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Page 25

TELECASTING
Begins on Page 55

21st Year
The Newsweekly of Radio and Television

---

Congratulations to your entire organization. We're proud to have been associated with you for twenty of your twenty-eight years.

MR GLENN SNYDER
Vice President and General Manager
Radio Station WLS
Chicago Ill.

We're proud of our association with you at Keystone... with Murphy Products Company of Burlington, Wisconsin... with Warp Bros. and their Flex-O-Glass... with Phillips 66, the gasoline and motor oil folks (over 60 years of sponsorship just in those four WLS advertisers)...

We're proud of America's oldest continuous radio broadcast... the National Barn Dance... and of the first farm service program, Dinner Bell time... and the first Homemakers' hour, all started with WLS 28 years ago. All part of the radio experience available to serve the people... the nation... and our good advertiser friends like you, Mr. Sommer, throughout Midwest America.

For 28 years, the
CLEAR CHANNEL Home of the NATIONAL Barn Dance

---

WLS
The Prairie Farmer Station
CHICAGO 7

---

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
Go where there's GROWTH...

GO WHAS!

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

KENTUCKY LEADS ALL STATES IN FARM LAND INCREASE

Kentucky's land value increase of 222% over pre-war values tops every other state, is 89% greater than the U.S. average. Neighboring Southern Indiana shows a record high of 203% increase in land value.

LOUISVILLE INDUSTRY NOW RANKS 2ND IN THE SOUTH

Latest available U.S. Census figures show that Louisville ranks 2nd in value added by manufacture in Southern cities... exceeded only by Baltimore. Louisville's non-agricultural employment has increased 30% in the past ten years.

GO WHAS!

BENSON AND BENSON shows WHAS has more listeners morning, afternoon and night than all other Kentuckiana stations combined.

PULSE shows the top ten evening shows heard in Metropolitan Louisville are on WHAS. The top ten daytime shows are on WHAS, and 3 of those are WHAS produced programs.

EVERY WHAS NEWS PROGRAM has more listeners than any other program heard at the same time, day or night.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry J. Christal Co., New York, Chicago
in PROVIDENCE WHIM beats the
pants off the network stations . . .

Yes! A greater audience than 3 Networks combined!

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SOURCE HOOPER MARCH 1952

1000 WATTS WHIM 1110 Kc
Providence, Rhode Island

National Representatives Headley-Reed Co.
Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

This is why
KRLD
is your best buy

113.9 % MORE MORNING AUDIENCE
14.0 % MORE SUNDAY AUDIENCE
23.9 % MORE EVENING AUDIENCE

than the second highest rated radio station or frequency.

AFTERNOON TIME
KRLD has 30.0, with the next Station 30.5, less than 1% difference.

John W. Bonvon, President
Clyde W. Rembert, General Manager

Owners and Operators of
KRLD-TV CHANNEL 4

The Branham Company, Exclusive Representative
WHILE Frank K. White, who retires as president of Mutual May 31 (see story page 23) has not announced future plans, it's known that he has received approaches from corporate entities in past year. And, while he's keeping his own counsel, it won't come as surprise if he joins another radio-TV connected company—probably network.

ENIGMA: Procter & Gamble, top radio-TV spender ($25,700,280 on network radio-TV in 1961) is concerned about cost of TV on nationwide coverage basis, now that freeze is lifted. Red Skelton program, for example, would figure at $10 million yearly for talent, time and cable cost based on present network cost-per-thousand.

LIGGETT & MYERS, N. Y. (Chesterfield cigarettes), over-extended its advertising budget in radio and television and is now dropping sponsorship of $22,000 (for talent) Bob Hope radio show on NBC and $25,000 Bing Crosby show on CBS Radio, plus one quarter-hour of its half-hour daily segment of Arthur Godfrey on CBS Radio. Chesterfield will pick up sponsorship of Martin & Lewis on NBC Radio next fall (for about $10,000 for talent) and probably will expand its current Perry Como strip on NBC-TV. Among present Godfrey sponsors, it's understood, at least two or three are ready to add quarter-hour which Chesterfield drops.

U. S. RUBBER Co. and Coca Cola Co., both bidding for Bing Crosby's services on CBS Radio and possibly TV next season. Representatives from both firms in Hollywood last week talking deals with him and brother Everett Crosby, who agents for actor-singer.

FCC has supplied Senate Appropriations Committee with additional data to justify its $8 million fiscal 1963 budget from which House chopped $2 million [CLOSED CIRCUIT, April 21]. Details will be incorporated in release of hearings coincident with Appropriations Committee's report, probably several weeks away, according to committee sources.

THERE is indication that FCC may soon—within week or two—come up with starting date of thirteeposponed theatre TV hearings. Speculation now points to a fall beginning, most likely after September.

ADHERING closely to New Year's predictions on radio's financial health, is report from one network affiliated station in Class A market for first quarter showing local sales up 19.5%; national spot up 4.5%; network down 25.9%, figuring rate cut as major.

TELEVISION for Philippines is object of visit to United States of Pedro Belanca and Jose Lovina, mechanical engineer. Mr. Belanca is identified with large distillery in Manila.

FIRMING UP of plans for broadcast operations of Committee for Radio Free Asia Inc. was object of mission to Washington during (Continued on page 6)
between bath for overcharge. He said Gross didn't want to get caught and 'told our board, over and over, to keep control of MBS. Page 55.

Is there anything to the talk about sponsors cutting back on TV? Not much, a lot of the TV networks recently have or will put the money into other TV or radio campaigns. Page 57.

Two beggars show up at the annual American Newspaper Publishers Assn. meeting. They're spot radio, which is believed a threat to local newspaper revenues and circulation, which has already taken some money from the daily press. Page 58.

Hamstrung by present political broadcasting laws, broadcasters need legislative relief immediately. Protection against libel is the biggest demand. Page 59.

Is anybody going to appeal the FCC to the courts? If so, action is apt to come from Pennsylvania, New Jersey or any of the Gulf States where rigid adherence to the 170 mile VHF separation kept some cities from getting more VHF. Page 59.

Radio and TV are drafted by The Advertising Council to help raise emergency funds for Red Cross for rehabilitation of flooded Midwest. Broadcasting's flood coverage is extensive. Page 59.

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THERE'S NOTHING BETTER THAN...

FIRST PLACE!

HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, from November 1951, through February, 1952.

Gaylord Avery
Program Director

Jim O'Neill
1 - 2 P.M.

Johnny Pearson
8 - 10 A.M.

Sandy Jackson
2 - 4 P.M.

Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., Nov., Dec., '51; Jan., Feb., '52)

Largest share of audience, both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., '51)

Todd Storz, General Manager

Represented Nationally By

The Bolling Co.
Wherefore art thou, Radio?

There's been some talk lately about TV luring advertisers away from Radio. TV or not TV, that is the question! But not in Canada.

So far there is no TV in Canada to challenge Radio's established position as Canada's most popular entertainer and most effective advertising medium.

The reason for Radio's pre-eminence is partly geographical. Most of the 14 million people living in Canada are spread from coast to coast along a 200 mile wide belt just north of the US border— and the further north, the fewer people per square mile.

To serve all these people with news and entertainment is a problem which only Radio can overcome successfully. For most Canadians live in other than urban areas (only 38% in towns of 30,000 or over).

And 94% of all Canadian homes have a radio!

These listeners, enjoying a standard of living almost as high as yours, are served by 112 independent radio stations strategically placed across the whole country.

Yes, millions of Canadians depend on Radio, and so do advertisers. For Radio is Canada's favorite entertainer and top salesman.

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.
NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!

DUAL-SPEEDS
... 7½ & 15 inches per second

PUSH BUTTON OPERATION
... on all five functions

BUILT-IN PREAMPLIFIER
... for microphone

PRECISION TIMING
... within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
... 15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
... even on heavy-duty service

LOW NOISE LEVEL
... complete shielding eliminates pickup

- Model 402 — Half-track Recording
- Model 403 — Full-track Recording

ACCESSIBILITY ALL OVER
... even in operation
Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE CONTROL BOX
For 100% push button operation that saves on operating time!

Series 400 CONSOLE
$995.00

AMPEX MAGNETIC TAPE RECORDERS

- Standard of the Great Radio Shows

Ask for Complete Specifications or Request a DEMONSTRATION

AMPEX ELECTRIC CORPORATION
Redwood City • California
YOU Get The
BIG
Audience On
KRNT
DES MOINES
FIRST in MORNING

KRNT First in All 22 Periods!

KRNT’s audience is 38.2% larger than the combined total of the No. 3, 4, 5, and 6 rated stations ... is 7.8% greater than No. 2, 3, and 4 stations combined ... 167.7% greater than No. 2 station.

FIRST in AFTERNOON

KRNT First in 23 of 24 Periods!

KRNT’s audience is 1.8% larger than the combined total of all 5 other rated stations ... is 101.6% greater than the No. 2 station.

FIRST in EVENING

KRNT Has 40 Firsts (1 tie) Out of 63 Periods!

KRNT’s audience is 48.4% greater than the station rating second ... is 13.2% greater than No. 3, 4, and 5 combined.

FIRST in TOTAL RATED PERIODS

KRNT Has 85 Firsts (1 tie) Out of 109 Weekday Periods!

KRNT’s audience is greater by 27.3% than the total of No. 3, 4, 5, and 6 stations combined ... is 95.0% greater than the second ranking station ... is greater by 23.6% than No. 2 and 3 stations combined.

Represented by THE KATZ AGENCY ... SOURCE: C. E. Hooper Des Moines Audience Index, February, 1952
FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

EXAMPLE of sponsor-station team building which has gone over big is the Sleepy Joe program on KVOR Colorado Springs, Col., sponsored by Sinton Dairy Co., that city.

The five-day-a-week year round show on KVOR features an Uncle Remus type named Sleepy Joe, who loves children and loves to tell them stories of Bre'r Rabbit and his friends, Bre'r Fox, Snake and others.

So convincingly are these characterisations done by Jimmy Scribner of Hollywood in combination dialogue-narration and transcribed for syndication, that Meredith Williams of KVOR's advertising department says it has a strong adult following too. "For instance," he says, "my wife and many other mothers are ardent fans, and when I can, I listen myself for it's a real delight."

The two-year-old KVOR show promotes Sinton's milk and ice cream. Commercials by the story characters also are transcribed by Mr. Scribner. Currently, the CBS affiliate station is promoting "The Sleepy Joe Club," which for no handling charges except a trademark from a carton of Sinton's ice cream, offers members a certificate in color, membership card and button with color picture of Ole Sleepy. Each week a new button of one of the "Bre'rs" is offered.

Several weeks ago the successful Sleepy Joe contest featured completion of the sentence, "I like Sinton's milk because..."

Mr. Williams gives credit for the promotion to the sponsor, who didn't "try to shave corners and Scrimp" with prizes. First prize was a set of "Bre'r Rabbit's First Adventure" records and 10 gallons of ice cream; second, records and five gallons; third and fourth, records and one gallon. Clincher was that every child who responded was awarded a pint of ice cream and honorable mention of his name on the program.

Hospital staff at Colorado Springs had fun themselves acting as judges and the winners were taken to the hospital to meet the judges, while Sinton's supplied enough ice cream to give the patients a treat throughout the whole hospital wing.

NOW that the TV freeze is water over the dam, current and potential advertisers in the medium are, in the strictly business sense, concerned with costs.

A practical direction could be taken from Max Banzhaf, advertising and promotion director of the Armstrong Cork Co. He says:

"In radio and television, advertisers usually make a choice between two philosophies. They either adopt a low budget policy and resign themselves to a low rating; or they decide to pour in money on production, hire big-name stars, believing this to be the only way to build a rating."

"It's a much neater trick, if you can do it, to get a high rating with a modest budget. That way you're certain of a low cost per thousand."

"Proof that this latter approach can work is the currently high ratings of both our television and radio shows; and our costs per thousand, which are among the lowest on the air."

Mr. Banzhaf guides two Armstrong network shows, Armstrong's Theatre of Today, Sat. 12 p.m. on CBS Radio, and Armstrong's Circle Theatre, Tues. 9:30 p.m., NBC tele-

Note from Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

Mr. BANZHAF

 strict business

If You Want Coverage That Counts...
1951 PAYROLL EXCEEDED

One Billion Dollars
In Greater Youngstown, O.

BUY RESULTS!

One Nationally Known Food Client experienced a 400% increase from an exclusive campaign on WFMJ.

NBC
5000 WATTS
Duplicating All Programs,
50,000 FM

WFMJ

Headley-Reed Co., National Representatives
ST. JOHNS BUSINESS DISTRICT

offers complete shopping facilities for the ever-growing North Portland residential area.

DEPARTMENT STORE

Partner Robert Carrier, another St. Johns civic leader, says, "KGW is as much part of Portland as the roses and view of Mt. Hood. The greatest radio station in the Northwest."

POLICE CAPTAIN

Frank Erwin, president of the St. Johns Businessmen's Association, reports, "KGW is the proven radio leader here. Tremendous public service for more than 30 years."

Celebrating Our 31st Year of Leadership and Community Service

KGW

PORTLAND, OREGON

The 31st year of community leadership in the Greater Columbian Empire. KGW gives complete coverage to a market you can't afford to miss. It offers pioneer prestige and influence no one can duplicate in the Northwest. You will find every Portland community pointing to KGW's service record with pride. You cannot adequately "sell" this area without KGW, "The People's Choice". Place your advertising copy with the station that delivers results!
ST. JOHNS' CHOICE IS THE PEOPLE'S CHOICE: KGW!

FURNITURE DEALER
Paul Clark asserts, "You're tuned to the Portland people's pulse at six-two-oh, KGW... An all-time 'Best Seller'..."

HOUSEWIFE
Mrs. A. D. Peoples declares, "KGW has the entertainment, shopping news and public service that make it the real radio leader."

GROCER
Oss Bales relates, "It's wonderful to have a station like KGW serving our community. Definite favorite in Portland."

COEDS
Madelyn Turtan and Nancy Vincent, University of Portland, say, "KGW heads our honor roll consistently. Valedictorian year after year in Northwest radio."

DRUGGIST
Glenn Davis states, "The right prescription anytime is KGW. Unequalled in all-around programming and leadership... our own KGW."

St. Johns... Another leading community solidly "sold" on Portland's pioneer station, KGW! They "know" six-two-oh in St. Johns!

