would be burdensome, since the

defense counsel had, among other

things, asked for the schedules of

the many radio and television sta-

tions affected by being blacklisted

from broadcasting games.

Mr. Myers replied that the

league's demands "would not

be burdensome to the govern-

ment, but it is vitally important to

the NFL in their case to know if

any of the stations had time available

at the time of the games, or if they

had contracts with sponsors which

could not be cancelled."

Judge Grim set May 22 as a date

for pre-trial conference with NFL

and government attorneys.

TV'S MOVIE EFFECT

Exaggerated, Balaban Says

LONG-RUN effect of television on

movies has been "exaggerated," ac-

According to John Balaban, president

of Balaban & Katz Corp., Chicago,

which owns a chain of movie houses

and WBKB (TV) there. Mr. Balaban,

who believes movie-goers merely

have become more selective

in their tastes, reported to B. & K

stockholders at a meeting in

Chicago Tuesday.

He said TV profits this year

would be about the same as last,

$850,000, or more than half the

total company net of $1,646,637.

WBKB netted about $200,000 in

1950. Theatre profits were down

from 1930, he reported. The

company's $1,646,637 net income

for the fiscal year ending Dec.

29 equalled $2,25 per share, a drop

from $2,175,384 and $2.25 per share

of the previous year. Dividends

last year were 6 per share, com-

pared with $7.25 in 1950.

TINY TV SET

A TINY television set with a

one-inch screen was put on

display at an exhibition in

Birmingham, England, by a

manufacturer as an advertis-

ing novelty. The manufac-

turer said that the miniature

set cost $1,540 to make.

FORD FOUNDATION

Reports on TV Value

TELEVISION is "an influence of

the greatest importance" in the

opinion of the Ford Foundation's

Fund for Adult Education, Founda-

tion President Paul G. Hoffman

said in an annual report April 11.

Fund administers the foundation's

Television-Radio Workshop under a

$1.2 million grant and also received

$3.6 million in grants for other

adult educational projects in 1951.

Of the $1.2 million grant for the

Television-Radio Workshop last

year, $235,000 had been paid as of

Dec. 31. Total grants approved

by Foundation in 1951 amounted to

$22,331,796, of which $12,065,550

was actually paid during year.

These payments plus $18,057,000

paid in 1951 on grants approved

in 1950 brought last year's total

payments to $30,062,550.

the celebrated model $5

designed for every phase of

synchronous sound recording

for the motion picture and

television industries.

A truly outstanding synchronous Magnetic

Sprocket film recorder.

- WORLD-WIDE PROVEN PERFORMANCE
- FILM CAPACITY 2100 FEET -

16 MM OR 7.5 MM
- AVAILABLE IN CARRIERS CASES OR FOR

BACK MOUNTING
- FULL ACCESSORIES FOR BATTERY OPERATION

& ALL INTERIOR CONSIDERATION
- 35 MM SOUND FIDELITY PLUS MAGNETIC TAPE

CONVENIENCE AT 16 MM PRODUCTION COSTS
- PROMPT DELIVERY

The Key To Your Complete

Recording Problems

Use Stancil-Hoffman better feeding

systems for radio, television,

motion pictures and instrumentation

- equipment designed to

meet rigid Hollywood standards.

1016 NORTH HIGHLAND AVENUE

HOLLYWOOD 28, CALIFORNIA

- Write today for information on

our complete recording systems...

- microphone to release print

April 21, 1952 • Page 89
Our Respects To
(Continued from page 54)

was dodging torpedoes aboard an East Coast oil tanker. With pros-
pers of an immediate transfer to special duty with Royal Air Force
in the British Isles, he accepted a direct commission in the U.S. Army
Signal Corps.

Shortly afterward he was in East
Anglia as technical officer in charge
of a million-watt radar station, ob-
serving operations of Hitler's Luftwaffe. A year later in London,
1st Lieut. John Poole's budding
army career was nippered by an at-
tack of spinal meningitis.

The 25-year-old officer, who was
flew home, didn't travel alone.
Olivia de Rey, assistant to the
publicity director of J. Arthur
Rank's Two Cities Film, and a
frequent hospital visitor, found
herself cheering one soldier in par-
ticular. She decided to make it a
lifetime job and became Mrs. John
Hudon Poole on July 3, 1943.

A week later they flew back to
the States. After six months' con-
valence, Mr. Poole returned to
active service and spent two years
more with the Signal Corps. Upon
discharge, he joined his wife and
established their home in Southern
California. The Pooles, who now
include Anthony Francis 8, Peter
Allen 4, and John H. Jr. 1½, make
their home today at Corona Del
Mar, Calif. near Laguna.

Mr. Poole took over active man-
agement of mining and oil inter-
ests previously handled by his
father up to the time of his death
during the war years.

In 1947, Mr. Poole purchased AM
station KSMA and KJRM (FM) San-
ta Maria, Calif. Radio is a far
from the two into one profitable
operation. Characteristically, he
uncovered a far more desirable
frequency for his stations shortly
after taking over. He feels his
technical ability paid off when
KSMA was switched from the
high end to 13 VHF channel and
Santa Maria radio dial. About this
time the FCC approved commer-
cial broadcasting of facsimile.

Within a few months enterpris-
ing Mr. Poole had the FM part of his
operations sending out facsimile
transmission to a number of ex-
perimental receivers.

Early in 1948, when inadequacies
of the then-existent 13 VHF tele-
vision channels were just becoming
apparent, he obtained an FCC con-
struction permit to build a UHF
experimental TV station atop Sig-
nal Hill, overlooking Long Beach.

Initial experiments were made
with a picture transmitter designed
and built by himself and two ex-
Army men. They demonstrated
that there was reasonable
chance of successful operations in
the UHF region. He then set to
work developing TV station pow-
nerful equipment in conjunction with
Stanford Research Institute and

By 1960, KM2XAZ was oper-
ating up to 400 watts, radiating
standard TV signals on the
ultra high frequencies, and
Mr. Poole could be seen almost
anytime riding around Long Beach
in a station wagon, fully equipped
to make reception tests under all
conceivable conditions.

Reaffirms Faith in UHF

By this time Mr. Poole says, he
was thoroughly convinced UHF
was to play a great future role,
although most of the industry
claimed the obstacles appeared
insurmountable.

In an appearance before the
FCC, Mr. Poole restated his faith
that high radiated powers in the
order of 200 kilowatts would be
available before many years, and
that other UHF equipment would
be developed rapidly if an alloca-
tions policy providing incentive
were adopted.

Never one to fear a fight, he
opposed ABC, CBS, Allen B.
DuMont Laboratories and a long list
of others in upholding the issue
of VHF-UHF intermixtures, point-
ning out that four-fifths of Ameri-
ca's available TV channels are
in UHF.

Mr. Poole feared that this great
segment of the telecasting 

authorities to move KM2XAZ intact
to Mt. Wilson so they could be
continued over much longer dis-
tances. Early last fall, he bought
the transmitter building occupied
by KPMY (FM) Hollywood near
Mt. Wilson. He leased a portion
back to Harry Maishliz, head of
KFMV (FM) for its continued
 operation. The new building was
for KM2XAZ. By February the trans-
fer was completed and the UHF

was hampered near Avalon in
February. With pros-

tical conditions.

anytime Mr. Poole could
make the FCC

Equipment

construction permit in April last
year on condition he dispose of
KALI.

A 1000-watt transmitter was
installed for tests and measurements
were made throughout Southern
California. He declares they re-
vealed a coverage which makes the
KBIG call letters a must.

Mr. Poole's life at present is
occupied by shutting between a
Long Beach office, where he
conducts his mining, oil and

tenant house; Los Angeles financial
district; and new KBIG Hollywood
studios and executive offices at
6540 Sunset Blvd., with side trips
to Catalina Island and Mt. Wilson.

His stock market dealings have
been strongly influenced by his
radio operations. Mr. Poole likes
to say that money which is build-
ing KBIG literally comes from
television. He made a killing in

the market after buying TV shares
heavily in the early days.

He believes the revolution
brought about by radio and TV is
just getting off to a fair start
Mr. Poole likes to look to a future
when there will be a KBIG-AM-
TV-FM-FACSIMILE and perhaps
something else as yet undreamed
on.