ST. JOHNS

Represented nationally by Edward Petry & Co., Inc.
WQXR holds leadership at top evening hours

WQXR's Pulse ratings are either first or second among the 17 New York area non-network stations for every quarter hour period all the way from 6 PM to midnight.*

These ratings bear out the statement we've been making for quite some time that "there is no substitute for the good music of WQXR."

And there's no substitute for WQXR if you really want to pile up sales in the New York area.

*Source: Pulse ratings, March, 1952, Monday through Friday, 6 PM to midnight.

THE growth of radio programming and advertising for the Negro market has been phenomenal since 1946, according to Leonard Evans, account executive at Arthur Meyerhoff Agency, Chicago, who is believed to be the only Negro account man in any AAAA agency.

The importance of the Negro market was accepted by only about 10 stations in 1946, while now 73 stations carry shows and advertising directed to Negroes, he reports.

Most of these stations are in the south, and many of the sponsors are large national advertisers who do not use radio in northern metropolitan markets. While radio has grown, Negro newspaper circulation has dropped considerably, Mr. Evans says.

Radio, in his opinion, nevertheless has failed to keep pace with the growth and sales potential of the Negro market, which comprises 15 million persons. He sees a need for Negro agencies handling any product which is to be merchandised to Negroes; for well-informed and well-trained Negro media analysts in all large agencies; for continuing and detailed Negro market studies, and for a variety of entertainment in radio and television going beyond the usual disc jockey format and dramatic presentations with stereotyped Negro portrayals.

Interested in the Negro market generally since attending high school in Chicago, Mr. Evans began concentrating on the economic and research aspects of the market while attending school in Nashville and the U. of Illinois, where he majored in marketing, insurance and accounting.

He surveyed the Negro population from the sociological angle and at the U. of Illinois he worked with his mother, a leading insurance saleswoman in Chicago since 1919, on a study of mortality rates among Negroes, long considered bad risks by insurance firms.

He subsequently acquired basic Negro data for incorporation into a general survey which later became the first official Negro market study, the Afro-American study conducted in Washington, Baltimore and Philadelphia in 1946.

Mr. Evans, after graduation from Illinois in 1936, worked in various industries and businesses most of which were directly concerned with Negro customers. He studied at night for a law degree and served two years in the Air Force as an instructor before handling his first specific agency assignment.

In New York, he handled promotion, counseled national manufacturers on merchandising, distribution and general marketing problems in Negro areas, and directed (Continued on page 80)
MURRAY C. THOMAS, Dancer-Fitzgerald-Sample, N. Y., to Anderson & Cairns, that city, as media director.

GEORGE C. ANTHONY, display advertising department, Los Angeles Examiner, to West-Marquis Inc., L. A., as media director.

WALLY SEIDLER, manager, KPMO Pomona, Calif., named radio-TV director, Edward S. Kellogg Co., L. A.

HIRAM VOGEL, Revlon Corp., N. Y., to Biow Co., same city, as account executive.

JOHN BRODERICK, commercial examiner, Broadcasting, to West-Marquis Inc., L. A., as media director.

GEORGE N. Y. ECKHARDT, program supervisor, CBS Radio, Hollywood, to Kenyon & Eckhardt Inc., that city, as assistant to ROBERT WOLFE, vice president in charge.

STAN HAMILTON, assistant program director, KFRC Rock and Roll, to Kronstadt Adv., Washington, D. C., as account executive.

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, elected chairman of board of directors of city's Chamber of Commerce.

CURTIS ROOSEVELT, Emerson Radio & Phonograph Corp., to William H. Weintraub Co., N. Y., on executive staff.


HARMON O. NELSON, program supervisor, CBS Radio, Hollywood, to Kenyon & Eckhardt Inc., that city, as assistant to ROBERT WOLFE, vice president in charge.

ROBERT G. WILDER appointed director of public relations of Lewis & Gilman Inc., Phila.

MILTON BIOW, president of Biow Co., N. Y., appointed chairman of advertising and graphic arts division, Muscular Dystrophy Appeal, N. Y.

HOWARD ALBER and LAWRENCE CASEY appointed director of creative production and public relations director respectively at Weightman Inc., Phila.

MR. BILLINGSLEY Mr. Billingsley

IRVING GOULD rejoins Lavenson Bureau of Adv., Phila., as art director.

JOSEPH G. MASON, Geare-Marston, Phila., to copy staff, Buckley Organization, that city.

CLARENCE THOMAS, production manager, NBC-TV New York, and CYRUS MANN, free lance writer and director, to William Esty Co., N. Y., as TV production manager and member of production staff respectively.


CLIFFORD W. HANKIN to information service staff, N. W. Ayer & Son, Phila. ANDREW MITTELBRUNN joins agency's art department.

Figure Fun

EDITOR:
I'm charmed by the item, "Bob and Ray Revised for Average Listener," (B&T, April 14, p. 74). It gives us a real sense of solidarity to discover that . . . the average listener is a housewife . . . married . . . for about 11 years . . . and with two children, six and 14 years old . . ."

After 23 years in the radio business, I've come to expect surveys to reveal some startling things. But this cry for an intensification of Moral Rearmament is something else again.

Frank A. Seitz
Managing Director
WPAS-AM-FM
White Plains, N. Y.

[EDITOR'S NOTE: The statistical housewife is not necessarily discreet.]

* * *

Utter Confusion

EDITOR:
On pages 25 and 95 of your April 14 issue, you carry a story wherein the American Civil Liberties Union has cited four networks and two stations specifically for blacklisting in radio and television. On page 95 in the second column, third paragraph, WHAS-TV Louisville, Ky., is named as one of the stations airing a kinescope of a January 1950 Toast of the Town program. Completely apart from the issues involved in the article, I wish to point out that WHAS-Television did not go on the air until March 27, 1950. If the program indicated was aired in Louisville, it was not through the facilities of WHAS-Television.

Since you point out in your article that the complaint erroneously identified all seven stations except KTTV and KWTV as CBS owned outlets, I feel that you would appreciate having the additional error pointed out.

Bill Loader
Promotion Manager
WHAS Louisville

[EDITOR'S NOTE: Our story also pointed to the inaccurate call letters, "KFW," listed in the complaint and said presumably they referred to WTVJ Miami.]

* * *

Oops

EDITOR:
I must take issue with a paragraph in your "At Deadline" section of the April 7 issue. An item about coverage of the President's Jefferson-Jackson Day Dinner speech reads in part: "CBS, on the other hand, picked it up and scooped the world, though other networks had it minutes after the closing of the sensational address."

The Mutual Broadcasting System carried the speech "live" direct from the National Guard Armory along with other radio networks.

In addition, to the best of my

(Continued on page 45)

Open Mike

Tainted Mail

EDITOR:
Mail has been coming to our station originally addressed to Seguin, Calif. After proper postal markings, it finally arrives at its Texas destination. If one letter would have been so addressed, we would believe it to be a mistake on the part of sender. But we get dozens so addressed, so we feel some mailing list, some radio station directory, has us listed KWED Seguin, Calif., instead of KWED Seguin, Tex.

Knowing that your publication reaches all media, we are asking that you help in locating this error. Imagine someone with galle to take Seguin out of Texas and give it to California.

Garfield Kiel
General Manager
KWED Seguin, Tex.

[EDITOR'S NOTE: The error has been located. For inexplicable reasons, KWED was listed both in California and Texas in the 1955 BROADCASTING YEARBOOK. KWED is herewith restored to Seguin, Texas, with apologies.]

More Merchandising

EDITOR:
...I can offer little in the way of suggestions for the improvement of your fine publication. It carries all the important information about the radio-TV industry, and we use it here often as authentic reference material.

If you were to ask me for my opinion on the problem that seems most important in the future success of the industry my answer would be merchandising support for the advertisers. Any case histories of successful radio or TV merchandising programs are well received here and you would be pleased with the number of advertising men and salesmen who are converted from supporters of printed media to advocates of radio and television advertising when they see the sales results that radio and TV plus merchandising can produce.

Anything you can do to further

LET'S TALK SHOP!

Hustling, bustling Flint is the center of a great industrial empire—General Motors—with more GM workers than any other city in the country. With huge defense contracts on hand, last year's record $315,840,000 retail sales promises to grow and grow.

Making sales is Flint's First Station, WFDF—with more coverage, night and day, than any other radio station in Michigan, outside Detroit*. Sell your product for sure, over WFDF. Sell as over 600 local merchants sold over WFDF last year.

WFDF FLINT MICH.
BASIC AMERICAN BROADCASTING COMPANY
910 Kilocycles

One of America's Pioneer stations—now in our 30th year! Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WBOA Evansville.

REPRESENTED BY THE KATZ AGENCY

* BMB Study #2

Page 18 • April 28, 1952
Ever been to TOADSUCK, ARK.?

Johnnie Holmes HAS!

You won't find Toadsuck on many maps. It used to be the ferry point for cattle and supplies to and from southcentral and north-central Arkansas. Nothing remains but its memories and a general store. But farm activities in that section are unusual, so our Johnnie Holmes made a trip there and reported the doin's to Arkansas farmers.

Johnnie has been traveling in Arkansas almost constantly the past year. The map shows the many towns he has visited. This doesn't represent all of John's traveling, though. Take Fayetteville, for example. This seat of the University of Arkansas has had many visits, as has Russellville, home of Arkansas Tech. The many branch Agricultural Experiment stations of the U. of A. have been visited frequently; they are not indicated on the map. Several of the towns have had more than one visit from KLRA's farm reporter.

All in all, Johnnie Holmes and KLRA cover the state for first-hand farm news. Johnnie is the only full-time farm service director in Arkansas. In addition to his radio duties, Johnnie squeezes in time to write a farm column for the ARKANSAS GAZETTE each Sunday.

Johnnie Holmes has become one of the best known personalities in Arkansas. He is in demand for talks to civic clubs, farm groups and others, in and out of Arkansas. His activities have made KLRA Arkansas's listening habit for farm families, just as it dominates the listening of most other Arkansas families! And all this makes KLRA your best buy in Arkansas!

For the Complete KLRA Story Ask any O. L. Taylor Company Office

KLRA LITTLE ROCK

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO
YOU DON'T NEED CLOWNS TO SELL A CIRCUS!

- Step right this way ladies and gentlemen...and sponsors too! No longer does it take clowns and calliopes to sell a circus in New Orleans. No...we've found a quicker, more effective way!

- Recently—a small, well-coordinated local dairy bought two TV spots—telling 80 seconds. Both spots offered viewers a miniature circus, in return for sending in a milk bottle cap—plus 50¢.

- "The Greatest Show On Earth" proved to be just that. The spot pulled on amazing 535 orders. And needless to say—the dairy reported a healthy increase in milk sales!

- Whatever your product may be—WDSU-TV can produce effective sales for you in “The Billion Dollar New Orleans Market”!

WDSU-TV
CHANNEL 6
NEW ORLEANS

• Write, Wire
or Phone
BLAIR-TV

new business

Spot...

MANSFIELD SPRAGUE, candidate for Republican nomination for U. S. Senate, began radio campaign April 21 on WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WATR Waterbury, WHTT Hartford, WTOR Torrington and WNLC New London, all affiliates of Connecticut State Network.


LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), sponsoring Red Skelton Show six times on 10 CBS California radio stations, Wed., 6-6:30 p.m. (PDT), from April 23. Agency: Rockett-Lauritzen, that city.


Network...

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews 8:45-9 p.m. EDT segment of Stop the Music, ABC radio, for 52 weeks effective May 18. Agency: Lennen & Mitchell, N. Y.

MARS Inc., Chicago (candy bars), renews People Are Funny on CBS Radio, Tues., 8-8:30 p.m. EST, for 39 weeks from Sept. 30. Contract calls for 10% budget increase. Agency: Leo Burnett Co., that city.

Agency Appointments...

CLUB ALUMINUM PRODUCTS Co., Chicago, appoints Buchen Co., that city.


F. C. ORTNER DISTRIBUTING Co., Buffalo, appoints MacLaughlin Adv., that city, for local radio-TV campaign for company's freezers. J. ANDREA CONNAROE is account executive.

STANLEY FURNITURE Co., Stanleytown, Va., appoints Fien & Scherwin, Phila.

LEWIS ASPHALT ENGINEERING Corp. names Wm. Wilbur Adv., N. Y. RAYMOND J. VISCARDI is account executive.

JOSKE’S, Houston, Tex. (home furnishings), appoints Kamin Adv., that city. CYNTHIA HOPE is account executive.

JERCLAYDON Inc., Miami Beach (Glamorene), appoints Aitken-Kynett Adv., Phila.

EDWIN Corp., S. F. (maker of Dust Out, mechanical mop shaker), names Brisacher, Wheeler & Staff, that city. TV is primary medium in test campaign now underway.

Adpeople...

HERBERT M. CLEAVES, sales and advertising manager for Jell-O Div., General Foods Corp., N. Y., appointed marketing manager of firm's Associated Products Division including Jell-O, Minute Rice, Minute Tapioca, Calumet Baking Powder and Certo products. He will be replaced by his assistant, GEORGE R. PLASS.

VICTOR ELTING Jr. named advertising director of Quaker Oats Co., Chicago, with ROBERT S. MACDONALD as assistant director.

THOMAS G. PROSSER, director of sales and advertising, White Rock Corp., N. Y., elected vice president in charge of sales and advertising.

Page 20 • April 28, 1952
Survey proves it takes a Dallas station to sell Dallas!

Here is conclusive evidence that a Dallas station sells Dallas best—as well as the rich Dallas-Fort Worth TV market—results of an impartial survey by Ira. G. Corn, Professor of Marketing at Southern Methodist University.

Area dominance of Dallas television was emphasized by figures on TV set saturation, set gain, and comparative set distribution within the Dallas and Fort Worth primary coverage areas. In every category, Dallas and WFAA-TV led Fort Worth by margins of from 29% to 179%!

Here is proof it takes a Dallas station to sell Dallas and the big Dallas-Fort Worth TV market—and WFAA-TV, first in Dallas, offers most for your advertising dollar!

**TV SET SATURATION:**

- **Dallas WFAA TV area:** 92.1% more TV sets than Fort Worth area.
- WFAA-TV covers 64.5% of the combined market compared to 35.3% by Fort Worth TV.