It looks as though John Poole is
well started toward realizing his
dream of the future. However, the
early May inaugural program of
KBIG in both Hollywood and Hol-
lywood studios, thrilling as it may
be

more intimate milestone. For that'

is exactly the time the family does
predicts arrival of another Pool
PCON 7 TOP TEN

AGAIN in March, four Cana-
dian evening network shows at
among the ten most popular, ac-
cording to the national rating ra-
port of Elliott-Haynes Ltd., Tor-
onto. The ten leaders, with
ratings, are: Charlie McCarth
22A, Radio Theatre 31, America.
Andy 29.9, Our Miss Brooks 27.
Ford Theatre 20.7 (Canadian
Gildersleeve 19.8, Share It
Weltch 19 (Canadian), Your Ho
19 (Canadian), NFL Hockey 18
(Canadian), and Suspense 18.8.

Daytime, one out of five lead-
show was Canadian. They were:
Big Sister 19.2, M, Perkins 17.
Happy Gang 17.2 (Canadian
Road of Life 16.9, and Pepp
Young's Family 15.1.

French-language evening lead-
shows were: Un Homme et
Pech 68.3, Radio Carabin 34
Metropole 30.1. Journeys 27.3
d and Theatre Ford 25.7. Day-
inese French leading shows were:
Jeunesse Dorée 31.5, Rue Prin-
pale 29.7.

FM Tower Topples

 DAMAGE of $15,000 resulted
when 420-foot FM tower winds toppled
its 400-foot FM tower belonging
WLAN Lancaster, Pa., on April
Frank H. Aldofer, WLAN ow
and general manager, said t
a tower, used for some time, was
covered by insurance.
BROADCASTING

EASTER PARADE
EASTER finery was utilized by WIP Philadelphia in its annual Easter parade, sponsored by the school, which was televised live. Students and faculty members of the Philadelphia area were outlined in Easter finery during the parade, which was broadcast live by WIP-610.

EARTHQUAKE COVERAGE
News of the earthquake which struck six states on April 5th was aired by KOMA Oklahoma City. The station reported that the earthquake was on the rise and that officials were working to keep the public informed.

WAAM COVERS FIRE
SCOOP was scored in TV circles in Baltimore by WAAM (TV) there. According to station reports, the fire was contained by the station's fire department within an hour. The fire was reported to be a small fire that was quickly contained.

FARM SERVICE REPORT
SUMMARY and report has been completed by KPRC-TV Houston on its farm television services. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, and Federal government agencies.

SCHOOL FORUM
ROUND TABLE discussions on current affairs comprise format of The Intercollegiate Forum, new weekly half-hour program on WBYR-Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland C. Tyler, debate director at Yale and member of State House of Representatives, directs program.

BAND SPONSORED
STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history. Station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code and rules. Advertisements were given in state and national newspapers and on radio stations in Iowa.

WOOD AIRS FORUM
IN-THE-AIR housing forum designed to answer all questions from listeners regarding proposed sale of houses and land in Oak Ridge, Tenn., owned entirely by the U.S. government, was broadcast recently by WOKE there. Forum consisted of two panels. One was made up of citizens who asked questions of those on the other panel who were officials of the Atomic Energy Commission. Questions were answered by listeners.

FARM SERVICE REPORT
SUMMARY and report has been completed by KPRC-TV Houston on its farm television services. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, and Federal government agencies.

SCHOOL FORUM
ROUND TABLE discussions on current affairs comprise format of The Intercollegiate Forum, new weekly half-hour program on WBYR-Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland C. Tyler, debate director at Yale and member of State House of Representatives, directs program.

BAND SPONSORED
STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history. Station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code and rules. Advertisements were given in state and national newspapers and on radio stations in Iowa.

WOOD AIRS FORUM
IN-THE-AIR housing forum designed to answer all questions from listeners regarding proposed sale of houses and land in Oak Ridge, Tenn., owned entirely by the U.S. government, was broadcast recently by WOKE there. Forum consisted of two panels. One was made up of citizens who asked questions of those on the other panel who were officials of the Atomic Energy Commission. Questions were answered by listeners.

FARM SERVICE REPORT
SUMMARY and report has been completed by KPRC-TV Houston on its farm television services. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, and Federal government agencies.

SCHOOL FORUM
ROUND TABLE discussions on current affairs comprise format of The Intercollegiate Forum, new weekly half-hour program on WBYR-Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland C. Tyler, debate director at Yale and member of State House of Representatives, directs program.

BAND SPONSORED
STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history. Station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code and rules. Advertisements were given in state and national newspapers and on radio stations in Iowa.
NEWSPAPERS

FCC Policy Discussed

NOW that the House version of the McFarland bill (S 688) would provide that FCC could not discriminate against a newspaper applicant for a broadcast facility, at least one newspaper is happy.

The House Interstate & Foreign Commerce Committee's re-worked McFarland Bill was released officially a fortnight ago [B, T, April 14].

The section on newspapers is designed to prohibit alleged FCC policy of favoring a non-newspaper applicant over the newspaper applicant "all other factors being equal."

The McFarland bill would modernize the functions of the FCC. Under pressure from newspaper interests, the House committee inserted its new section on newspapers.

Plaudit was given the committee by the Hartford (Conn.) Times (WTHT Hartford) in an editorial printed early in April. It was reprinted in the Congressional Record April 10 by Rep. Antoni N. Sadiak (R-Conn.).

According to the Times, "We believe the unsoundness of such discrimination against newspapers has long since been proved by the high standards maintained by newspaper-owned radio stations. We think our own operation of Station WTHT is a case in point."

"Ever since the invention of radio, the broadcasting of news has been a great public service. Radio is the fastest reporter in the world. Largely because of the interest of newspapers, and newspaper-supported agencies like the various press associations, radio news has become more and more accurate and has been more and more intelligently presented. The same beneficial processes will operate in the field of television unless a similar discipline policy is permitted to intervene. The House version of the McFarland bill would keep radio and television open to newspapers on an equal basis with others. In the interest of fairness and public service we believe that to be good public policy."

SALES figure for first quarter ending March 31 is reported by WJR Detroit at $889,007.05. Amount for same period in 1951 was $801,481.83.

NATIONAL NIELSEN RATINGS TOP

RADIO PROGRAMS

Table U. S. Area, including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes. Regular Week March 2-8, 1952

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Current Homes %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Omnibus (CBS)</td>
<td>7.3</td>
<td>7.3</td>
</tr>
<tr>
<td>2</td>
<td>One Man's Family (ABC)</td>
<td>7.3</td>
<td>7.3</td>
</tr>
<tr>
<td>3</td>
<td>Lone Ranger (ABC)</td>
<td>6.7</td>
<td>6.7</td>
</tr>
</tbody>
</table>

EVENING, ONCE-A-WEEK (Average For All Programs)

1. Omnibus (CBS) 7.4
2. Jack Benny (CBS) 16.5
3. Lux Radio Theatre (CBS) 15.8
4. Charlie McCarthy Show (CBS) 14.4
5. Cur Mike's Show (CBS) 12.2
6. People Are Young (CBS) 11.8
7. Dagmar (NBC) 11.8
8. Fibber McGee & Molly (NBC) 11.4
9. Philip Morris Playhouse (CBS) 10.9
10. You Bet Your Life (NBC) 10.8

EVENING, MULTI-WEEKLY (Average For All Programs)

1. Omnibus (CBS) 4.6
2. One Man's Family (NBC) 7.3
3. Lone Ranger (ABC) 6.7

WEEKDAY (Average For All Programs)

1. Fibber McGee & Molly (CBS) 8.9
2. Our Gang, Tuesday (CBS) 8.7
3. Big Brother (CBS) 8.3
4. Big Sister (CBS) 8.2
5. Aunt Jemima (CBS) 8.2
6. Wanda, Warren and the News (CBS) 8.3
7. Guiding Light (CBS) 7.0
8. Perry Mason (CBS) 7.3
9. People Are Young (NBC) 7.3
10. Arthur Godfrey (Sgt. Myers & Pals of CBS) 7.2

DAY, SUNDAY (Average For All Programs)

1. True Detective Mysteries (MBS) 7.4
2. Shadow, The (MBS) 5.9
3. Martin Kane, Private Eye (NBC) 5.4

DAY, SATURDAY (Average For All Programs)

1. Theatre of Victory (CBS) 6.7
2. It Happened Every Day (CBS) 6.3
3. Grand Central Station (CBS) 6.0
4. Romance of Helen Trent (CBS) 6.4
5. He Ain't Heavy, Mr. Sandman (CBS) 6.2
6. The Four Bears (CBS) 6.2
7. Where's Love?, The (CBS) 6.2
8. Amos, Andy, etc. (CBS) 6.1
9. Doctor Kildare (CBS) 6.1
10. The Halliwell Family (CBS) 6.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average Audience basis is used.

Copyright 1952 by A. C. Nielsen Company.

NCAB Sets Meet

JAMES WILSON, Hudson zone mgr.; signs for Hudson dealers of Cuyahoga County, Ohio, to sponsor WGAR Cleveland's Damon Runyon Theatre, a MovFair production. Watching were Harry O'Grady (I), acct. exec., Boisch Adv., and Manny Eisner, WGAR.

MAX TUCKEL (r), co-owner, Tuckel appliance store, signs for 7,700 tim checks over WCCC Hartford in year that began last month. Others at Hamilton Hoyt (I), WCCC acct. exec. and Morris McKeever, Tuckel's sl mgm.

SALES figure for first quarter ending March 31 is reported by WJR Detroit at $889,007.05. Amount for same period in 1951 was $801,481.83.

NCAB Sets Meet

JAMES WILSON, Hudson zone mgr.; signs for Hudson dealers of Cuyahoga County, Ohio, to sponsor WGAR Cleveland's Damon Runyon Theatre, a MovFair production. Watching were Harry O'Grady (I), acct. exec., Boisch Adv., and Manny Eisner, WGAR.

MAX TUCKEL (r), co-owner, Tuckel appliance store, signs for 7,700 tim checks over WCCC Hartford in year that began last month. Others at Hamilton Hoyt (I), WCCC acct. exec. and Morris McKeever, Tuckel's sl mgm.

SALES figure for first quarter ending March 31 is reported by WJR Detroit at $889,007.05. Amount for same period in 1951 was $801,481.83.

PREPARING for last week's start of Houston Buff games are (l to r) Altfi Russell, Buff pres.; Bill Bennett, KHTX gen. & coml. mgm.; Joel Pass, KTHI sports dir. and C. H. Weigand, sls. mgm., Houston District, Ford Motor Co.

190 YEARS

...and still they're buying

(see inside front cover)

Clear Channel Home of the National Barn Dance

Page 92 * April 21, 1952
**NEW BUSINESS (Continued from page 14)**

names Al Carmona Adv., Hollywood. Radio-TV will be used.

PHILADELPHIA TEXTILE FINISHERS Inc., Norristown, Pa., names Eldridge Inc., Trenton, N. J.

NEWPORT SOAP Co., Oakland, Calif., affiliate of Safeway Stores Inc., appoints Buchanan & Co., S. F. RAY RANDALL is account executive.

SANTA MONICA NEW CAR DEALERS, Santa Monica, Calif., appoints Irwin Co., Beverly Hills. Concentrated radio-TV spot campaign started April 16 for 52 weeks.


BEVERLY HILLS PROVISION Co., Beverly Hills (packaged meats), appoint Irwin Co., that city. Radio and/or TV spot campaign will be used in cooperation with DEEP-FREEZE, division of Motor Products Corp., Detroit.


METROPOLIS BREWING Co., Trenton, N. J. (Champane), names Roche-Eckhoff & Assoc., Hollywood, to handle advertising in California, Oregon, Washington, Nevada and Arizona. Radio and TV will be used.

TODD'S CLOTHES Inc., L. A. (men's clothing), and NORTHEASTERN FURNITURE Co., that city (retail furniture), appoint Lionel Adv., Hollywood. TV is being used.

FREEXW CORP., Tallahassee, Fla., names Liller-Neal-Battle, Atlanta, to handle new product, Freexw. C. K. LILLER is account executive.

BURGK & NELSON, S. F. (clothing), appoints Ad Fried Adv., Oakland, to promote new Oakland store. Radio and TV are being used.

**ADpeople**

C. W. COOK, product manager for Instant Maxwell House Coffee, named sales and advertising manager of Maxwell House division, General Foods.

ROBERT H. DILLER, former news editor, WIND Chicago, to Austin-Western Co., Aurora, Ill. (construction equipment), as assistant advertising and sales promotion manager.

DONALD B. DOUGLAS resigns as vice president in charge of advertising for Quaker Oats Co., Chicago, but continues as board member.

RALPH FOOTE, advertising manager, Beech-Nut Packing Co., Canajoharie, N. Y., retires effective July 1 but will continue as advertising consultant to company.


**BAB EXPANSION**

Seeks Chicago Manager

BAB PLANS for opening a Chicago office and the addition of several promotion and research specialists to the New York staff were announced last week.

President William B. Ryan said a search for a manager for the Chicago branch is now in progress and that its success will largely determine the date when the new office will be opened. The Chicago manager's primary duty will be to make personal presentations to national advertisers and agencies in behalf of radio advertising.

For the managership, BAB is looking for "a seasoned radio promotion man with sales know-how." Additionally, "a person of similar capacity" is to be added to the New York staff, along with a number of research and promotion specialists to expand BAB services at both national and local levels.

"The present staff has been making presentations to national advertisers, chain store heads and ad agencies at the rate of approximately 30 a month," Mr. Ryan reported, adding that "This is to be stepped up to at least 90 such presentations a month."

He also said that several new research projects will be launched shortly, requiring additional supervisory and exploitation personnel.

---

**WJBG BUILDING**

**Hinges on Zoning Bid**

PETITION by WJR Detroit has asked the city's common council to rezone an area on the Detroit River to permit the station to erect a three-story television broadcasting building. Preliminary hearing has been held in discussion form only and the council not indicating when it will decide on the case.

The proposed building, planned as an adjunct to WJR's present quarters in the Fisher Bldg., would be on property in the city's river front development area. Property runs 173 ft. in width along Jefferson Ave. and back 900 ft. to the river.

A city plan commission staff report stated that "this area was designated for multiple dwelling use in the master plan on the basis that recreational and residential developments would permit enjoyment of the river front by the greatest number of people."

**AMERICAN LEGION SHOW**

**Air Power Programs Set**

AMERICAN LEGION has prepared a new series of programs concerning U. S. air power. First of the programs is set for the week of April 28 and will feature a roundtable discussion led by Secretary of the Air Force Thomas K. Finletter.

First program is to be a half-hour. Subsequent programs of 15 minutes duration are to be sent out twice weekly. Radio stations desiring these broadcasts may obtain them by writing to the Public Relations Div., American Legion, 1608 K St., N. W., Washington, D. C.

**Union Rejected**

WITH 19 "no union" votes cast, two AFL affiliates lost their unionization campaign of employees at Capitol Records Inc., Hollywood, a NLRB tally just released reveals. The employers constitute the thirty-third small-shop group in the Los Angeles area to reject unionization by way of NLRB-conducted elections since Jan. 1, it was said.

**REASON WHY**

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

**With Just PG**

You can effectively and economically cover this Green Bay Market

The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

**WJPG**

**PROGRAM POLICY: "More Reasons for More People to Listen More Often."**

**THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE**

**GREEN BAY, WIS.**

McGILLVRA, Rep. N. Y. & CH.

To Address JLA

TWO broadcasting representatives—Robert K. Richards, NARTB director of public affairs, and Jack Rayel, NBC supervisor of TV package program sales—will speak at the 1952 conference of the Assn. of Junior Leagues of America to be held early this week at the Lake Placid Club, Essex County, N. Y. Mr. Rayel is to appear at a radio-television workshop today (Monday) where members of the 177 Junior Leagues will discuss their educational-entertainment programs, broadcast mostly to children. Mr. Richards is to speak Wednesday night.

**BROADCasting** • Telecasting

April 21, 1952 • Page 93
LABOR POLICY

RCA Tells of Record

RCA is proud of its "outstanding record" on fair employe practices and maintains a steadfast policy of no discrimination in all its activities at government, military and civilian levels, RCA President Frank M. Folsom told a Senate subcommittee last Wednesday.

Mr. Folsom testified before a Senate Labor and Public Welfare subcommittee looking into labor-management relations in connection with fair employment practices legislation. Hearings were held on the two bills (S 55, 1732), authored by Sens. Hubert H. Humphrey (D-Minn.) and Irving Ives (R-N. Y.), members of the full committee.

The RCA president noted that RCA "has long been a leader in establishing progressive employment practices" and that Brig. Gen. David Sarnoff, RCA board chairman, displayed leadership in reaffirming company policy since 1919.

It also was testified that Negroes hold such NBC jobs as director of community affairs, senior staff writer, accountant, studio engineer, announcer and other key positions.

Employment opportunities for Negroes at RCA Victor also were cited by Mr. Folsom.