**PRIMARY COVERAGE AREAS:**

- **Dallas WFAA TV Primary Coverage Area:** 97,376 sets
- **Fort Worth TV Primary Coverage Area:** 53,501 sets

**TV SET GAIN since April 1, 1951:**

- **Dallas WFAA TV Area:** has gained 179% more sets than Fort Worth area.
- **Dallas WFAA TV Primary Area Gain:** 25,888 sets
- **Fort Worth TV Gain:** 9,292 sets

**POINTS AND CONCLUSIONS FROM THE CORN REPORT EMPHASIZING THE DOMINANCE OF DALLAS IN THE DALLAS-FORT WORTH TV MARKET:**

- Primary coverage area of WFAA-TV embraces seven North Texas counties. Fort Worth primary area covers five counties.
- 13,253 TV residences within the Dallas area with inside aerials cannot be reached from Fort Worth, whereas WFAA-TV comes in with a clear picture.
- The primary coverage area of WFAA-TV included 97,376 TV sets as of Jan. 15, 1952—the Fort Worth primary area had 53,501 TV sets.
- In the combined Dallas and Fort Worth primary areas, WFAA-TV's share is 64.5% of the total sets. The Fort Worth station's share is only 35.5%.
- WFAA-TV primary area has gained 25,888 sets in the past 91/2 months—a 36.2% increase over April 1, 1951. The Fort Worth area gain was 9,292 sets—a 21% increase.
- Dallas County has 82,565 sets. Tarrant County (Fort Worth) has 47,786 sets.
- 41.2% of all family units in Dallas County are TV set-owners. Dallas County TV homes have 9.8% larger family size compared to non-TV homes. This means that the 41.2% Dallas County residences reached by TV actually accounts for 43.5% of the population.
How to get low cost results

It's simple! It's easy! First you buy WITH—the BIG independent with the BIG audience. Then you watch your sales go UP! WITH's rates are low—and at these low rates, WITH delivers you more listeners-per-dollar than any other radio or TV station in town. That's how WITH produces low cost results!

Here's positive proof: WITH regularly carries the advertising of more than twice as many retail merchants as any other station in Baltimore. And you know that retail advertising must produce fast, low cost results or it just doesn't run. So get the whole WITH story from your Forjoe man today!

WITH in Baltimore

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.
O’NEIL MBS PRESIDENT

By RUFUS CRATER

ACTIVE direction of Mutual was taken over by its new owners last week, with Frank White resigning the presidency and Board Chairman Thomas F. O’Neil assuming the presidential reins.

The top-level realignment, first since General Tire & Rubber Co. became controlling stockholder last January, came unaccompanied by any announcement of plans for changes in either Mutual’s policies or its scope of operations, although it is known that entry into TV networking is planned and reports have circulated intermittently that MBS may be reorganized along conventional network lines.

The executive changes, to become effective May 31, obviously stemmed from inability of Messrs. O’Neil and White to come to terms, but both principals insisted there was no rancor. Each spoke highly of the other in announcing the changes to the Mutual staff Thursday afternoon, to the Mutual Affiliates Advisory Committee on Friday morning, and, by closed circuit, to the 653 MBS affiliates Friday noon.

Mr. White said he would announce his future plans shortly.

His original three-year contract as president—at a salary estimated unofficially at about $85,000 a year, plus bonuses reportedly neighboring $15,000—actually expires April 30. But he agreed to remain in office an additional month to assist Mr. O’Neil.

Continues as Chairman

Mr. O’Neil, vice president of General Tire and head of its radio and television enterprises, will continue as Mutual board chairman.

Through its ownership of Yankee and Don Lee networks and the WOR New York radio-TV properties, General Tire controls almost 61% of Mutual stock. The properties are in the name of Thomas S. Lee Enterprises, which, as a result of the WOR-AM-FM-TV acquisition early this year, General Tire owns 90% and R. H. Macy & Co., former owner of the WOR interests, owns 10%.

Mr. White’s resignation and Mr. O’Neil’s election came at the annual stockholders—directors meeting, held Thursday in New York.

At the same time Executive Vice President William H. Fineshriber Jr. was elevated to the board of

SPOT RADIO

By WILLIAM RUCHT

SPOT RADIO is a real threat to local newspaper revenues and television has already siphoned off some money, Harold S. Barnes, director of the Bureau of Advertising, told delegates to the 1952 convention of the American Newspaper Publishers Assn. in New York last week.

Other speakers at the Wednesday afternoon Bureau of Advertising session predicted tough selling years ahead, to be made tougher by increased competition from television and warned that newspapers still can not survive any real decline in advertising revenue.

The three-way convention, which started Tuesday in the Waldorf-Astoria, was the 66th at which newspapermen across the nation met to discuss mutual problems, and, although the estimated 1,600 in attendance did not give as much time to broadcasting media as initial agendas had indicated, the pressure of radio-TV competition seemed so taken for granted that literal statements did not have to be made.

The most specific warning of broadcasting competition was issued by Mr. Barnes Wednesday afternoon, when he reported competitive media. Reporting that network radio contracts had fallen off 11.3% during the first two months of the current year, he assured his audience not to worry about network radio, but underlined the fact that “spot business has increased substantially and constitutes a very real threat to local newspaper revenue.”

Mr. Barnes asserted that the most important effect of television, which he conceded had “siphoned off some money, especially in food and cigarettes,” was that it produces an unsettled frame of mind in the user and non-user alike. He explained:

“One group of advertisers is either itching to get in or is afraid of what will happen if they don’t get in. The group that’s already in TV are appalled by the mounting costs and straining their eyes for sales results that justify the mounting costs.”

He warned that TV costs will grow with the medium, that share-of-audience will decrease in one station towns now that the freeze has been lifted, and advised: “The soundest strategy is to resist the temptation to make an all-out frontal attack on TV. Logic has little effect upon a person who is going through an emotional crisis. Our plans are to hammer away at TV’s weak spots.”

In spite of broadcasting competition, Mr. Barnes predicted that 1952 will nevertheless bring an all-time high in national advertising expenditures.

Stuart M. Chambers, vice chairman of the bureau’s board, foresaw “tough selling years ahead” when he spoke at the same Wednesday meeting which, unlike opening day discussions, was an open session. The real challenge is yet to come, he warned, and will come as a result of the end of the TV freeze.

“In the next two or three, or five years, we are going to be confronted with 108 television stations, but with 10 or 15 or 20 times that number—all clamoring for the advertiser’s dollar for their support and very existence.”

Publishers, like other businessmen, may be forced to give more

BROADCASTING • Telecasting

Held Threat to Newspapers

from the first of the members of the Mutual Affiliates Advisory Committee arriving in New York Thursday for their meeting with the network officials on Friday morning. They said they harbored no criticism of Mr. O’Neil as network president, but stressed the loyalty which Mr. White has developed among affiliates as well as his progress in building MBS.

Mr. O’Neil himself was highly laudatory of both Mr. White and his work, describing his service as having been “truly monumental.”

There was no open sign of other imminent changes in top personnel. In his closed circuit talk to affiliates on Friday, Mr. O’Neil said that “some of Frank White’s value to us will survive his departure”—one of the “most important” ways being “that the capable and outstanding organization he has built so ex-

(Continued on page 98)

April 28, 1952 • Page 23
ABC Reports Increase

ABC radio co-op business has increased 9% since the start of the year and 4% over the comparable 1951 period, Frank Atkinson, manager of cooperative program sales, announced last week in reporting that a recent network survey showed 18 cooperative ABC radio programs are currently backed by a total of 958 sponsors.

Some 546 sponsors participate in the top five ABC co-op programs: No School Today, with a total of 138 sponsors on 95 stations; Paul Harvey, 124 sponsors over 105 ABC affiliates; Martin Agronsky, 121 advertisers on 95 outlets; Headline Edition, 99 sponsors on 76 stations, and Elmer Davis, 82 backers on 80 ABC stations.

Sponsors represent a cross-section of American business, Mr. Atkinson said, with the list ranging from bakeries and bottling companies, through banks and grocers, to plumbers and jewelers, and some have purchased the same program since its inception on the ABC radio network, a period of ten years in occasional instances.

Advertiser satisfaction has been very high, the sales manager reported, citing as typical a letter from an Illinois specialty shop owner: "For the month of September (1951), we turned an overall increase of 35%. Incidentally, it was the biggest September and also the biggest in sales that the shop has ever had."

A Texas clothier reported: "We made a special purchase of sport shirts and planned to use radio only as the advertising medium to sell them... By 3 p.m. on the day we made the on-the-air announcement (a 15-minute, noon-time Paul Harvey broadcast), we had 300 shirts sold from our window display to strengthen the store assortment which practically vanished that same afternoon."

CO-OP BUSINESS

Charles Antelli, Inc. last week undertook sponsorship of three hours of nighttime programs a week on MBS, with an additional two and a half hours of morning programs slated to start under its sponsorship today [B&T, March 31].

For its hair preparations, the company is sponsoring all of the MGM Radio Attractions programs which Mutual has offered to network advertisers, with the contract to run until the company goes off the air for a summer hiatus on June 23.

Starting today (Monday), Antelli also is sponsoring two quarter-hour strips a day, from 9:30-9:45 a.m. and 9:45-10 a.m., Monday through Friday, also on behalf of its hair preparations. Agency is Television Production Assoc., New York and Baltimore.

It could not yet be determined, as of late last week, how many Mutual affiliates were carrying the Antelli business. At gross rates for the complete network, billings on the entire package would approximate $90,000 a week, network spokesmen estimated.

Antelli Buys

MGM Programs on MBS

RWB Strike Threat

ALA to Set Up Committee

AUTHORS League of America, parent body of Radio Writers Guild, was authorized this week as a stepping stone into the strike proposed against NBC, ABC and CBS in order to set up a three-man committee which would request that all TV and radio script be withheld from the three networks.

Action, said to exclude writers with contractual commitments, was to be taken by the ALA appointees: President Rex Stout, Erik Barneow, and John Hersey. Attorney Arthur Garfield Hays was named consultant for the committee.

A freelance committee, headed by scriptwriter Hector Chevigny, was also being organized to collect voluntary contributions from writers on both coasts for an EWG strike fund, intended to augment a compulsory assessment currently being voted on by mail.

LETHEN APPOINTED

To CBS Radio Sales Post

Edward F. Lethen Jr., who joined CBS Radio in September as an account executive on the network sales staff, has been named to the new post of director of sales extension, CBS Radio Network, W. Eldon Hazel, network sales manager, announced Thursday.

Before joining CBS Radio, Mr. Lethen had been with MacFadden publications for 16 years, serving as advertising director of True Story women's group of six magazines, in the same capacity for a five-magazine group, and as western manager of the Chicago office. The new director of sales extension had also been western manager for Dell Publishing Co. and space salesman for several newspapers and magazines.

SING TO GREY

Federal to Dissolve

Jules B. Singer, major stockholder and vice president of Federal Adv., New York, joins Grey Adv., New York, as vice president and member of the executive group, effective June 1, it has been announced.

Federal Adv. meanwhile will discontinue its three small advertising agencies.

Mr. Singer, who handled The American Safety Razor Corp., Gem Razor and Blade and Every Ready Shaving Brush divisions, and Doe-skin Inc., has joined Grey Adv. with the decision as to which agency will handle Doekskin is still pending but is expected to be announced soon.

Leaves FC&B Post

J. Hugh E. Davis, vice president and director of Posts, Copy & Bel- ing, Chicago, joins Oakes & Co., Chicago hardware brokerage firm, today (Monday) in a general executive capacity to assist President L. L. Oakes. Mr. Davis was with FC&B and eight years, joining the company as account executive on Pepsodent in 1944. Two years later he was elected executive vice president.

During the past six years, he has handled much of the radio and television business, working with such accounts as Hallmark cards, Toni Co., Armour, Interna- tional Cellulocotton products, Frigid- aire and Libby, McNeill & Libby. His work will be divided among several directors.

Liquinet Plans

LIQUINET Corp., Chicago (hair preparation), has named Sherwin Robert Rodgers Agency to handle its advertising. Television will probably be used and radio is being considered. Mr. Rodgers is account executive.

Page 24 • April 28, 1952

Broadcasting • Teletesting
THE BROADCASTER needs immediate protection from liability that he is in danger of incurring when his station airs a political talk.

This was emphasized before the Senate Subcommittee on Privileges and Elections last Thursday as it wound up its second and presumably final day of hearings on the radio-TV political campaign expenditure 

\[ B[T, April 21] \]

The subcommittee is looking into ways of streamlining election laws, including methods of placing on the candidate or the party expenditure in a political campaign.

At the hearing's conclusion, Chairman Guy M. Gillette (D-Iowa) and Sen. Thomas C. Hennings Jr. (D-Mo.) agreed with NARTB President Harold E. Fellows that the subcommittee is desperatley in need of temporary legislation tailored for this election year. Mr. Fellows noted that it would clear the decks for the broadcaster, who finds himself in for an awkward position with an obligation to give equal opportunity to candidates, cannot censor what the candidate might say, and yet can be held liable for what may be said.

Chairman Gillette thought this was "an intolerable situation... It's becoming more so by a tendency of speaking inflammatory and scurrilous attack."

Hennings Appointed

He appointed Sen. Hennings to head an investigation into what corrective legislation may be necessary to place both communications and printing media on the same par in regard to handling of defamatory political speeches.

Neither Mr. Fellows nor Col. William A. Roberts, of Roberts & McInnis, who represents the DuMont Television Network, thought it practical for a network to adhere to this rule for the primary period for political broadcasts only. Such a suggestion had been made a fortnight ago by subcommittee members.

Col. Roberts outlined the high costs of choice time periods on networks which are faced with the problems of clearing time with affiliates. Affiliates want time blocks by networks must be made well in advance, he cautioned. But few candidates know until well before broadcast time just how much money they are going to spend, for what time and on how many stations, he explained.

He noted that the candidate is usually unable to tell just when his campaign will be placed by the station in early time when he would need broadcast facilities—nor when it may come—when he would be inclined to cancel commitments.

The well-financed party or candidate got in for some attention by Col. Roberts, who noted that the party that can buy the network with most prime affiliates gets the most coverage at the least per capita cost. A new indeterminate factor is "bidding" by networks for time where cable availability is limited, the DuMont attorney said. The network which has control of the candidate's time has an advantage and "the candidate is at a disadvantage," he said.