Original employment by RCA, or by any of its divisions and subsidiaries, is based on the applicants' fitness and suitability for the work.

April 16 Decisions

BY FCC BROADCAST BUREAU

Granted License

KSGM Ste. Genevieve, Mo.—Granted license covering frequency change, power increase and installation of new antenna. License authorized to use 880 kc, 500 w, D-A, untl. cond.

Mankato, Minn.—Granted license covering frequency change, power increase and installation of new antenna. License authorized to use 880 kc, 500 w, D-A, untl. cond.

WAYM Baden, Hoch.—Granted license for new FM station: 101.1 mc (Ch. 216), 10 kw.

WOUI Athens, Ohio.—Granted license covering change in noncommercial educational FM station: 91.5 mc (Ch. 216), 10 kw.

WFRC-FM Greenville, S. C.—Granted license for new FM station: 90.7 mc (Ch. 229), 8.7 kw, ant. 170 ft.

WFAN Washington—Granted license covering changes in FM broadcast station: 106.3 mc (2 kw), ant. 220 ft.

WMBG Bainbridge, Ga.—Granted license covering change in studio and trans. sites.

WMRC-FM Greenville, S. C.—Granted license covering changes in FM station: 94.3 mc (Ch. 225), 3.94 kw, ant. 200 ft.

WKH Cleveland, Ohio—Granted license covering change in noncommercial educational FM system and utilize new FM supporting tower for non-directional daytime coverage.

Granted CP

WMUA Amherst, Mass.—Granted CP for new noncommercial educational FM station to be done. Job retention and promotion to greater responsibility are based on the same credentials, plus the worker's record of performance, Mr. Folsom stated. As a result, he added, such a policy has produced gains for minority-group workers.

GIFT TO MIT

"RCA-Clark Radiodina"

RADIO RECORDS documenting more than 50 years of wireless pioneering and development—equivalent, in books, to some 5,000 volumes—were presented to the Massachusetts Institute of Technology for its library by RCA last Wednesday.

The historical records, known as the "RCA-Columbia Collection of Radiodina," were amassed during his radio career by George H. Clark, MIT class of 1905, and, until his retirement in 1946, a member of RCA. It was presented to MIT President James R. Killian Jr. by Dr. Charles B. Jolliffe, vice president and technical director of RCA.

Referring to the MIT Robert M. Morgenthau Fund Industrial Development, Dr. Jolliffe said in his presentation speech, "We here today cannot see with certainty all of the uses which this special library will have. But we can feel quite confident that scholars of the future, as they read through the yellowing pages of these documents, will be able to discern what was cast aside for the foresight which brought this project into being."

The RCA-Clark Collection contains correspondence files from radio companies, photographs, blueprints, specifications, research reports, records of litigation, log books, unpublished biographies of radio pioneers and galleys or newspaper clippings tracing the growth of the radio industry, with emphasis on the 1900-1935 period.

FCC actions

APRIL 11 THROUGH APRIL 17

CP-construction permit

DA-directional antenna

ERF-effective radiated power

SST-studio-transmitter link

STA-special temporary authorization

Antenna-antenna

Cond-conditional

Day-D-Day

N-night

Mod-modification

Aural-aural

Trans-transmitter

Unl-unlimited

Granting authorizes new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

station: 91.1 mc (Ch. 216), 10 kw.

WSYN New Castle, Ind.— Granted CP for new noncommercial educational FM station: 91.1 mc (Ch. 216), 10 kw.

Extended Completion Date

WARN-TV Buffalo, N. Y.— Granted mod. CP for extension of completion date to 11-1-62.

KECC Pittsburg, Calif.— Granted mod. CP for extension of completion date to 6-15-62; cond.

Actions on Motions

By Consr. George E. Sterling

Radio Norwicz Inc., Norwich, N. Y.—Granted petition insofar as it requests leave to amend its application to change the ant, grid system and unattended radiation at one new chain, insofar as it requests removal of application from the record and the application from the Commission's jurisdiction.

Gulf Beaches Bestg. Co., St. Petersburg, Fla., and Alabama Gulf Radio, Foley, Ala., and WBBR Tampa, Fla.—On Commission's own motion, further hearing in this proceeding was continued from April 14 to April 17 in Washington.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for dismissal without prejudice of its application.

Indians Bestg. Co., Vero Beach, Fla.—Granted petition to accept its late application for new FM station.

Florida License Co., Lakeland, Fla.—Removed its application for extension from April 10 to April 17 of final date for filing pro- tests on the record here- tofore made in proceeding re Delta Bestg., Inc., 268, DA-1, and that of Charles Wilbur Lamer Jr., Houma, La.

By Hearing Examiner Leo Remnick

American Bestg. Co., New York—Granted petition for reconsideration in order to be issued authorizing taking of deposition on written interrogatories of Mr. Earl E. Anderson, vice president and director of ABC in proceeding re its application in the matter of WABC-TV, New York, N.Y., No. 6076, DA-1, and that of Charles Wilbur Lamer Jr., Houma, La.

By Hearing Examiner Leo Remnick

WMEX Boston, Mass.—Granted motion for continuance of hearing from April 7 to May 15 in Washington, in proceeding re its application for an FM station.

By Hearing Examiner Penney N. Littin

WEHT Toledo, Ohio, and WTOD Toledo, Ohio—Granted petitions to extend for sole purpose of including information and data in affidavits of Mr. and Mrs. Charles W. Hunsinger, and officers of the Toledo Blade Co., and information and data in affidavit of Mrs. Sumner Miller, manager of WTOD, re affiliation con- tract which applicant recently entered into with Liberty Bestg. System and also re current changes in staff of WTOD, and record closed.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Sterling 3626

TOWERS

AM/FM TV

Complete Indexes

TOWER SALES & ERECTING CO.

4100 N. E. Columbia Blvd.

Portland 17, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRELIMINARY FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kankakee, Ill.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

STATION PLANNING AND OVERALL GUIDANCE

P. O. BOX 996

SCHENECTADY, NEW YORK
April 16 Applications ... ACCEPTED FOR FILING

AM—1060 kc KXOC Chico, Calif.—Requests CP to change frequency from 1150 kc to 1060 kc, increase power from 5 kw to 10 kw, etc.

WACI Waycross, Ga.—Requests CP to change operating hours from D to unil, retaining power of 1 kw, and install DA-N.

License for CP KORX-FM Keokuk, Iowa—Requests license for CP which replaced CP which authorized changes in FM station.

Change ERP, Location, Etc. WCPS-FM Tarboro, N. C.—Requests mod. CP which authorized new FM station to change ERP, ant. height above average terrain, trans. location, etc.

Extend Completion Date WHP-FM Harrisburg, Pa.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

WLAG (FM) Lebanon, Pa.—Requests mod. CP, as mod., reinstated, which authorized new FM station, for extension of completion date.

License Renewal WJPR Greeneville, Miss.—Requests renewal of license.

APPLICATIONS DISMISSED Metropolitan Atlanta Hkg. Co., Atl.-Requests for new AM station on 1490 kc, 250 w unil.

WHIL Medford, Mass.—DISMISSED mod. CP, as mod., which authorized new AM station, to change frequency from 1560 kc to 1560 kc (contingent on cancellation of program tests on 1560 kc).

(Continued on page 99)

April 21, 1952  Page 95
Help Wanted

Salesmen

Salesman, excellent opportunity, 5 in- cluding future advancement. Box 919M, BROADCASTING - TELECASTING.

Salesman. Good opportunity in Illinois for experienced announcer. Send drawings against commissions. Send details. Box 927M, BROADCASTING - TELECASTING.

Announcers

Key job for better than average experience. Can sell program and look for good future. Box 929M, BROADCASTING - TELECASTING.

Immediate opening for strong right announcer with network affiliation. Pay up to $60.00. Send full details to John Garri son, WFUN, Huntsville, Alabama.

Announcer-engineer first class ticket. $60,000 in present salary. Also want experienced operators. Immediate opening. Box 725M, BROADCASTING - TELECASTING.

1000 watt independent daytimer near Chicago wants staff announcer. Per- son interested required State age experience. Box 753M, BROADCASTING - TELECASTING.

5 kw metropolitan affiliate wants ver- satile, quick type to join topnotch staff. Send audit and com- plete details to Box 891M, BROADCASTING - TELECASTING.

Immediate opening for announcer or manager. Good growth and salary commensurate with ability. Box 921M, BROADCASTING - TELECASTING.

New station in Wisconsin vacationland, operating 25,000 watt daytimer, looking for strong team ofdea. Above average pay for above average talent. Box 925M, BROADCASTING - TELECASTING.

Combination man with first class license. Audition letter and references requested. Box 926M, BROADCASTING - TELECASTING.

1000 watt daytimer near Chicago wants first class engineer. Annoyer abil- ity to duplicate. Box 829M, BROADCASTING - TELECASTING.

Engineer no announcing, $70.00 weekly. Give engineering background and how long in field. Box 948M, BROADCASTING - TELECASTING.

Immediate opening first class ticket. Up to $75.00 starting. Western Pennsyl- vania. Box 950M, BROADCASTING - TELECASTING.

Immediate opening for lst phone en- gineer. 5 day week with good pay. 250 watt ABC station. Send back- ground and reference information with full letter to KDIX, Muskegon, Michi- gan.

Operator who can announce or is willing to learn to announce. Light and transmitter shift is pleasant. If you are inexperienced, we will teach you both jobs. You can use college student during vaca- tion in job. Albert Wick, KDRL, Devils Lake, N. Dak.

Engineer announces for 1 kw farm station, KMMO, Marshall, Missouri.

Wanted immediately. Two combina- tion engineer - announcers. Florida required. Good salary. Send audition, photo, resume and salary requirements for position. Box 985M, BROADCASTING - TELECASTING.

Immediate opening for first class oper- ator, WEAV, Plattsburg, N. Y.

Wanted-Engineer, first phone, experi- ence unnecessary. Contact Chief Engineer, WBOL, Elyria, Ohio.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

WANTED: $2400.00. All other classifications 30¢ per word. $1.00 add. $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTING - TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS should submit, $1.00 for one line, $1.50 for two lines, etc. All replies sent to box numbers are subject to owner's risk. BROADCASTING - TELECASTING expressly repudiate any liability or respon- sibility for their custody or return.

Help Wanted

Help Wanted (Cont'd)

Engineer wanted. No experience neces- sary. Send references. Box 987M, BROADCASTING - TELECASTING.

Engineer, 1st class, prefer combo, $60,000. Box 951M,Kalamazoo, Michigan.


Immediate opening first phone engine- ner-announcer. Beginners considered. $50 1000 watt shift, main network. Good working conditions and opportu- nity to advance. Air mail voice disc. Contact Radio Station WDKB, Kings bias, S. C.

Announcer, versatile, good voice. $60,000. Write full details to John Garri- son, WFUN, Huntsville, Alabama.


Good announcer who can handle pro- gram and production positions. Un- excellent opportunity, immediate opening. Box 942M, BROADCASTING - TELECASTING.

Announcer-engineer (first class): Ex- cellent position with top station in a top market. Must have good voice and be able to use it. Advancement un- limited. Full details and personal facts to particular Jack Black, WNOF, Nor- walk, Connecticut.

Good announcer needed May First by progressive network in New Mexico, high guarantee. Send all pertinent particulars to Box 841M, BROADCASTING - TELECASTING.

Technical

First class engineer. No experience re- quired. Virginia network station, Box 920M, BROADCASTING - TELECASTING. 

Immediate opening near Chicago for experienced announcer-engineer. Box 944M, BROADCASTING - TELECASTING.

Immediate opening for announcer or manager. Good growth and salary commensurate with ability. Box 939M, BROADCASTING - TELECASTING.

Immediate opening for 1st class announcer-engineer. Good salary. Send full particulars to Box 895M, BROADCASTING - TELECASTING.

Immediate opening for strong right announcer with network affiliation. Pay up to $60,000. Send full details to John Garri- son, WFUN, Huntsville, Alabama.

Immediate opening for announcer or manager. Good growth and salary commensurate with ability. Box 931M, BROADCASTING - TELECASTING.

WANTED: $2400.00. All other classifications 30¢ per word. $1.00 add. $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTING - TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS should submit, $1.00 for one line, $1.50 for two lines, etc. All replies sent to box numbers are subject to owner's risk. BROADCASTING - TELECASTING expressly repudiate any liability or respon- sibility for their custody or return.
Situations Wanted (Cont'd)

Young announcer, more promise than experience, fine voice, excellent ad lib. (draft exempt, personal audition or disc). Box 884M, Broadcasting, 553 W. 36th St., R. C. Mo. phone LO 1637.

Situations Wanted (Cont'd)

Technical

Engineer, 1st phone, 1½ years experience, professional degree and experience, eastern location available immediately. Box 885M, BROADCASTING - TELECASTING.

Engineer, first phone, experienced. Family, car, southern, $65, available immediately. Box 886M, BROADCASTING - TELECASTING.

Engineer, 8 years experience. Learns quickly and can produce any敷. Box 889M, BROADCASTING - TELECASTING.

Engineer, 5½ years experience. Seeks position with progressive station. References. Box 894M, BROADCASTING - TELECASTING.

Engineer, experienced. Has many years experience and training. Resume upon request. Box 896M, BROADCASTING - TELECASTING.

Engineer, 8½ years experience. Television experience. Box 897M, BROADCASTING - TELECASTING.

For Sale

Station

Southwest. 1000 watts. Nets $2,000 month. Ideal opportunity in fast growing area. Box 858M, BROADCASTING - TELECASTING.

Equipment.

For sale: 16 kw Western Electric frequency modulation transmitter, model 355-B. FM monitor and receiver, $350. Box 859M, BROADCASTING - TELECASTING.

Radio station WCOU in Houston, Texas, announces the addition of a new disc changer to the station's equipment.

Sports director, experienced baseball, football, basketball, good staff worker. Box 900M, BROADCASTING - TELECASTING.

Writer-announcer, four years radio; television; desires continuity work, complete with sales manager. Box 901M, BROADCASTING - TELECASTING.

Writer-announcer, younger, four years radio; television; desires continuity work, complete with sales manager. Box 902M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 903M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 904M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 905M, BROADCASTING - TELECASTING.

Wanted

Managerial

BROADCASTING TELECASTING.

Wanted

Kennewick, 912M, BROADCASTING - TELECASTING.

Wanted

For Sale

2500 FT 904M, BROADCASTING - TELECASTING.

For Sale

Radio Station KOCH in Houston, Texas, announces the addition of a new disc changer to the station's equipment.

Sports director, experienced baseball, football, basketball, good staff worker. Box 900M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 905M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 906M, BROADCASTING - TELECASTING.

Wanted

Kennewick, 912M, BROADCASTING - TELECASTING.

Wanted

For Sale

2500 FT 904M, BROADCASTING - TELECASTING.

For Sale

Radio Station KOCH in Houston, Texas, announces the addition of a new disc changer to the station's equipment.

Sports director, experienced baseball, football, basketball, good staff worker. Box 900M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 905M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 906M, BROADCASTING - TELECASTING.

Wanted

Kennewick, 912M, BROADCASTING - TELECASTING.

Wanted

For Sale

2500 FT 904M, BROADCASTING - TELECASTING.

For Sale

Radio Station KOCH in Houston, Texas, announces the addition of a new disc changer to the station's equipment.

Sports director, experienced baseball, football, basketball, good staff worker. Box 900M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 905M, BROADCASTING - TELECASTING.

Writer, experienced in public relations, production, copywriting, writing, etc. Box 906M, BROADCASTING - TELECASTING.
Help Wanted (Cont’d)

Production-Programming, others

Radio and TV Comedy and Drama

WRITER desires affiliation with station or production agency.

BOX 937M, BROADCASTING - TELECASTING

For Sale

Stations

FOR SALE 250 watt Mutual outlet in beautiful, diversified, rich Carolina market. Will easily gross $20,000 this year. Cash $40,000. Terms $45,000. Reason for selling, other interests.

Write Box 929M, BROADCASTING - TELECASTING

Equipment, etc.

FOR SALE BECAUSE OF INCREASE IN POWER

1 KW Gates BC 1 P AM Transmitter
USED LESS THAN TWO YEARS $4500

KTOE

Mankato, Minn.

Miscellaneous

ARE YOU GETTING YOUR SHARE OF FREE PUBLICITY?

Agencies, Public Relations Firms,

FREE 4-DAY EXAMINATION!

PUBLICITY ADVERTISING

1911TA Trails End, Kalama, Mich.

Executive Placement Service

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FAUST

TV & Radio Management Consultants

738 Bond Blvd., Washington 5, D.C.

Announcers! Writers! Newsmen!

Want a job in New York City? For instant send one to Mr. Sowell, 1425 Broadway 16, New York.