This points out, he said, that a network must be rich enough to sustain time for political broadcasts or must be able to get sponsorship. He said it would be impractical to set up a "straight jacket" over campaign expenditures since an expensive campaign would have to be "supported with somebody's money."

DuMont tried so-called "block" prime time periods but it didn't work out satisfactorily, because (1) if time is given to one candidate it must be given to another, and (2) demand did not always come from the same people for the same periods. Mr. Fellows agreed with this analysis, particularly in the local situation.

Also coming under attack by both Col. Roberts and the Senators present at the hearing was the radio or television program, an utterance, or manipulation in favor of one political participant as against another. But all agreed that the forum device was more effective than a political campaign speech bought outright by the candidate or his party.

The libel dilemma has become so important in the broadcast industry, Mr. Fellows said, that "a majority of stations are scared to death of political broadcasts" because they might face libel suits for candidates' remarks.

Mr. Fellows said that a bill offering immediate relief for the broadcaster is that introduced in the House by Rep. Walt Horan (R-Wash.). The bill (HR 7602) would free the broadcaster from liability for material over which he has no control. The NARTB president said his organization believed adoption of the measure "will make broadcasters in many states more ready to act in the attempt to accept them at the usual rates of sponsored time." Thus the subcommittee's objective of "a more informed electorate" would be served.

At present, the Horan legislation pending before the House Interstate & Foreign Commerce Committee. Hearings have not been scheduled as yet.

Posting time in advance for political campaigns, Mr. Fellows said, is more feasible in national campaigns than on the local level. He pointed to difficulties in forecasting advance program requirements, issues or personalities with demands for broadcast time varying as the campaign progresses.

He reminded the subcommittee that NARTB through its membership in promoting proper registration by eligible voters, to be followed by a "get out the vote" campaign before and on election day and calling on Congress to pass legislation to provide for a national election-day half holiday.

Majority of the stations in the nation charge the same rate for primary as they charge for general registration time, with those stations charging special rates doing so because of increased expenses.

PRESIDENT TRUMAN last Thursday disclaimed the inference that he believes he has power to seize newspapers as well as radio stations.

The seizure threat had been made April 17 during a joint news conference with White House correspondents and members of the American Society of Newspaper Editors, April 17, In a statement, Walter L. Hennings said, "If the President was asked a question by Col. J. Hale Steinman, co-publisher of the Washington Star, and of the Baltimore Sun and Baltimore Post in Pennsylvania and Delaware."

At that time Col. Steinman had asked the President if he felt he could seize newspapers and radio stations, having already seized steel mills. The President had replied that under certain circumstances the President must act in the best interest of the country.

The statement led to widespread comment, mostly dealing with a new danger to freedom of expression. It led the American Newspaper Publishers Assn. to condemn the apparent threat to basic liberties (see ANPA story page 23).

At his April 24 news conference, the President denounced as a lot of hooey any idea that he believes he could seize newspapers and radio stations in an emergency. Asked if he had by statement or implication said he had any intention of seizing press and radio, Mr. Truman replied with a flat denial. In his April 17 statement, he said, he was speaking of the welfare of the country which is at stake in the steel strike. He added that the President actually has very great and inherent powers to meet a national emergency, but cannot tell what he is going to do until an emergency arises.\n
In congressional comment, Rep. George H. Bender (R-Ohio) said that the President's April 21 statement shows "he obviously has become acquainted with the aspirations of all the printing and broadcasting media throughout the country" created by the April 17 comment. Rep. Bender has introduced a resolution seeking impeachment of the President.

Fear that President Truman's government information policy, adopted last Sept. 24, was a threat to freedom of information and a form of censorship, continued last week to disturb editors and reporters.

On the other hand, Edward J. Trapnell, executive secretary of the Interdepartmental Subcommittee on Internal Security, said his agency received complaints to show that news they withheld would hurt national security. He said one only complaint had been received since his agency was set up Jan. 12. It came from Fairchild Publications and involved refusal by the Office of Price Stabilization to make available the minutes of industry advisory group meetings. Mr. Trapnell said he believed all information about the government must be "free and open" unless it would help the enemy.\n
Resolution proposing a Senate investigation to learn if censorship "is depriving the public of information to which it is entitled" was introduced Thursday by Sen. Blair Moody (D-Mich.), ex-newspaperman and radio commentator.

Sen. Moody proposed the Senate Committee on Government Operations name a subcommittee to study government information activities and effect of President Truman's security order. An advisory council of newsmen would be authorized.

April 28, 1952
AP MEMBERSHIP

FULL membership of radio and TV stations in the Associated Press was a debated subject at the annual AP membership meeting held in New York Monday. However, no definite decision was reached.

California AP members had resolved the previous week, it was disclosed, that stations be given regular instead of associate membership since many were fulfilling the board requirement of supplying as well as receiving news service, and that radio stations be elected special representatives on the board.

Annual board report, issued at the meeting and prepared by AP General Manager Frank Starzen, had indicated that news-supplying stations had increased to 537 during 1951, of which 239 outlets were located in communities where there are AP radio stations. [B.T., April 14]. Association President Robert McLean further reported that two stations had declined membership since radio is represented on the board and stations have voting privileges.

One objection to radio membership was raised by C. E. Palmer, head of Talk Time, Kansas City (Mo.). Gazette and News and owner of KCMC-AM FM Texarkana, who said that, although he owns stations, he feels the public could make no greater mistake than by accepting them as full members.

"The number of newspapers is decreasing and the number of radio stations increasing," his argument ran, "and we would wind up with a radio organization."

The AP president reported that radio stations could not be accepted as full members by the board without a change in by-laws and that the association officers were hesitating until the best interests of the AP are known. The report, in fact, had said, "the board authorized the general manager to invite stations to associate representatives of radio stations to meet with him to explore all matters that might contribute to the continuing improvement of the news report of the Associated Press."

Lauded Member Stations

Commending member radio stations for their aid in supplying news, the report also noted that some outlets provide news on a regular basis, some supply tips on fast-breaking news, and some cover news during hours when local newspaper members do not operate, notably important, it was said, for weekend coverage. The association member stations were cited also as broadening the AP reach particularly for state news.

Radio stations mentioned individually for outstanding cooperation were: WPTL, St. Louis, Mo., which furnished 408 news stories used in the report; WDAY Fargo, N. D., which supplied 236; WWCA Gary, Ind., 217; WAVE Louis ville, Ky., 159; KDIX Davenport, I. D., 119.

Election of AP officers resulted in the naming of Mr. McLean of The Philadelphia Bulletin as president, Mr. Reitemeier of the New York Times, as vice president, and Mr. Clarke, New York Daily News; W. H. Covles, Spokane (Wash.) Spokesman-Review, and Nathaniel R. Howard, Cleveland (Ohio) News, as directors.

Mr. Tait, in his report, said that since the Associated Press had inaugurated a newswire service for radio stations, the number of news suppliers increased to 150, and the number of news outlets increased to 2,700. A number of stations, he said, had indicated that their cooperation would continue for the reason that the AP service was now widely available and that there would be no conflict with the AP service.

The AP president said that the AP service for radio stations was now widely available and that there would be no conflict with the AP service.

Story on radio-TV aspects of ANPA Convention on page 23

FULL Status For Radio, TV Argued

WHEN Tighe Woods, director of rent stabilization, Washington, visited Kansas, he was interviewed by newsmen of KCMA Kansas City, Mo. Shown during interview are (l to r) Larry Whyte, KCMO; Mr. Woods; Harold Mack, KCMO, and Jim Monroe, KCMO news director.

INS’ EXPANSION

INTERNATIONAL News Service has added 201 new clients in the past 12 months, "a banner year for INS and the greatest overall growth scored in any single year," Seymour Berkson, its general manager, said last week in his annual report to business executives of the news agency.

"We have inaugurated a variety of new techniques of interpretive reporting designed to provide a background and significance of complex news events at home and abroad. We have also launched a highly successful new department called "For Better Living" which furnishes a steady flow of special items and articles of particular value to the typical American family, including food and household hints, home economics, mental hygiene, public health guidance, etc."

"In line with a policy of long standing, INS has continued to implement its regular news report with important news-features and circulation-building columnist. Of course, our great advantage in this respect is that we have under the INS banner some of the greatest writers and reporters of our time. This has enabled us to deliver to our clients not only distinctive coverage of world news but dramatic, exclusive feature material of prime publication interest and reader appeal."

International News Photos, INS’ photo affiliate, has one of the most modern news photo plants in the world in its New York headquarters, recently completed at a cost of many thousands of dollars, Mr. Berkson said, adding: "INS is now in its 40th consecutive year of daily operation and it is still setting the pace for enterprise in the news photo field."

INP’s Speedphoto Division launched in 1950 for the transmission of police data by law enforcement agencies, now serves 24 cities, state and federal organizations, including the FBI, Mr. Berkson reported. He said that the Speedphoto Transceiver developed by INP technicians especially for this use, was praised by the International Association of Identification as "the greatest advance in police communication since the advent of the teletype."
FLOOD FUNDS

Ad Council, Radio-TV Aid Red Cross in Emergency

ADVERTISING Council has enlisted the support of radio and television to help the Red Cross raise emergency funds to speed rehabilitation in the flooded Midwest.

Project was initiated by a telegram from E. Roland Harriman, American National Red Cross president, to all network presidents and to the Advertising Council. The wire outlined the extent of the damage and the needs of Red Cross to aid flood victims.

Radio and TV networks responded immediately with pleas by media stars and by special announcements.

To spur emergency appeals, the Red Cross through the Advertising Council released 150 one-minute trailers and 150 sets of four flip cards for TV networks and individual stations.

Listed by the Red Cross as outstanding examples of cooperation were the April 16 CBS radio broadcast by James T. Nicholson, Red Cross executive vice president, who discussed his tour of flooded regions and the April 17 John Edwards TV news broadcast on ABC radio.

Another programming highlight listed by Red Cross was its evacuation episode filmed in and around Omaha by the People and telecast over NBC April 25.

Many Reports Received

Further reports of individual station efforts [B&T, April 21], the following have been received at deadline by.Broadcasting * Telecasting.

KUBV (TV) WOW (TV) KRON KOIL KFAB KOWH, all Omaha outlets and KSWI Council Bluffs reported their coverage as follows:

KMTV (TV) issued flood reports on three newscasts daily because, adding two extras per day.

Two still-picture crews worked with four motion picture and TV camera crews at the Civil Defense station where dikes were weakest, at the bridge connecting the two cities, at the public power plant where there was danger of a floodout, in Council Bluffs and in the air above the flood scene.


WOW-TV sent out camera crews to the flood area in addition to its daily newscasts and used most of its news time on three daily shows to air flood reports. The station set up a remote relay system from the top of the city's tallest downtown building and each field to NBC-TV for Today, as well as for local shows.

KBON broadcast flood bulletins from three remote sites. Most regular newscasts concentrated on flood news. KOIL spotted taped interviews throughout its round-the-clock schedule, working closely with the sheriff's office.

KFAB foresaw the flood danger and began its reporting from the day the snow-swollen waters began their threat in Montana. At the beginning, KFAB fed these stations and CBS Radio network at one time. When not on the air or sleeping, KFAB staffers aided the Red Cross and Salvation Army.

The station also set up a temporary studio at Council Bluffs.

KOWN, an independent daytimer, went on the air 24 hours daily with special FCC permission, using tape interviews and live remotes to bring its listeners flood coverage. KSWE, another independent located across the river in Council Bluffs, maintained a broadcasting crew at the Mayor's office and fed news bulletins continually.

Staff at the station was doubled to meet the emergency. KSWE reports from the station's guest for volunteer help brought people from within a radius of more than 70 miles.

Seven news and special events men from KMA Shenandoah, Iowa, reported flood conditions in a large metropolitan area primarily by local radio stations or newspapers, station reports. Night and day warning system for residents of the stricken area was maintained by the station.

KELO Sioux Falls, S. D., news personnel spent April 4-6 on 24-hour duty during an overflow of the Big Sioux River to give descriptions of the scene and interviews on tape recorders, alert flood-threatened residents and relay instructions from the Red Cross and other agencies.

In the following flood of the Missouri River, KELO news-

UP'S GROWTH

UNITED PRESS is now serving more newspapers, more radio stations and more TV stations than at any time since its founding in 1907, Jack Bisco, its executive manager, stated last week at the annual meeting of UP executives, held in New York in conjunction with the ANPA convention.

An increase of 61 in the number of UP newspapers, radio and TV clients during the past year brings the total to 5,543, Mr. Bisco said, with about 300 additional special clients, 200 ships served by the UP subsidiary, Ocean News, and hundreds of foreign stations and paners getting up dispatches indirectly through their local news agencies.

"The new method of news distribution which has had its greatest development in the past year is the production of a daily news-film for television," Mr. Bisco stated. "This new live pictorial coverage of the news has been well launched. By present standards, the cameramen and the newsmen who create this service are doing a remarkable job. Yet we are only at the beginning of this art. In time to come we expect to bring the TV screen and the spontaneous news event closer and closer together."

Earl J. Johnson, vice president and general news manager, noted that "the recent addition of a coast-to-coast news service for television [United Press Movietone News] and the acquisition of a newspicture service for newspapers [Acme Newspictures, purchased Jan. 1 from NEA] means that we are now supplying the basic service of still pictures and sound-track film—for every news medium that exists."

Pointing out that the "brisk volume of ideas and viewpoints expressed by the daily delivery of newspictures and film enriches them all," Mr. Johnson said that this is now seen daily in major newspapers.

At one New York and that a third one will be opened in Chicago in July to develop and print the film taken by the ten UP Movietone News cameramen who are to cover the convention for the service's TV station clients.}

Reporting on the foreign situation, Joseph L. Jones, UP vice president and foreign manager, said that Japan's ten new commercial radio stations now get UP news. UP's Latin American subscribers now have UP's newspapers and radio stations, he said.

To circumvent the censorship imposed in Russia and the Soviet satellite countries, UP "maintains departments in Vienna, Frankfurt and London, manned by translators and editors, who monitor the radio and in the newspapers in the countries to which we are denied repitorerial access," Mr. Johnson said. "Careful study of the press and radio of these countries frequently is a surprisingly useful source of information."

April 28, 1952 * Page 27
IN REVIEW...

THANKS to television, an estimated five million Americans saw at 12:30 p.m. last Tuesday the first public explosion of an atom bomb, dropped by an Air Force plane over the desert land of Yucca Flat, near Las Vegas, Nev.