SALES EXECUTIVE

This is the job of a lifetime! The president of a large, successful radio station needs an aggressive, personable, energetic, ambitious man between 30 and 40 who can sell and sell hard.

We want a man who has already demonstrated his outstanding ability in sales work. Starting salary excellent. Future unlimited. If you think you will fill the bill, call Tom Tinsley, WITH, Baltimore, Maryland, for a personal interview.
FCC Action

(Continued from page 95)

April 17 Applications

ACCEPTED FOR FILING

TV-Ch. 6
WHM-AM-TV, Traverse City, Mich.—Seeks CP to reduce ERP from 18.7 kw visual to 8.7 kw, and increase antenna height above average terrain from 350 ft. to 445 ft.

License Renewal

Following stations request renewal of license:

KWEM West Memphis, Ark.: KEIP Jenning, La.; WCGL Cleveland, Miss.; KGZP Sioux, S.D.; WCHI FM Chicago Heights, Ill.; and KQFG-FM Boone, Iowa.

TENDERED FOR FILING

Modification of License

KWTC West Memphis, Ark.—Mod. license to change studio location to Memphis, Tenn.

WKST Oyster Bay, N.Y.—Mod. license to change studio location to Oyster Bay and Stamford, Conn.

California: “The addition of hundreds of new markets should mean to the television industry what the addition of facilities would mean to any other industry which has been bursting at the seams since its beginning.”

Wayne Tiss, vice president in charge of Batten, Barton, Duratine & Osborn Inc., Hollywood: “With opening of so many new television stations, even in smaller markets, it should bring about increased activity in putting programs on film.”

Neil Reagan, vice president in charge, McCann - Erickson Inc., president, Advertising Council of the West: “Considering the... time necessary to process applications and get stations operating, it will be perhaps a year or more before any impact on commercial telecasting will be felt.”

Don B. Tatum, TV director, ABC Western Division: “Lifting the freeze will unleash and set in motion tremendous forces which have been gathering for the last three-and-a-half years and which will now bring television into full bloom as the greatest of all mass communications media.”

Jerry Fairbanks, president, Jerry Fairbanks Inc., TV film producers: “I anticipate that there will be twice as many [TV] film programs on the air this fall as there are now, thanks to the ban lifting.”

Frank Wisbar, producer-director, Wisbar Productions Fireside Theatres (sponsored by Procter & Gamble) and other film shows: “I anticipate that in the mad scramble for stations and programs only the best [TV film producers] will survive. The greater audience means to me greater demands and not a watering down of quality.”

C. Burt Oliver, president and general manager, Foote, Cone & Belding, Hollywood: “Television as a medium advertising can be national in scope, can now become a reality and Hollywood’s contribution to live and film production will inevitably increase.”

Frank Daniels, western manager, radio-television department, William Morris Agency, Beverly Hills: “It now gives this medium the mass coverage that it should have and will bring a tremendous impact to many new cities... It will also help alleviate the problem that networks and advertisers have faced in getting clearance for shows in one or two-station cities.”

Lee Ringer, president, Ringer & Assoc., Los Angeles, and president, Southern California chapter, American Asn. of Advertising Agencies: “The ‘thaw’ will enable smaller non-network advertisers to purchase profitable time slots, making television a more resultant medium.”

Michael R. Hanna, general manager, WCHU-AM-FM Ithaca, N.Y., who announced April 15 that WCHU will file for license in Ithaca and plans to spend $250,000 to build: “I consider the FCC’s educational phase of station allocations unrealistic.”

Franklin M. Doolittle, president, WDRC Hartford, who has had an application for TV on file with the FCC since September 1947 stated WDRC will apply for Channel 3 in Hartford under the new allocations and will amend its application to conform with changed FCC conditions. (Hartford will have one VHF and one UHF channel for commercial use and one UHF educational channel.)

Edward E. Bishop, vice president of WGH-AM-FM Newport News, Va., whose owners applied for a TV construction permit in 1948, with the application caught in the freeze said WGH already has constructed a 417-ft. TV tower and that it is prepared to progress “with full steam” in constructing a TV station.

G. Richard Shafter, vice president and general manager of WLS Col¬lumbia, S. C., said his organization “will pursue with all possible speed its plans for a powerful new television station to be built in Columbia.”

W. W. Warren, vice president and general manager, KOMO Seat¬tle, Wash., who reports his station already has invested more than $750,000 in TV development, equipment and facilities and whose application has been on file since April 1948: “KOMO-TV can be in actual broadcast operation within a few months if construction permit is granted by the FCC.”
SCHOOL TV

METHODS of financing the construction and operation of noncommercial, educational TV stations are being investigated by educators in various parts of the country. They are being spurred by the end of the TV freeze [July, April 14].

In Kansas, state educators are understood to be proposing that the legislature authorize the setting aside of that portion of the personal property tax which repre-

sent the fees from TV receiver ownership.

The current Kansas personal property rate is 4.50 per $100 valuation. There are approximately 50,000 TV sets in the state, according to Radio-Television Mfrs. Assn. estimates of TV set shipments for Jan. 1, 1950. That would be a minimum of $247,500 of taxes paid on TV set ownership, if all set owners paid at least $4.50.

A subsidiary method of raising operating funds is also being investi-
gated. On the assumption that educational TV stations will be on the air before commercial stations win out in contested hearings, educa-
tors have approached radio-TV dealers with this proposition: That they contribute a fixed amount to educational stations from each TV set made. The sum most men-
tioned is $5.

Since retailers are eager to see TV service in their cities, this idea has found them fairly sympathetic, it is reported.

Commission Set Up

New York's Gov. Thomas E. Dewey has signed legislation to set up a 15-man temporary com-
mission to study the use of educational channels allotted the state. Sponsors for the gov-
ernor last week indicated that a focal point of the study will be to ascertain to what extent, if any, the state government should oper-
ate stations and added that an alternate plan may also be con-
sidered: To leave administration of all channels to an association of the 87 colleges and universities within the state.

The commission would include eight legislative members and sev-
en appointees of the governor, who will also designate the chairman and vice chairman.

Dr. Earl J. McGrath, U. S. Com-
mmissioner of Education and a type of semi-commercialization which has not been broached before. Writing in the March 23 issue of Parade, the Sunday newspaper magazine, he suggested that the educational channel could "act as a sponsor" for educational "commercial" sponsors. As he explained it, local civic organizations would pay for the production of shows in which they are interested. Since production would be done by college students, the costs would be low, Dr. McGrath pointed out. He also suggested that educational institu-
tions could "act as a show on film and sell it to clubs and other civic organizations for airing on a non-
commercial TV station.

In the 1951 annual report of the Office of Education just issued, Dr. McGrath suggested that noncom-
mercial stations might charge just the amount necessary to cover oper-
atinal costs. He referred to the operation of Iowa State College's WOI-TV Ames, which worked commercials, but not local business.

"On the basis of past experience with TV commercial stations," Dr. McGrath said, "any idea that the educational needs of a school or college can be met satisfactorily by commercial television on a 'public service' basis must be flatly dis-
couraged."

Formation of the Long Island (N. Y.) Radio-Television Council took place in March at a meeting in South Huntington, L. I., attended by representatives of over 400 schools, colleges, libraries, museums, etc. Council was established to act as the official agency to set up and run TV facilities in that area.

Officers elected were: Worthington A. Greene, president; C. E. C. (N.) College, treasurer; Hon. Charles E. Vose, chairman of Education Committee; Richard Tueller, executive secretary; Joseph S. Pecora, Jr., Jr., chairman.

Filmed public service suggestions from various departments of the state government are to be dis-
verted to TV stations in New York by the State Dept. of Commerce, Commissioner Harold Keller has announced.

Produced by Radio, Television and Mortion Pictures Bureau of the department, the spots run about 20 seconds each with plans calling for production of further announce-
ments from one to three minutes long. Three sample spots, now available, were made for the Motor Vehicle Bureau to advise motorists heed "Slow—Children at Play" signs; for State Safety Di-
vision to stress need for preventing kitchen accidents, and for state police to explain school bus laws.

Program extension of radio plan, adopted in 1946, under which 1,067 spot announcements were distributed to 152 stations in past year. The AM announcements rep-
resented some 40 state agencies which received an estimated $1 million in worth of free broadcast time, allotted by stations as a public service.

N.Y. STATE FILMS

Distributed to TV Stations

FILMED public service suggestions from various departments of the state government are to be dis-
verted to TV stations in New York by the State Dept. of Commerce, Commissioner Harold Keller has announced.

Produced by Radio, Television and Motion Picture Bureau of the department, the spots run about 20 seconds each with plans calling for production of further announce-
ments from one to three minutes long. Three sample spots, now available, were made for the Motor Vehicle Bureau to advise motorists heed "Slow—Children at Play" signs; for State Safety Di-
vision to stress need for preventing kitchen accidents, and for state police to explain school bus laws.

Program extension of radio plan, adopted in 1946, under which 1,067 spot announcements were distributed to 152 stations in past year. The AM announcements rep-
resented some 40 state agencies which received an estimated $1 million in worth of free broadcast time, allotted by stations as a public service.

Educators, CET

(Continued from page 88)

in this field. Typical were these comments:

"The FCC is to be commended for allocating a TV channel over which the educa-
tional institutions of Chicago can cooperate in using their resources to produce programs of significance and quality. I am sure the people of Chicago will want to assist the educators in their joint operation of a TV station, which we hope will become a part of a national educa-
tion program," Dr. James T. Hussey, S. J., president, Loyola U., Chicago.

"This decision opens great vistas in the field of educational broadcasting; but has been raised whether educational institu-
tions can cooperate ef-

citively in this type of enterprise. I am confident that such cooperation is not only possible but will bring a new dimension to American television."

Dr. John M. Batalia, president, Illinois Institute of Technol-
ology: "By reserving Channel 11 for a non-commercial educational television station in Chicago, the FCC offers this city a great opportuni-
ty. The educational and cultural impact of such a station can be a real civic asset. IIT has offered land and architectural assistance for the physical establishment of the television station."

Franklin Murphy, chancellor, Kansas U., and James A. McCain, president, Kansas State (joint statement): "We are gratified to have the FCC continue to express its faith in the future of TV for educational purposes."
"Reservation" for Don Lee Canceled in FCC Action

IAN FRANCISCO's Channel 2 was able channels in that city last week.
In 1946, Channel 2 in San Francisco was reserved for Don Lee. Don Lee failed to get a TV
in the 1946 San Francisco hearing because it was up for FCC
investigation which was removed.

At the end of 1950, sale of Don Lee properties to General Tire & Rubber Co. (owner of Yankee Net-
work and now WOR-AM-FM-TV (New York) was approved by the FCC. Since 1950, Televis-
ion California, TV applicant for San Francisco composer of ofiinen Edwin J. Paulcy, J. H. Chamberlain and
L. McCarthy, had asked that the Commission
channel 2 be returned to the San Francisco list of available channels.

was turned down once, the Com-
motion claiming it was "premature."

Application Considered New

In last week's memorandum petition, FCC declared that since
on Lee was now owned by Gen-
eral Tire & Rubber Co., its appli-
cation for San Francisco should be
considered as a new application. It,
therefore, removed the reservation of that channel's 2.

In other actions last week, the commis-
mission denied the following petitions:

P e o p l e s Broadcasting Co. (WLAN) Lancaster, Pa. — Peti-
one for comparative hearing for the
WGLAT-TV for Channel 8 in
asenter. WLAN-TV is required
move from Channel 4 to Chan-
el under the FCC's Sixth Report.
The Commission denied, in including
the WLAN petition, the fact that the
may be submitted again when and
WLAN resubmits the Channel 8 application in accordance with the
new rules.

Zenith Radio Corp. (WFMF), Chicago—Petitioned for
uling on question whether the
ommission had the right to move
(FM). From Channel 4 to Channel 2 in 2 of the fact that
enth had applied for that channel.
and used it for Phonevision
experiments in 1948.

The commis-
sion said, in denying the Zenith
etion, that the request may be
ialed again when and if Zenith
its application in accordance with the
new rules.

N a t i o n a l Broadcasting Co. NBN (TV), New York—Aplied for increased power
and range of transmitter in 1948.

et for hearing then and main-
ained in hearing status during
re. However, the FCC granted
nt had not yet responded.

J o i n t TV Bids

Might approximately the number of
channels to be made available to
the Denver television in fully
ended by an arbitrary freeze what
would have its rights restored at an early
date.

Accordingly, it would be most helpful
if the Commission would clarify its
any concerning the filing of applica-
tions by two or more AM stations for a
channel. The Commission feels a stra-
forward reply to the questions which
below would prove most helpful to
a group of very sincere, ex-
terceptive radio station members.

The FCC declared that the operation of two or more AM
stators anxious to bring television to a million people who are clamoring
the privilege of enjoying what has been available to the fellow Americans
elsewhere.

Can the owners, directors, or
stockholders of two or more AM
radio stations per se be
panied by another AM station
anited to operate a TV station

tion the Commission provided that the operation of said
sions would not be allowed to be
operated as separate entities?

b. If two AM stations licensed to
serve the same city join in an
application for a television station,
would such an application be at any disad-
antage either by rule or Commission policy as against an application
by parties not engaged in radio station
operation?

c. Would there be any prejudice on
the part of the Commission in
granting of such a joint application?

The joint application of two or more AM radio stations per se be
panied by another AM station
anited to operate a TV station

The FCC declared that the operation of said
sions would not be allowed to be
operated as separate entities?

Two AM stations licensed to
serve the same city join in an
application for a television station,
would such an application be at any disad-
antage either by rule or Commission policy as against an application
by parties not engaged in radio station
operation?

Chairman Walker's reply stated:

I am all for straightforward answers
and that is just the kind of
answer I would like to see in the
inquiries you pose in your letter of
March 12 concerning cooperative ownership
of TV stations by AM operators.

But I do not even have in my
self a matter of fact, Senator Johnson,
although there have been inquiries of the kind discussed by some of
my colleagues with outside lawyers, this
problem has not yet been considered by the Commission itself.

I am sure that because of the financial
burden of TV, the scarcity of channels
and the desire to avoid the delays
of hearings, this cooperative arrange-
ment is likely to occur a number of
AM operators. And it is a problem
that the Commission is going to have
to formulate a policy for.

It would be helpful if we could explore
this matter and chart our course right
now, but as you know, we are bending
towards these matters towards the
objective—the lifting of the freeze.

Frankly, at this stage I have not yet
had time to study this problem and
leave my mind open to getting
TV going as soon as possible. Part of
my effort has been to keep
the Commission, I have been par-
taking in the action of the public against the dangers of excessive concentration of control

ational panning, long and continu-
ous running dolly shots or any
combination of these effects.

Handled by a two-man crew, the
plane's principal feature is a coun-
ter-balanced boom mounted on the
mobile chassis, means of a ro-
tating center camera. Camera
and camcorder are supported on a
rotating mount on boom's forward
end. Boom, operated manually, can
be raised or lowered or rotated fully 360°.

Cranes is moved manually with a
push-bar at the rear and rolls on
night dual-mounted hard

tired wheels. The rear steering
wheel allows both synchronous and
differential steering.

* * *

Telesatus

(Continued from page 78)

placement tubes in TV sets and
home and car radios, announced by
T. Thompson, manager of GE
replacement tube sales, shows that
about 1,100,000 picture tubes worth
$44,000,000 and 110,000,000 receiv-
ing tubes worth $200,000,000 will
be sold this year for television and
replacement purposes.

Study also reveals that the re-
tube industry is about to pass
major landmark. More than
950,000,000 receiving tubes are
now in operation. Within the next
few weeks, the figure is expected
to pass 1,000,000,000.

In commenting on the value of
the survey to individual distribu-
ors in sales campaigns, Mr.
Thompson stated: "We have felt for
quite some time that the re-
placement tube sales potential has
been slighted in the surveys of
electronics markets. Therefore, we
felt an obligation to undertake a
scientific analysis of the market
open to distributors of replacement
tubes for television and radio rece-
ivers."

Survey was conducted under the
direction of Roger B. Yepsen, tube
department manager of marketing
and advertising." It is expected that
the study will be made annually.

TV SET GIFT

To Aid Instruction

A TELEVISION set is being used at
Syracuse U. to aid in the train-
ing of journalism and advertising
students.

The set a 20-inch Sylvania
model, was a gift of Baldwin-Hall
Inc., Syracuse distributor, and
the Sylvania Co. Caley E. Augustine,
promotion manager, WSYR-AM-
FM-TV Syracuse, helped make ar-
rangements for the gift.

Acting Dean W. C. Clark, School
of Journalism, commented that tel-
vision opened up an entire class to
view news events in the making.

News stories can then be written
about the event by the students.

In this way, the professor may
check the students' powers of ob-
servation and analysis.