Without the aid of the special dark glasses worn by newsmen and other spectators gathered at "News Knob," a mere 10 miles from the blast point, the home audience heard the call of "bomb away," listened to the counting of the seconds and saw the flash that, for a few seconds, blackened TV screens with a dark penumbra around the central point of light that was the blast.

Like the TV engineers and construction men who performed a modern miracle in erecting a chain of mountain top relay towers to Los Angeles and AT&T's transcontinental radio relay system for cross-country transmission, the home viewers sweated out the minutes preceding the blast, when the pictures alternately disintegrated and became whole again.

The "bomb away" signal, clearly heard over the sound circuit, was illustrated on the country's TV screen by what might have been an abstract artist's portrayal of atomic warfare's horrors. Succeeding seconds intensified the anxiety. Then, as a small quarter-minute before the blast, the scene appeared with better clarity which held through the historic moment.

The picture of the atomic explosion itself was picked up by a TV camera atop Mt. Charleston, 9,000-foot peak about 40 miles from the blast site. The brilliant flash of atomic energy momentarily blackened the $1,500 camera tube, but did not destroy it, and a few minutes later the same camera covered for home viewers the first dressing of the room cloud as it rose into the sky.

As soon as the flash was over, cameras at "News Knob" were brought into puffy action. Inspection of the target area as the radiological trucks went in to check the area's atomic "heat" and the infantrymen and parastronauts prepared to follow up the bomb as soon as the ground was safe.

Grant Holcomb, on Mt. Charleston, and Fred Henry, at Yucca...

KOJ-TV which pooled resources, including manpower and equipment.

In an arrangement worked out by the Television Broadcasters of Southern California, Klaus Landsberg, vice-president and general manager KTTLA, set up the technical facilities and completely supervised all operations which networks accepted.

A special relay system, parts of which were flown into mountain top by helicopter, were set up between the bomb site at Yucca Flat and the stations' transmitters on Mt. Wilson overlooking Pasadena. The system had the longest relay points ever attempted in TV, two of them being 140 miles apart.

The "shot point" was covered by six TV cameras. Four were approximately 11 miles distant and two 40 miles from blast. Generators on four closest cameras burned out just prior to explosion, thus necessitating use of one of the other two for actual blast.

Immediately following detonation, lenses of the other cameras by then in working order, were uncapped to photograph and telescast close-ups from blast and whatever else followed. Actual explosion, however, was covered by only one camera in case tube, burned out. All types of lenses, from 50 millimeter to 40 inches in size, including zooms, were used.

Engineers Ploined Food

Four pairs of engineers, with food flown to them by helicopter, camped atop the various snow-covered mountain relay points for several days prior to the explosion, guarding equipment to keep it in condition for moment's use.

Commentators for test, selected on pool basis, included aside from Mr. Holcomb, KNXT newscaster, and Mr. Henry, KLAC-TV program and special events director, Gil Martin, KTLA newscaster, who handled the description for TV film coverage. Bob Elliott's KTTV newscue, filming detonation for pool telescast, rushed reels to KLAC-TV, who was timed to telecast, rushed reels to KLAC-TV, who was timed to telecast.

Plans for live radio coverage of the explosion were hampered by the inability of Pacific Telephone & Telegraph Co. to connect its radio network circuits with the Special Signal Corps communications hook-up from "News Knob." NBC radio picked up the TV sound track and voice description of the dropping and explosion of the bomb, 12:28-12:33 p.m., preceded and followed by voice conferences from W. W. Chaplin, who was watching the TV picture in the event in a New York studio. Merrill Mueller at 1:30-1:45 p.m. broadcast a report of the bomb explosion using tape loops at the first on the earlier broadcast on NBC radio and at 1:24-2:30 p.m. NBC broadcast a special tape repeat of its time program.

MBS did a special advance program for his west coast. 12-15 a.m., with Maj. George Fielding Eliot describing preparations for the atomic explosion. At 6:15-6:30 p.m., MBS broadcast a description of the actual blast, which was repeated on Mutual Newsmore, 7:45-7:55 p.m.

Dallas Townsend, CBS Radio special events director, who is a witness to the event, says his eye-witness description of the blast, which was broadcast from Las Vegas on the network, 4:15-4:30 p.m. Lowell Thomas, also an on-scene-observer, did his 6:45-7 p.m. CBS Radio broadcast from Las Vegas. ABC radio broadcast a taped description of the bomb blast at 4:45-5 p.m.

Another TV atomic first was scheduled for yesterday (Sunday) at 1:30 p.m. when American Inventory, American Medical Assn. series on NBC-TV, was to originate at Brookhaven National Lab, atomic energy plant at Upton, Long Island. Telecast, done "live" from the medical division of the laboratory, was described as a series of radio-active isotopes in medicine.

LOYALTY PLAQUES

VFW Honors Radio-TV Shows

SIX loyalty award plaques for "commendable public service" were announced for radio and television programs last week, with the awards to be made for the first time this year by the Veterans of Foreign Wars in conjunction with their Loyalty Day Celebrations May 1.

Tales of Tomorrow on ABC-TV, produced by Peley & Gordon and sponsored by Jacques Krleler, Mfg. Corp. through Rissman and Leff, W. H. Maimland, through Anderson & Casim, Awarded for it's method of broadening the young mind's edge and understanding of modern science.

Forward America, World Broadcasting System series produced by Herbert Gordon and currently playing in 766 markets, Honored for it's method of instilling a deeper pride in the American heritage.


America's Beautiful, NBC radio, produced by Art Richards, sponsored by American Tobacco Co. & Bowles, Honored for showing true pictures of America. Also based on a music fair play, mutual respect and understanding.

Perry Mason, CBS Radio, produced by Carl Eastman, sponsored by Froster & Garnishh and through Benton & Bowles. Awarded for the depiction of legal problems and their solving in the nation and showing how citizens can control their own destiny.

Maps Cottage, WABD (TV) New York, key station of DuMont network, produced by Davenport, sponsored by Monday by Good Humor through Grand Central City, Instilling in the child an appreciation of the basic American principles of truth, unselfishness and mutual respect.

Stuart K. MacNiven

STUART K. MACNIVEN, 57, administrative assistant to President James H. S. Ellis, Kudner Agency, New York, died Wednesday in New York after a long illness. He had been with Kudner for 17 years, beginning at the time the late Arthur Kudner founded the agency. He is survived by his wife, Mrs. Ruth Fife MacNiven and two sons, Thomas and Richard.
In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

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

<table>
<thead>
<tr>
<th>MINT</th>
<th>1947 Survey</th>
<th>1951 Survey</th>
<th>WOMEN</th>
<th>1947 Survey</th>
<th>1951 Survey</th>
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<tr>
<td>News broadcasts</td>
<td>80.4%</td>
<td>87.1%</td>
<td>News broadcasts</td>
<td>72.1%</td>
<td>79.9%</td>
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<tr>
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<td>71.5</td>
<td>62.0</td>
<td>Featured comedians</td>
<td>66.3</td>
<td>57.6</td>
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<tr>
<td>Popular music</td>
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<td>48.5</td>
<td>Popular music</td>
<td>44.7</td>
<td>31.4</td>
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<tr>
<td>Sports broadcasts</td>
<td>38.7</td>
<td>47.4</td>
<td>Audience participation</td>
<td>47.4</td>
<td>49.4</td>
</tr>
<tr>
<td>Audience participation</td>
<td>41.7</td>
<td>41.0</td>
<td>Complete drama</td>
<td>43.1</td>
<td>38.4</td>
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<tr>
<td>Market reports</td>
<td>23.2</td>
<td>20.6</td>
<td>Religious music or devotions</td>
<td>28.5</td>
<td>28.2</td>
</tr>
<tr>
<td>Oldtime music</td>
<td>32.7</td>
<td>28.2</td>
<td>Sports broadcasts</td>
<td>16.6</td>
<td>27.4</td>
</tr>
<tr>
<td>Complete drama</td>
<td>32.7</td>
<td>28.2</td>
<td>Serial drama</td>
<td>30.5</td>
<td>26.7</td>
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<tr>
<td>Variety programs</td>
<td>29.3</td>
<td>20.6</td>
<td>Oldtime music</td>
<td>10.5</td>
<td>21.9</td>
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<tr>
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<td>17.4</td>
<td>18.4</td>
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<td>21.3</td>
</tr>
<tr>
<td>Talks, comment</td>
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<td>16.4</td>
<td>Classical music</td>
<td>18.2</td>
<td>18.8</td>
</tr>
<tr>
<td>Band music (brass)</td>
<td>14.5</td>
<td>15.3</td>
<td>Homemaking programs</td>
<td>15.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Talks on farming</td>
<td>17.0</td>
<td>14.3</td>
<td>Market reports</td>
<td>12.8</td>
<td>14.1</td>
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<tr>
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<td>12.3</td>
<td>Talks, comment</td>
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<tr>
<td>Classical music</td>
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<td>9.5</td>
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<td>Talks on farming</td>
<td>8.8</td>
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</table>

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

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

The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

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CONVENTIONS
ABC, MBS Set Coverage

EXCLUSIVE services of news and editorial personnel of Newsweek magazine in covering political conventions to some extent have been conducted for by ABC network, Thomas Velotta, network vice president supervising the political reports, announced Thursday.

Newsweek editors will present their town reports, filling individual as well as panel appearances on both ABC radio and television networks during the Republican and Democratic conventions. "Chains converge to be sponsored on the network by the Admiral Corp. Participating in what Mr. Velotta described as "the most comprehensive, colorful and authoritative coverage of the conventions possible" will be the following:

Ernest K. Lindley, chief of Newsweek's Washington Bureau and the news magazine's political authority; Kenneth Crawford, editor of national affairs; Chet Shaw, executive editor; Raymond Moley, contributing editor; and specialists in political analyses, and Sam Shaffer and Vera Clay of the Newsweek Washington Bureau.

Entire news staff for ABC-AM-TV convention coverage will include almost all of the network's top men and women reporters, commentators and analysts, will be headed by Paul W. White as managing editor.

Mutual also announced last week that all its commentators will be in Chicago as part of the extensive, spectacular radio-televisión in-fanning from the convention scene.

Plans and procedures are under the direction of William H. Fine-shriver Jr., MBS executive vice president, with Milton H. Arthur; Feldman, network directors of news and special events, respectively, working out program details.

All reporters on the convention floor will use shortwave transmitters as they did in 1944 and 1948. A mobile unit with additional equipment will be used for programs just outside the convention amphitheatre. Installations are being supervised by Carl Meyers, MBS chief engineer in the midwest.

NPA Names Jordan

APPOINTMENT of Paul H. Jordan as deputy assistant administrator for public information at the National Production Authority was announced by Assistant Administrator Edward K. Moz. Mr. Jordan, former regional director of the Office of War Information, joined NPA in January 1951 as director of the field information division. He has been serving as acting deputy administrator for four months and is responsible for making information available on defense production for NPA and the Dept. of Commerce.

IN APPRECIATION for WFIL Philadelphia's "three decades of broadcast service," the city's Chamber of Commerce presented an achievement award to the station. Attending ceremonies were Gov. T. Reed Smith, Speaker of the House; Kenneth W. Stanton, TV station manager; Louis E. Littlejohn, chief engineer; Roger W. Clipp, general manager of WFIL-AM-FM-TV; Brig. Gen. Hugh B. Hester, C. O. C. executive director; Col. J. Harry LaBrum, C. O. C. president; Harold Simonds, local sales manager for WFIL; Jack Stock, manager of programs and production, WFIL-TV, and Jack Schantz, radio engineering supervisor. Combined experience of WFIL staffers totals 217 years.

AM SPEED-UP

Nearly 100 Applications Fall in Line I List

SPEEDUP plan for AM processing line, proposed by the FCC two weeks ago (B&T, April 21), should not raise false hopes in the breasts of AM applicants eligible for Line I listing, according to FCC sources consistent with the plan.

Although the Commission's plan is subject to preferential treatment for those AM applicants proposing to bring AM service to a community which does not now have a station, or to cover areas not now receiving primary service, nearly half of the current 200 applications on the AM processing line would fall into that category, it was learned.

Thus, if an applicant is No. 100 on the present processing line, he would become No. 50 on the new Line I list, it was pointed out.

Commission's plan, which was given impetus by a number of petitions for some such priority treatment filed during the past six months [B&T, Jan. 21; Nov. 12, 1951], proposes to set up two processing lines for AM applications.

Components in Lines

Line I would include applications proposing first service to cities or towns, or first service for "white" areas (I.e., unserved areas). Unserved area was specified in the Commission plan as one in which 25% of the territory is not now providing primary AM service, day or night.

Line II would include all other applications—mainly those for stations in communities already having such facilities, or improvements of existing facilities which would not bring service to unserved areas. There would be no activity on Line II applications until Line I was completed, or current, the plan proposed.

Commission asked for comments on plan by May 12.

Most AM applications are considered simple cases, according to FCC sources. Therefore, Line I applications should move along fairly speedily, it was thought.

In an endeavor to cope with the avalanche of AM applications filed with the FCC following the end of World War II, the Commission established a temporary expediting procedure in 1947. The Commission refused to accept any application filed after Feb. 7, and did not reopen its processing lines to new applications until after May 1 of that year. During that three-month period, the FCC staff was solely engrossed in processing those applications on file prior to Feb. 7.

When the Commission's May 1 deadline was reached, it found itself current on AM application processing.

At one time, several years ago, the Commission's AM processing line was divided into two: applications with simple engineering problems and those with more complicated engineering factors.

However, for the past year or more there has been only one processing line.

One of the problems with the present processing of AM applications is the number of times some applications have to be reprocessed. Some applications are filed, designated for hearing, amended out of hearing, reprocessed, found to involve interference with other stations and refiled for hearing, it was explained. "It's a regular merry-go-round," sighed one FCC attorney who works on AM applications.

Back in 1950, AM applications were being processed in 45 to 60 days, it was pointed out. Today it takes about a year.

The average age of the most recent applications studied in November 1951 was eight months, in December nine months, in January nine months, in February 10 months, in March 10½ months.

U.S. AGENCIES

Defense Role Ordered

PRESIDENTIAL executive order has set in motion wheels of civil defense activities of federal agencies—including the FCC.