BROKERS 8nd FINANCIAL CONSULTANTS to
RADIO STATIONS—TELEVISION STATIONS
AND NEWSPAPERS

Confidential Inquiries Invited

HOWARD E. STARK

50 E. 58 St.
New York 22, N. Y.

Phone
Eldorado 5-0405

April 21, 1952 • Page 101
WESTINGHOUSE STATIONS, EIGHT TV OUTLETS RENEWED

FCC cleaned up large number of pending temporary licenses Friday when it (1) renewed eight TV stations placed on temporary license last February for not showing religious and/or educational programming for composite week [B* T 4-23]; (2) closed all Westinghouse stations which had been on temporary for more than year pending FCC consideration of that company's anti-trust record; (3) renewed WJZ-TV New York which had been placed on temporary for carrying horse race programs [B* T, March 3].

After showing that composite week did not indicate true picture of religious and/or educational programs, or that stations had instituted or had planned to institute such programs, FCC renewed for regular period licenses of following TV stations: KING-TV Seattle, WGN-TV Chicago, WJAR-TV Providence, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWT (TV) Cincinnati, WOR-TV New York, WOW-TV Omaha. Still on temporary, of the 26 originally cited, are KPHO-TV Phoenix and WWHO-AM Phoenix. Only WWHO-AM is still on temporary to KTTV (TV) Los Angeles, involved in a question of privacy rights.

Renewed because FCC found that anti-trust involvements did not disqualify it as a licensee were those of the following Westinghouse stations: WBZ-AM-FM Boston; WBZA-AM-FM Springfield, Mass.; KDEA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore.

Still on temporary license while FCC looks into anti-trust cases against them are General Electric's WGY and WRGB (TV) Schenectady; Loew's Inc.'s WGMG New York, Paramount Pictures' KTLA (TV) Los Angeles. Recently, United Paramount's WBKB Chicago. KFBB Great Falls, Mont. (latter is also under scrutiny on the question of minority owner Anaconda Copper Mining Co., extending its holdings to control station).

WJZ-TV was first of 16 stations cited for carrying horse races programs to have license renewed. Renewal was granted after ABC station in New York had ceased carrying broadcasts of horseracing.

Renewed also after several years were licenses of Wesley Dunn stations KSFO and KPIX (TV) San Francisco. They had been in temporary status while FCC looked into arrangements licensee had with previous church group owners.

Complete list of Friday renewals will be published in April 25 issue of Broadcasting • Telecasting.

GROUP ACQUIRES KEP0

CONTRACT has been signed for sale of KEP0 El Paso, Tex., from Rawley-Brown Corp. to four Minneapolis-St. Paul businessmen for $207,500. Heading new owners is Miller C. Robertson, vice president and sales manager of KSST-AM-TV Minneapolis-St. Paul. Associated with him are W. A. Porter Jr., W. B. Pratt, and R. I. Richardson. Each will hold 25% of stock in the new venture. Transferring station will be filed with FCC shortly. Mr. Robertson will become general manager of station, as well as president of corporation in July, assuming FCC approval by then. KEP0 is on 690 ke with 5 kw, holds a CP for 10 kw. It is affiliated with ABC.

AM SPEED-UP PLAN

SPEED-UP in AM processing line was proposed by FCC Friday. Scheme envisages setting up two lines, with preference given applicants proposing a station in a community not now with one of or areas not now receiving broadcast signals.

Commission called for comments on proposal by May 12. It also specified that an application to be considered proposing to serve an unserved area must show that 25% of its coverage is to area not now setting primary service, day or night.

Proposal is in line with several petitions filed with FCC last six months asking that Commission give priority to applicants seeking to give their communities first, local radio stations [B* T, Jan. 21; Nov. 12, 1951].

FCC FEARS CENSORSHIP IN CAMPAIGN CONTROL BILL

CENSORSHIP dangers are seen by FCC in proposed legislation requiring political speakers to post bond as protection to broadcasters against civil or criminal actions. Commenting Friday in response to Senate Interstate & Foreign Commerce Committee, FCC told committee bond requirement might cause bonding firms to demand right to see and censor scripts before agreeing to issue any bond. Instead, FCC proposes, legislation should specifically exempt licensees from liability for defamatory nature of any broadcast made pursuant to provisions of Section 315 of Communications Act.

Commission favored clause in S-2539 extending provisions of Section 315, covering equal time requirement for reply to candidate's talks, which would extend section's provisions to cover “any person authorized in writing by a candidate to speak on his behalf.”

FCC recalled its Port Huron decision took the stand that Section 315 has the effect of exempting licensees from liability in court because Congress specifically denied licensee the power of censorship over political material. However, FCC added, “this view has not received universal acceptance nor definitive judicial support. For this reason it has been urged revision of Section 315, the statement points out.

KUDOS FOR KLAUS

THEY'RE singing praises of Klaus Landsberg, vice president and general manager of KHLA (TV) Los Angeles in overcoming what appeared to be insuperable obstacles in arranging for first telecast of actual atomic blast scheduled sometime this week, at Yucca Basin, 80 miles from Las Vegas, Nev. (see story, page 74). Working for Television Assn. of Los Angeles, Mr. Landsberg last week reportedly completed setting up of relay system when others had given up. Task included dropping of equipment by helicopter on strategic peaks.

PEOPLE...

ROYAL V. HOWARD has taken leave (absence from KIKI Honolulu to be executive engineer of Radio Free Asia, of which Job Etwood is owner of KILA (TV). Los Angeles, in consultation with Mr. Howard's absence.


HARRIET HALSBAND, Kagron Corp., N.J., to Town Hall of America as co-manager radio and television department, effective today (Monday).

YOUNG HEADS NBC PRESS


DuMON'T SELLS TRANSMITTER

DuMON'T LABS sold over $35 million worth of TV broadcast equipment, including 32 T transmitters in the two weeks between NARTB Chicago convention March 31 at issuance of FCC's final TV report April 1 Herbert E. Taylor, manager of the TV Transmitter Division, announced Friday. Of the 32 transmitters, 23 were VHF and nine were 5 kw UHF. VHF transmitters can be delivered this year, Mr. Taylor said; UHF transmitters can be delivered beginning early 1953.

CREAMER LEAVING WOR

JOSEPH CREAMER, advertising and promotion director for WOR-TV New York, resigning effective May 1 after 16 years with station. Following short vacation he plans to open office as free-lance advertising public relations consultant. Widely known he has been frequent winner of Harvard Alumni honors for advertising writing, as well as other awards. He joined WOR Feb. 1956, as promotion director.

WALKER WARNS EDUCATOR!

(Continued from page 5)

the late W. W. Charters, IERT co-founde Attendance at the institute had reached 1,000 late Friday.

Comr. Frieda B. Hennock told educator that although they had won their point in obtaining TV station reservations, “I cannot advise you that the fight is over.” She said “formidable obstacles” would have to be removed.

Ask from her scheduled talk, Comr. Her nock at a later session Friday night implied laxity on part of educators in pursuing T facilities. She urged they get into television now, regardless of how limited initial effort might be.

BROADCASTING • Telecasting

Page 102 • April 21, 1952
After four years, television has lost none of its magic in Richmond, though much of its mystery.

From the moment WTVR, the South's first TV station, was unveiled, it became the most sought-after guest in more homes than set makers could frequently supply.

Today, more than 118,000 homes in the WTVR area are television equipped and the number continues to grow in beanstalk-like fashion.

In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Virginia.

In 1903, man finally did it — invented flying machines. But nobody wanted a ride.

The early airlines, that sprang up all over America, died, merged, folded, and were forgotten because, to most people, flying was strictly for the birds.

Then Southern California got into the act. Maybe the sunshine, maybe the hankering to get places, maybe the consistent use of radio advertising — but Southern California flew. Southern California has the oldest airline in America — by tomorrow morning we'll probably have the newest.

Moral: Whether you sell airlines or aspirins — sell them first in Southern California where it will do the most good. Sell them best on the station that serves Southern California best — on KMPC. That's where so many things really start.

KMPC is the station that covers Southern California like a network. You could buy 38 stations, and not cover Southern California the way KMPC does.

KMPC reaches more people, far more people, than any other independent radio station in the West. Whatever you sell, wherever you make it, use KMPC and get power where it really counts!

KMPC 710 KC LOS ANGELES 50,000 Watts Days • 10,000 Watts Nights • Affiliate Liberty Broadcasting System • Represented Nationally by H-R Representatives, Inc.