Order issued April 18 requests each federal agency to prepare plans for (1) providing its personnel and services in the civil defense program, and (2) maintaining the "continuity" of its functions "at the center of government and elsewhere" if needed.

Meaning to the FCC is this, according to best information: (1) FCC is now officially a coordinating agency respecting the use of the radio spectrum, (2) use of its monitoring services by the military services and other government agencies is now legalized.

Plans for the continuance of FCC functions in Washington have been drawn up, as have specifications in case of forced government evacuation. The location of FCC's critical functions in case it has to move out of Washington is classified information.

Among other activities, the Commission started this week with first aid instruction for some of its personnel. They are to be trained as instructors and will teach other groups subsequently.

Acting as civil defense coordinator is Harland R. Morris, assistant chief, Accounting System Division, Office of the Chief Accountant.

SWG WAGE BOOST

WSB Approves New Contract

INCREASES in minimum rates recently negotiated between Screen Writers Guild and major film producers were approved last Monday by the Wage Stabilization Board. Under terms approved, minimum compensation for screenwriters will be retroactive to Feb. 26, 1951, effective date of SWG's eight-year agreement with the producers.

Weekly minimum salary has been established at $460 flat for scripts set at $2,000 for pictures budgeted under $100,000, and $3,000 for those with budget over that sum.

WXR BUSINESS

Sales 8% Higher in March

INCREASE in radio time sales in an upward spring trend was tabulated for WQXR New York last week by Mr. McGee, who is president in charge of sales. He explained sales were 8% higher during March of this year than for the corresponding 1951 period.

The trend has continued through the first half of April, Mr. McGee said, with long-term advertisers returning to the air, new clients signing, and current advertisers extending their bookings for full program sponsorship. These accounts are in addition to the new clients added to WQXR participation plans designed as weekday broadcasts for theatres, restaurants and clubs.

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Election Extra for Station Managers

GALLUP POLL PROGRAM ON RADIO!

- A syndicated radio series featuring Dr. George Gallup, Director of the famous Gallup Poll, interpreting day-by-day opinion trends on the election and conventions is available on a market-to-market basis.

- Five minutes a day, six days a week, starting May 5th for 26 weeks. Recordings on tape or acetate.

- Will be carried by WCBS New York; WCAU Philadelphia; WTOP Washington, etc.

- Wire today for prices and availability in your market.

GEORGE F. FOLEY, JR.
Foley and Gordon, Inc.
9 East 45th Street,
NEW YORK 17, N. Y. • MU 7-5354-7
EXPERIMENTS in closed circuit theatre TV by federal civil defense planners have proven "eminently practical, psychologically powerful and limited in utility only by the number of properly equipped theatres," President Truman and other officials were told last week.

In its annual report to the Chief Executive and Capitol Hill, released Thursday, the Federal Civil Defense Administration praised theatre TV as well as radio and vision and radio for their roles in educating the public on civil defense.

Planners now are underway to conduct a third closed circuit video demonstration on the Eastern Seaboard and eventually to extend this service to 15 key cities. Two tests already have been held, covering selected theatre audiences in New York, Philadelphia, Washington, Baltimore and Boston. A survey of reactions will soon be released.

"The purpose of the project was to ascertain whether this new medium could be effective in the training or reorientation of civil defense volunteers," FCDA explained. Since the first of the year, agency officials have acknowledged efficacy of the tests.

Harold Azine, TV chief, FCDA Audio-Visual Division, estimates the agency can train some 35,000 people in a one-hour program involving two-way communication for $7,000—or roughly 20¢ per seat. Cost of producing the program (buying creative and director services, talent, equipment) is between $1,200 and $1,500. Some 75 theaters in 36 communities are now equipped with closed circuit facilities.

Radio, TV Praised

Regular radio and television also came in for a kind word in FCDA's annual report, as did newspapers and magazines.

NBC was lauded for contributing $100,000 in time to the seven-program series Survival last winter, with government cost of only $1,607. The series was made from kinescopes for NBC affiliates in 40 cities.

Last December, 19 units of the series were broadcast to audiences in 64 TV cities, reaching 40 by December 1951.

"This distribution was a pioneer undertaking, having for its goal maximum coverage of critical cities serviced by television," the report said.

FCDA also cited preparation of short films and slides and appearances of leading agency officials on NBC-TV's Meet the Press and Battle Report—Washington, DuPont's Pentagon—Washington, and CBS-TV's Face to Face.

A voluntary recruiting kit containing radio-TV scripts was prepared for FCDA by the Advertising Council and distributed early this year.

"Radio provided an important channel for dissemination of civil defense information to the American people," the report acknowledged. This cooperation took the form of radio script kits, totaling 32 pages each of spot announce-

ments, dramatic vignettes and background data, plus three transcripts. These were sent to 2,900 radio stations.

The report also noted other cooperation by the Advertising Council, with FCDA working through its network and regional radio spot allocation plan. FCDA also arranged for announcements on four major networks by which this break-down: NBC, 28 programs; MBS, 28; CBS, 27, and ABC, 23. CBS also aired a five-program series on civil defense publications.

Additionally, officials appeared on 28 programs of those networks plus LBS and regional hookups. Commentators and newsmen also were commended for using material in their broadcasts.

Added the report: "... civil defense has continued to get unparalleled cooperation from all mass information media—newspapers and magazines, radio, television, advertising and motion pictures. As a result, the American people are today far better informed about civil defense and self-protection than they were a year ago . . . ."

It was estimated that 97% of the people in major cities have basic knowledge of self-protection.
Fish are jumpin', an' the cotton is high!'*

All up and down the Gulf Coast of Texas and Louisiana millions (the '50 census says four millions) of folks take to the out-of-doors for their work or play. On the highways and byways millions of cars and trucks travel all hours of the day for business or pleasure—big boats and little boats ply the bays and the bayous—parties gather on the beaches and in the ranch cabins—AND EVERYWHERE YOU GO THERE'S RADIO.

Yes, the list'ning is easy and they all have money to spend. Let KTRH Radio sell your products or services in this big market. Just call a John Blair man unless you live in Houston, in which case we'd be delighted to visit with you in person.

*with apologies and thanks to Gershwin's "Porgy and Bess"

KTRH
740 KC the only CBS
50,000 WATT RADIO STATION in the South's largest city
HOUSTON, TEXAS the 14th market in the nation
O'Neil MBS President

(Continued from page 33)

pertly during his time with us remains intact.

Finchamber, Sales Vice President, Adolf N. Hult; Station Relations and Engineering Vice President, E. M. Johnson; Advertising, Public Relations and Research Vice President, J. A. Wall; and last, Secretary and Treasurer James E. Wallen; Controller George R. Ruppel, Assistant Secretary Elisha Goldfarb and "their capable staff," he said will "all remain."

Mr. White, in his closed circuit talk to affiliates, said his decision to resign "was a most difficult and trying one." There were "considerations on both sides," he continued, "which have blocked Tom and me in our many friendly talks." He did not specify, other than to say that "my decision was based in no part upon any lack of confidence in the future of Mutual or dissatisfaction with the people for whom and with whom I have worked."

There were continuing reports, despite lack of explicit confirmation, that Mr. White had been offered a position in the organization under Mr. O'Neil.

Mr. O'Neil told the affiliates that "I would have liked nothing better than to tell you that Mr. White was staying with us," but that "a man's choice of his work to me is just about as personal as his choice of a wife, and while I regret Frank's decision I can't quarrel with it."

He said that "in his leaving I feel the loss of a top operating officer who fortunately ... remains a friend of all of us, and I hope that he will take this opportunity of expressing complete confidence in, and best wishes for, his continued success."

Mr. O'Neil continued:

"It is a tribute to Frank White's effective ability as an organizer that the competence of the staff is great enough that the loss will not dull their effectiveness. As hard as this event was to accept, I assure you that Mutual will continue its advance and I hope without substantial change or the momentum that Frank has given that."

"This unexpected change doubles me into the position of chairman, and president. I hope that I may have your continued support, cooperation and indulgence."

In his final report to the board, Mr. White noted that Mutual's gross billings for the first three months of this year were at the highest point in three years, showing an 11.1% increase for the first quarter last year. He also cited latest Nielsen measurements as showing that Mutual's share of audience is up this year over last, despite dulling the general industry trend.

He said his "tenure at Mutual has been an immensely happy and gratifying one, and it is particularly pleasing to me to know from Tom that the basic policies under which we have worked will be continued."

He also told the affiliates:

"The full measure of the satisfaction that I have experienced in my work for the last three years can only be realized if Mutual continued its solid progress in the future. I know intimately the members of the board, Tom O'Neil and the whole Mutual staff. I know that they have the high competence and the desire necessary to continue progress. I hope that they may have the benefit of your cooperation and support. If I am entitled to any favors or good wishes from you, that is the way I would like to express them.

"Mr. White praised the cooperation of MBS affiliates, and, asserting that "the basic operating plan which has been developed at Mutual is receiving widespread recognition throughout the industry," declared that "I am confident that Mutual's role in the network picture will be an increasingly important one."

Mutual officers re-elected were Messrs. O'Neil, Finchamber, Hult, Johnson, Schmid, Wallen, Ruppel, and Goldfarb and Emilus Daniell, assistant secretary.

Board members re-elected, all of whom attended the meeting, were Mr. O'Neil, chairman; Elbert M. Anderson, executive vice chairman; Willet H. Brown, Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. H. Nangle, WRIC Richmond; P. Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee Network, and Mr. Wallen, Mutual.

Principals in Mutual Top Executive Changes

Thomas Francis O'Neil

ALTHOUGH a comparatively new- comer to the broadcasting industry, Thomas Francis O'Neil brings to the MBS presidency a sound business background. Without previous radio experience, Mr. O'Neil joined the Yankee Network in December 1947 as vice president and director. His ascent has been rapid.

Youngish Mr. O'Neil (who was 37 on April 18) was born in Kansas City, Mo. After 1937 graduation from Holy Cross, he joined the General Tire & Rubber Co., which had been founded by his father.

Wanting to be more than simply the boss' son, Mr. O'Neil began his business career near the bottom rung of the ladder. After working for General Tire & Rubber in sales, he was sent to Washington to handle government contracts. Thereafter followed four years in the U. S. Coast Guard.

Mr. O'Neil is also president of Thomas S. Lee Enterprises Inc., which is 90% owned by General Tire and 10% by Macy's. Lee Enterprises is composed of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. In addition, Lee Enterprises owns 58% of MBS.

Back from the war, he rejoined General Tire & Rubber in Boston. It was while there that he entered the radio industry in 1947. In February 1948, he became a member of the MBS board of directors, subsequently becoming chairman. In addition, he has spent 20 years in various fields of the broadcasting industry.

A native of Davenport, Iowa, Mr. Finesshriber was graduated cum laude from Princeton University in 1931. After serving as a magazine writer, he turned down an offer of French instructor's post at his alma mater in favor of accepting a publicity post with the Philadelphia CBS in 1949 to join MBS. He is well-known in the industry for his work with the Program Executive Committee of NAB (then NAR).
Right now, there are 23 markets with two or more television stations. In each of these markets, the Spot Program advertiser can and does cross network lines—to clear more stations...to get a preferred time period...to make a better buy. For in television, just as in radio, no one network has a monopoly on the best stations, in all markets, at all times.

And when newly-authorized station construction takes place, the prime beneficiary will be the Spot Program advertiser.

The thaw will create more multiple-station markets where the Spot Program advertiser can pick the “best” station, regardless of network status or affiliation.

And there will still be markets where 2, 3 or 4 networks share the same station—where network advertisers will have many of the same problems on time clearances and kinescope picture quality which now exist.

Spot Program advertisers will still be free to select as many or as few markets as they wish—unhampered by any network-imposed minimum station requirements.

Yes, any way you look at it, any time you look at it...

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
To a time buyer with no time on his hands

Your crowded day consists of crowded hours ... and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodworking, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unraveled and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too ... we also have little time on our hands. We're sold out Mon. thru Sat., 5:30 AM to midnight, except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

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WBT BIRTHDAY

Marks 30th Anniversary With All-Day Fete

ALL-DAY celebration was staged marking its 30th anniversary on the station licensed in the South.

Directing the fete were Joseph M. field, executive vice president and general manager, and Larry Walker, assistant general manager.

Every live program Friday included a guest speaker from a city in the WBT service area. Mayor Victor Shaw, of Charlotte, was first to honor WBT. He appeared on the Grady Cole show early in the morning. In addition, salutes were heard on CBS network programs.

Climaxing the celebration was a 7:45 p.m. program, first AM-TV studio simulcast in which members of the WBT family participated. The program featured Grady Cole, Jack Knell, Fred Kirby and Arthur Smith, along with management spokesmen. WBT is owned by Jefferson Standard Broadcasting Co. which bought it from CBS in 1948.

Speakers recalled that shortly after WBT was licensed in 1925, it would send a boy up and down the streets advising the public that the transmitter had been turned on and advising them to tune in the station.

A 28-page souvenir booklet was published by WBT in honor of the

WISCONSIN ASSN.
Fellows to Address

HAROLD FELLOWS, NARTB president, will be feature speaker at the meeting of the Wisconsin Broadcasters Assn. in Milwaukee next Monday and Tuesday. He will appear at the luncheon Tuesday, the day on which business sessions will take place, to discuss the structure of state broadcasting associations. Luncheon guest will be Gov. Walter Kohler.

Presidents of other state associations have been invited to the meeting by WBA President Ben Laird, WDUZ Green Bay. The Monday session will be a clinic sponsored by BMI. Speakers and their subjects include: Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Milt Slater, WNEW New York, "It Takes Three to Make a Sale"; George Frechette, WFHR Wisconsin Rapids, "Local News Builds Local Interest in Sales". Charles Severson, WHAM Rochester, "Hither and Dither and Wither"; Harold Safford, WLS Chicago, "Building Farm Audiences"; Norm Heyne, Ruthrauff & Ryan, "What the Agency Expects From Radio"; Jim Hanlon, WGN Chicago, "Good Public Service Broadcasts Should Be Sponsored".

Emerson Smith, KDYL Salt Lake City, "I Lead Two Lives—AM and TV."

Dan Jayne, WELL Battle Creek, chairman of the state association presidents business will be a special guest. Clinic chairman is Hurb Squire of BMI Chicago.

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RIVERS' SUIT

Ga. High Court Dismisses

SUIT for damages against five Savannah, Ga., radio stations by E. D. Rivers Jr., has been dismissed by the Georgia Supreme Court, it was learned last week.

The Georgia high court reversed itself when it held that the Savannah stations' plea that Mr. Rivers had no cause of action was correct.

The case began in 1950 after Mr. Rivers received a grant from the FCC for what is now WJIV Savannah (1110 kc., with 1 kw. daytime only). Group of Savannah radio stations, calling themselves the Savannah Radio Council, petitioned FCC for reconsideration of the grant that Mr. Rivers' program proposals were suspect. The Commission denied the petition.

Early in 1952, Mr. Rivers sued the five stations comprising the Council (WDAR WCCP WFRP WSAY WTOC) for malicious opposition to his Savannah application. He asked for $242,500 in damages.

The Savannah stations entered a demurrer, claiming that Mr. Rivers had suffered no damages, therefore had no cause of action. The Fulton Superior Court denied the demurrer. The denial was appealed to the state supreme court which sustained the lower court. The Savannah station asked the state supreme court for a rehearing and the 4-3 decision two weeks ago was the result.

Morris M. Musselman

MORRIS McNEIL MUSSELMAN, 55, Hollywood radio writer, died Tuesday in Santa Barbara, Calif. A former Chicago newspaperman, he later worked in the wholesale radio business with his father, and moved west to write radio and movie scripts in Hollywood.
Watch for "Revolution on the Farm" in the May 30 issue of Printers' Ink

Advertisers and agencies (our readers) will find in this 20 page article, complete with maps, charts, and statistical data, the most authoritative report yet issued about this $22 billion dollar market.

In 1940, the value of farm products sold in the United States was $6,681,581,292. In 1950, American farmers sold $22,052,484,865 worth of farm products. These United States Census figures, just now becoming available, show that the past ten years have witnessed a Revolution on the Farm.

Months ago the editors of Printers' Ink recognized the vital importance of this U.S. Bureau of Census information. They commissioned Wroe Alderson, nationally known marketing and research consultant, to make an analysis and appraisal of the data as they were released.

**Highlights from this report:**

1. Farm income has expanded faster than any of the other major segments of the population.
2. Electrification has leaped to 78.3%. In four of the nine census regions almost 90% of all farm homes today have electricity.
3. Mechanization has increased at an amazing pace. In 1940, 23% of our farms had tractors. Today, it is almost 47%. In 1940, 15.48% of farms had motor trucks. Today, more than 54% have them.
4. Home appliances, such as washing machines, home freezers and telephones are in greater use than ever.
5. The value of farm products has tripled in ten years. It rose from 6% billion dollars in 1940 to more than 22 billion dollars in 1950.

**Farmers are good prospects for anything, NOW**

Because of the modernization of millions of farms in this country, our excellent roads, and farm ownership of millions of automobiles and trucks, every farmer in your market is a prospect for just about all the goods or services offered by advertisers.

They are top prospects from three counts: 1. They have the income. 2. Distance is no longer a problem with them. They can shop anywhere. 3. They are interested in top quality, whether it be a sewing machine or a silo.

Tell the buyers of advertising about your market. In our audience of 23,475 are the buyers of advertising—the marketing executives at the decision-making level, and their agencies who prepare and release the advertising for their clients.

The May 30 issue of Printers' Ink will be used as a standard reference for a long time, so your advertisement in this issue will get added value, at no additional cost, for the advertising of your market.

The closing date is May 20, so plan now to be represented when your best customers and prospects will be studying this momentous report on today's farm market. It will go to the right people, in the right place, at the right time.

**Rates**

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Standard Colors: $125 per color extra

(Contract advertisers receive the benefit of frequency discounts, of course.)

Wire, write, phone us, or contact immediately any of our offices for your reservation of space in this issue or for any specific information that you may want. Revolution on the Farm is an exclusive that will be found only in Printers' Ink.

**BOB KENYON**
ADVERTISING DIRECTOR

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London
SAFETY AWARDS
Radio, TV Stations Cited

ANNUAL public interest awards given by the National Safety Council, Chicago, went last week to 57 radio and 8 television stations in recognition of their “exceptional service to safety.” In addition, the Rocky Mountain Radio Council and United Film Service were cited for their efforts.

TV stations included KPRC-TV Houston, WAAM (TV) Baltimore, WCPG-TV Cincinnati, WFBM-TV Indianapolis, WIFL-TV Philadelphia, WKY-TV Oklahoma City, WMAL-TV Washington, WMAR (TV) Baltimore and WWJ-TV Detroit.

Radio station winners included: WBBM, Chicago; WCBS, New York; WDAY, Fargo; WACO, Waco; WBBM, Cleveland; WOR, New York; WWJ, Detroit; WGN, Chicago; WLS, Chicago; WOR, New York; and others.

The Awards were presented at a luncheon meeting of the the National Association of Broadcasters at the Merchandise Mart in Chicago.

BAB SCHEDULE

Announced for Clinics

FULL schedule of BAB’s 1952 sales clinics, launched in Hollywood a fortnight ago. (BET, April 21), was announced last week by President William B. Ryan.

Three were slated last week—in San Francisco on Monday, Portland, Oregon, Wednesday and Seattle on Thursday—and the series continues today (Monday) with a clinic in New York. President Ryan, Vice President Kevin B. Sweeney and Local Promotion Director John E. Hardesty are rotating assignments to form two-man crews conducting the one-day sessions.

The San Francisco clinic drew an attendance of 87 managers and sales personnel from BAB member stations in the Northern California area. Stanley G. Breyer, KJBS San Francisco, presided.

The schedule of meetings after the New York session this week was announced as follows:

May 5, St. Louis; May 7, Kansas City; May 9, Des Moines; May 12, Omaha; May 14, Wichita; May 18, Oklahoma City; June 2, Portland, Me.; June 4, Boston; June 5, Providence, R. I.; June 6, Hartford; June 14, Philadelphia; June 18, Baltimore; June 19, Washington; June 20, Richmond; June 30, Syracuse.

July 1, Buffalo; July 3, Pittsburgh; July 4, Detroit; July 6, Cleveland; July 8, Indianapolis; July 13, Chicago; July 23, Milwaukee; July 25, Minneapolis; July 28, Denver; July 30, Salt Lake City; Aug. 12, Dallas; Aug. 14, San Antonio; Aug. 26, Houston; Aug. 28, New Orleans; Aug. 29, Miami; Aug. 27, Winston-Salem, N. C.; Sept. 5, Cincinnati; Sept. 10, Louisville; Sept. 12, Nashville; Sept. 15, Little Rock; Sept. 17, Birmingham; and Sept. 19, Atlanta.

GET-OUT-VOTE DRIVE

NARTB Will Direct Promotion

RADIO and television stations will conduct an all-industry campaign to bring out a record vote in the 1952 elections, Robert K. Richards, NARTB public affairs director, told the conference of the Ann. of Junior Leagues Wednesday at Lake Placid Club, Essex County, N. Y.

NARTB will direct the drive, he said, explaining the association membership had ordered the project at the recent Chicago convention. Spot announcements and programs will be carried in all states, urging eligible voters to register properly. This will be followed by a get-out-the-rate drive.

Tennessee Meet

TENNESSEE Assn. of Broadcasters will meet in Nashville tomorrow (Tuesday) at the Andrew Jackson Hotel for a business session and a Broadcast Music Inc. clinic. President J. P. Sheftall, WJZM Clarksville, will preside. Dinner speaker will be Ralph W. Hardy, director of government relations for NARTB.
The audience walked out!

In the last few years, many people witnessed a miracle.

Once doomed to lives as invalids, they walked out into lives of usefulness and activity—by the miracle of the "wonder drugs!"

Wonderful as science's new drugs may be, one factor is still vital to their success. They must be used in time to be effective!

That's why, when shipping drugs, serums, and vaccines to all parts of the country, the orders call for the world's fastest shipping service—Air Express!

Air Express speed saves lives—and dollars, too. Whatever your business, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulations affect you? Call your local agent of Air Express Division, Railway Express Agency.
is the number of radio families in the area now covered by Radio Station WMC throughout the Memphis and the Mid-South area.*

*Estimate based on 1949 BMI Survey projected through 1951.

dollars represents the buying power of those families covered by Radio Station WMC in the Memphis and Mid-South area.*

*SURVEY OF BUYING POWER, 1951-1952.

and you can bet a trillion that your best radio buy in Memphis* is

**WMCF** 260 KW Simultaneously Duplicating AM Schedule

**WMCT** First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

*Source: WMC's many satisfied advertisers

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**KTKO, WEEK SALE**

SWAP of KTKO Oklahoma City for WEEK Peoria, Ill., has been-called off, it became known last week when the FCC granted petitions of the respective owners for dismissal of the transfer applications.

Exchange of stations—KTKO is owned by O. L. Taylor, radio-TV station representative, and WEEK is owned by Sen. Robert S. Kerr Dean McGee interests—was set for hearing on overlap and trafficking in licenses issues by FCC last month [B.T., March 10].

The overlap issue involved KRMG Tulsa, already owned by the Kerr-McGee group. Tulsa is 98 miles from Oklahoma City.

The trafficking in license issue apparently was due to the fact that Mr. Taylor intended selling WEEK, after it was transferred to his ownership, to Fred L. Vance and family for $250,000. Mr. Vance, Dallas manager of the O. L. Taylor Co., is a one-time Peoria resident.

Purpose of the trade, rather than sale, between KTKO and WEEK was attributed to tax reasons, it was reported.

Reason for dropping the plan, according to the petition to dismiss the applications, was the inability to furnish the FCC with any additional information regarding overlap of KTKO and KRMG which might persuade it to approve the transfer. The petition also stated that there was no question that the trafficking in license issue could be resolved in favor of the applicants.

KTKO operates on 1000 kc with 5 kw day, 1 kw night, directional, holds a CP for 5 kw fulltime, with directional at night. It is affiliated with ABC. WEEK operates on 1350 kc with 1 kw, and is affiliated with NBC. Part of the agreement was that the Kerr-McGee group would maintain its 30% interest in a separate company which has filed for TV in Peoria. Same agreement bound Mr. Taylor to a 15% interest and Mr. Vance to 55% interest in the TV applicant.

Mr. Taylor owns in addition to KTKO, KANS Wichita, Kans., and KRGY Weslaco, Tex.

Sen. Kerr is prominently mentioned as a possible Democratic party candidate for the Presidential nomination.

**U.S. Pop.: 156,197,000**

TOTAL population of the United States as of March 1, 1952, was about 156,197,000, according to Roy V. Peet, Director of the Census. The figure includes armed forces overseas. The official count of population in April 1, 1950, when the decennial census was taken, was 155,697,861 with an estimate of armed forces overseas bringing the total to 151,132,000. The March estimate represents a 3.4% increase in population since the decennial census was taken.

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**'Wherever You Go...'

ANGELS may fly over prison walls, but radio beams fly in, and officials at Rahway (N. J.) State Prison took advantage of that fact last week to persuade 230 convicts to stop their rioting. To convince local inmates that other prisoners at Trenton State Prison had ended their 77-hour siege, Rahway officials beamed a 6:15 p.m. news report of the event over the loud-speaker system. WNYJ Newark considered it just another Friday night newscast.

**PEABODY AWARDS**

**Networks Plan Telecast**

THREE of the four television networks—ABC-TV, CBS-TV and NBC-TV—last week were planning to te lecast the annual Peabody Awards luncheon to be held Thurs day in conjunction with the regular luncheon meeting of the Radio Executives Club of New York.

Although complete broadcasting plans appeared uncertain late last week, it was known that CBS Radio intended to record and broadcast, later in the afternoon, an address by its Edward R. Murrow, who was scheduled as a principal speaker at the luncheon, while WQXR New York announced it would cover the presentation of awards live from 1:15 to 2 p.m. The CBS Radio broadcast is 4:15-4:30 p.m.

Telecast coverage of the presentations will be originated by ABC-TV and fed to CBS-TV and NBC-TV, from 1:15 to 1:45 p.m.

The Peabody Awards, handled through the U. of Georgia, are designed to recognize "the most disinterested and meritorious public service" rendered each year by radio and television. Winners of this year's honors have not been disclosed. The luncheon will be held at the Waldorf-Astoria, with Edward Weeks, editor of Atlantic Monthly, presiding over presentations.

**'Forum' Landmark**

TED GRANIK, Washington attorney, and his American Forum of the Air, which he founded and moderates, celebrated their 24th anniversary in broadcasting yesterday (Sunday) with a simulcast of the discussion program, 2:30-3 p.m. on NBC radio, sustaining, and NBC-TV, sponsored by Bohn Aluminum & Brass Co. Oldest discussion program on the air, the program originates in Washington and concentrates on political issues of the day. It has played host to a substantial number of members of Congress. President Truman was a guest when Senator from Missouri, and President Roosevelt when governor of New York.
TOMORROW'S NEIGHBORS

Making friends with the coming generation is essential to good community relations. Radio is an effective aid.

Take another look at the kids in the picture. Today they're schoolchildren, but tomorrow they'll be employees, customers, suppliers... neighbors that any company should cultivate.

What's the best way to make friends with them? The most efficient and economical way is radio. No other medium gets into so many homes, at hours when children are accessible. No other local medium reaches so much of the areas that companies want to influence.

Moreover, radio is superbly flexible. You can tell your story in terms that appeal to the special audience you seek... at any time from early morning to late night!

In six important industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon.. you can get the benefit of 32 years' experience in helping industry make friends with its neighbors. You can get this benefit from any one of the Westinghouse radio stations.. whose skill and facilities are at the call of company management, advertising agencies, and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
<p>| Day       | Saturday 12 PM | Saturday 3 PM | Saturday 7 PM | Saturday 9 PM | Saturday 11 PM | Sunday 12 AM | Sunday 2 AM | Sunday 5 AM | Sunday 8 AM | Sunday 11 AM | Monday 2 AM | Monday 5 AM | Monday 8 AM | Monday 11 AM | Tuesday 2 AM | Tuesday 5 AM | Tuesday 8 AM | Tuesday 11 AM | Wednesday 2 AM | Wednesday 5 AM | Wednesday 8 AM | Wednesday 11 AM |
|-----------|----------------|--------------|--------------|--------------|---------------|--------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|-------------|-------------|--------------|----------------|----------------|----------------|----------------|
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<td><strong>BROADCASTING</strong></td>
<td>The Newspaper of Radio and Television</td>
<td>Telecasting</td>
<td>April 28, 1952</td>
</tr>
</tbody>
</table>
TOP COVERAGE
...to deliver your sales pitch in the Far West!

You cover all the bases when you buy NBC Pacific Coast Network—the only network that delivers top coverage—83.5% of all radio homes in this great mass market!

Soap...soup...insurance...automobiles—whatever your product or service—if it has mass appeal, your most effective advertising medium for reaching the great Western market is NBC Pacific Coast Network.

In this rich, fast-growing area where 98% of all homes are radio homes, 83.5% of these homes listen regularly to NBC Pacific Coast Network, and costs-per-thousand are lower than those of any other network serving the Far West.

The great states of Oregon, Washington and California now have the highest per capita income of any region of the U.S.A. Estimated retail sales for 1952 will run over 16 billion dollars! To get your share of these dollars—buy time now on NBC Pacific Coast Network. Consult your NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
knowledge, Mutual was the first radio network to return to the scene for reactions approximately six minutes after the historic announcement.

Where was the scoop?
Hollis Seaey
Washington Representative
MBS

[EDITOR'S NOTE: Mr. Seaey caught us in an unfortunate error—the omission of "TV" from the network identifications in a CLOSED CIRCUIT intended to refer only to television coverage of the event.]

* * *

Rural Listener
EDITOR:
Enclosed is a piece of fan mail from one of the ardent listeners of the Ernie and Arnie Show, an 8 to 9 feature on WBVP that is more than holding its own against TV because it's programmed by two local boys at the local level . . .

We thought that this would make a good cartoon and should be passed on to you . . .
Thomas B. Price
Station Manager
WBVP Beaver Falls, Pa.

* * *

Man the Pumps
EDITOR:
Words cannot express my appreciation for the terrific story you carried in the April 14 issue of BROADCASTING • TELECASTING on my "TV Station Operating Expense" analysis.

As a result of your story, we are swamped with requests for copies of the analysis . . .
Joe Herald
Broadcast Equipment Sales
RCA Victor
Camden, N. J.

* * *

The Missing McGinnis
EDITOR:
I was quite shocked and rather violently disturbed when I read Open Mike in the April 7 issue of BROADCASTING.

By publishing the letter from the disgruntled Mr. King you have probably cost me several thousand dollars and damaged my reputation in this industry beyond repair . . .

The person referred to by Mr. King, Lee McGinnis, is in no way connected with this company. At one time he did, and when his dishonesty and disregard for ethics was found out he was immediately dismissed . . .

Now by printing this letter without bringing out the true facts of the matter or McGinnis' name will undoubtedly cause many broadcasters whom we have done business with to think we have completely turned dishonest. The implication is there, inasmuch as the words, "Bond a Week Club," have been brought out . . .

George R. Turpin
Owner and Manager
George R. Turpin Assoc.
Fort Worth

[EDITOR'S NOTE: The original letter was written by Victor King, station manager of KERRB Kermit, Tex., who reported that Lee McGinnis, representing himself as connected with a "Bond a Week Club," had disappeared after collecting cash payments belonging to the station. Though Mr. Turpin was not mentioned in the original letter, we are glad to publish Mr. Turpin's comments as evidence that Mr. McGinnis was not associated with Mr. Turpin at the time of the Texas escape.]

* * *

Allocations Report
EDITOR:
Of all the jobs BROADCASTING • TELECASTING has done in its illustrious history, your April 14 issue, together with the supplement, was the best in my judgment. Getting the supplement out under such tremendous pressure would have killed anyone else but you and your staff.

I would like to write each member who participated in the fine job, but I hope you will save me that by passing my letter around as a sincere token of my appreciation.

Howard L. Chernoff
General Manager
KFKM-AM-TV San Diego

* * *

EDITOR:
I think you did the broadcasting industry a tremendous service in publishing the full text of the FCC's TV allocation plan. It served to clear up a lot of misinformation and gave us, and many other stations, too, I am sure, a welcome source of official reference for what is actually going to happen.

I also noticed in one of your recent issues that you have compiled a series of radio success stories. Would you be good enough to send us a copy?

Thank you.
Paul Martin
Station Manager
WCCC Hartford, Conn.

TREND back to radio buying has been reported by WBAL Baltimore. According to station sales executives, more new business has been booked in April than at any time in recent years.

From where I sit
by Joe Marsh

Whitey Sure
"Rang the Bell"

Telephone woke me out of a sound sleep last Friday night about eleven-thirty. "This is Whitey Fisher out on River Road," says a voice. "I just wanted you to know how much I like this week's Clarion."

"Thanks, but why call to tell me at this time of night?" "Simple," he says, "your paper boy just delivered it a short while ago. Been waiting for it all evening."

Next day, Buzzy Wilson tells me he delivered Whitey's paper that late because he stayed in town for the high school dance—thinking it would be O.K. to drop it off on his way home.

From where I sit, I can't blame Whitey for his little joke. He was just reminding me we owe other people the same consideration we expect from them. Since I'm always talking about respecting the other fellow's rights— including his right to enjoy a friendly glass of beer if he chooses, it was only fair that Whitey should "wake me up" to his right to get his copy of the Clarion when he expects it—on time. Thanks again, Whitey!

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Copyright, 1952, United States Brewers Foundation

April 28, 1952 • Page 45
APPLICATION for approval of the sale of KOB-AM-TV Albuquerque from T. M. Pepperdell (Albuquerque Journal) to Time Inc. and former FCC Chairman Wayne Coy for $900,000 [B*+T, March 2] was filed with the FCC last week.

Stations will be sold first to Time Inc. After a series of reorganizations, which will transfer the physical assets to a Time Inc. subsidiary, the stations will be owned jointly by the Henry Luce firm and Mr. Coy [B*+T, March 10].

Although Time Inc. will pay $900,000 for the properties, the application revealed that it would declare a dividend equal to $300,000 net quick assets immediately after the FCC approves the sale. This would bring the purchase price down to $600,000.

A partial liquidation of the licensee will then be effected, the application explained, which would place all fixed assets (including land but not the TV building) in the name of Michigan Square Building Corp., a Time Inc. subsidiary.

Michigan Square company would lease the fixed assets and land back to Albuquerque Broadcasting Co., licensee of KOB-AM-TV, for eight years at the appraised value of $450,000. Worth of licensee will thus be $150,000, it was explained.

Coy Receives Interest

Subsequently, Time Inc. will sell 50% interest in the licensee to Mr. Coy for $75,000. Mr. Coy will put up $37,500 out of his personal funds, borrow the other $37,500 from the Chase National Bank of New York, it was indicated. At the same time, Mr. Coy will be signed as general manager of the stations at $26,000 per year with an eight-year contract. In addition, Mr. Coy will remain as radio-TV consultant to Time Inc. at a yearly fee of $24,000.

The consultant contract began April 1 and runs to the end of 1955. Time has an option to extend that contract to 1957.

Mr. Coy represented his net worth as $62,973.79. Assets included his Washington house, to be sold June 15 for $43,000; furnishings, $3,000; 1951 Lincoln automobile, $2,000; jewelry and pictures, $400; bonds, $7,000; cash, $3,829.01; paid up retirement, U.S. Civil Service, $6,050.96; cash value of life insurance policies, $5,038.31. Liabilities comprised mortgage on Washington house, $5,919.49; fee for sale of house, $2,150; bills payable, $275.

Income for Mr. Coy was put at $12,685 in 1950, $12,148 in 1951. This was after deductions for taxes, the application stated. Mr. Coy was chairman of the FCC from 1947 to Feb. 21 of this year [B*+T, Feb. 28].

Mr. Coy went to the FCC from the position of vice president and general manager of WINX-AM-FM Washington, then owned by the Washington Post. Before that he was assistant to publisher (now chairman) Eugene Meyer.

Before joining the Washington Post, Mr. Coy served in various government posts. At one time he was one of President Roosevelt's "anonymous" assistants and assistant director of the Bureau of the Budget.

Mr. Coy will be president and treasurer of Albuquerque Broadcasting Co. when the sale of the stations is approved by the FCC. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. Mrs. Grace Cody Coy, wife of the former FCC chairman, will be secretary. In addition to the officers, the new board of directors of the licensee will include Charles L. Stillman, Time Inc. vice president.

Total assets of Albuquerque Broadcasting Co. as of Jan. 31, 1952 were put at $588,311.74. Of this, $383,721.23 was in cash. Included in the assets was a depreciated value of $26,470.59 for AM and $74,542.79 for TV.

Current liabilities of the licensee were put at $100,669.62. Balance sheet also showed surplus of $429,182.29. Profit for the month of January was put at $9,692.35.

Balance sheet estimated replacement costs of the 31-year-old KOB (NBC affiliate operating on 770 kc with 50 kw day, 25 kw night under special FCC authority) at $260,500. It also estimated replacement costs of four-year-old KOB-TV (on Channel 4) at $295,500. KOB-TV is affiliated with all four TV networks, via kinescope recordings.

'Time's' Past Radio Interests

From 1943 to 1945, Time Inc. owned 12.6% of ABC. From 1942 to 1944, the Time, Life, Fortune publisher owned a substantial amount of preferred stock in WQXR New York (now owned by the New York Times).

Consolidated balance sheet as of the end of 1951 showed Time Inc. with total current assets of $60,901,281, of which $29,270,825 was in cash. Total current liabilities

---

**KOB AM-TV SALE**

**Application Filed at FCC**

**ONE ANNOUNCEMENT -- TWO OUT-OF-TOWN CUSTOMERS**

**$2,450 in Sales**

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 21/2 years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Moline, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

**Within week, Burkeholder had a $1,350 order from this Clinton family. But more, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement -- $2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."**

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—w=want WOC. Contact us direct, or your nearest F & P man.

---

**Free & Peters, Inc.**

**Exclusive National Representatives**

**Davenport, Iowa**

**Basic NBC Affiliate**

5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

**BROADCASTING • Telecasting**
added up to $17,373,712.

Representing Time Inc. and Mr. Coy is the Washington law firm of Loucks, Zins, Young & Jansky. Time Inc. also is represented by the New York law firm of Cravath, Swaine & Moore. Representing Albuquerque Broadcasting Co. is the Washington law firm of Pierson & Ball.

CHURCH NAMED
Succeeds Chester at CBS

APPOINTMENT of Wells Church as acting director of news and public affairs for CBS Radio, to take over the duties handled by Edmund A. Chester before he resigned to become part owner and general manager of the RHC Cadena Azul network in Cuba [B&T, April 14], was announced last week by CBS Radio President Adrian Murphy.

Mr. Church, who initially joined CBS in 1931 in Washington, has been editor-in-chief of CBS Radio news since July 1949.

Mr. Church, a veteran newsman, after joining CBS in 1931, became program manager and assistant to the vice president of WTOP Washington and in 1936 became director of radio for the Republican National Committee. In 1941, Mr. Church went to England as advisor to the BBC. The following year he returned to the U.S. to become special events and talks director for the Coordinator of Inter-American Affairs. In 1945, he returned to CBS and the next year became director of news broadcasts. He was named editor-in-chief in July 1949 when radio and TV news activities were merged. Mr. Church received the title for CBS Radio following the divestiture of radio and TV activities of CBS last July.

ACNY NOMINATIONS

Officers Slate Announced

NOMINATIONS committee of the Advertising Club of New York announced its 1952 slate April 18, with George S. McMillan, vice president of Bristol-Myers Product Div., named for president. Stanley Resor, J. Walter Thompson president, was listed for vice president and James A. Brewer, board chairman of Brewer-Cantelmo Co., was suggested for treasurer.

Nominations for directors, to serve for three, two and three-year terms, include: Eion J. Bostock, Advertising Federation of America; President; George A. Phillips, advertising manager of Charles, Peck & Co.; George A. Nelson, president and general manager, Stevens-Nelson Paper Corp.; C. B. Larrabee, president of Printer's Ink; Robert M. Feemster, executive committee chairman, Wall Street Journal; Gene Plask, advertising director for Sunshine Biscuits; Hugh R. Jackson, president, Better Business Bureau of New York; and David B. Starrett, vice president, Royal Typewriter Co.

Additional nominations are to be accepted only in writing several weeks in advance of the voting, scheduled for Club's annual meeting May 13. Top three nominees, assisted by continuing officers, are to serve until next annual meeting.

Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR's Local Radio Sales
UP 46%

National Spot Advertisers
TAKE NOTE!

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York
You'll chalk up

HIGHER RATINGS

MORE RENEWALS

EASIER SALES

WITH

"BOSTON BLACKIE"

America's Most Successful
Adventure-Detective
### HIGHER RATINGS

<table>
<thead>
<tr>
<th>In BIG Towns</th>
<th>In SMALL Towns</th>
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<tbody>
<tr>
<td>San Francisco: 16.0</td>
<td>Hattiesburg: 29.6</td>
</tr>
<tr>
<td>Louisville: 21.7</td>
<td>Zanesville: 26.0</td>
</tr>
<tr>
<td>Minneapolis: 16.5</td>
<td>Youngstown: 21.3</td>
</tr>
</tbody>
</table>

He'll chalk up high ratings for you, too!

### MORE RENEWALS!

- **6th YEAR**... Minneapolis, consistently outrating important network shows.
- **5th YEAR**... New Orleans, consistently delivering a large and loyal audience.
- **4th YEAR**... Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

### EASIER SALES

- "*Boston Blackie* is the highest rated show on Sunday afternoon in Kansas City."  
  James H. Jesse—Program Director, Station KLOU, Lake Charles, La.

- "*Boston Blackie* has the most loyal listening audience of any show we've ever had on the air and is Lake Charles' most outstanding mystery show."  

- "Today marks the 91st broadcast of *Boston Blackie* for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs!"  
  Ray D. Williams—Procter Advertising Agency

- "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule "Blackie" for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."  

He'll chalk up easier sales for you, too!

### Now, on TV!

**AM + TV = TOP RESULTS!**

*Boston Blackie* on TV is already proving the fastest seller ever.

Sponsored by top-name advertisers on top TV stations in:

- NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D.C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

**HURRY—YOUR MARKET MAY STILL BE AVAILABLE!**

WRITE, WIRE OR PHONE.
For the past fortnight there has been sound and fury over President Truman's remark implying that he had the authority to seize newspapers and radio in a national emergency. The White House has done little to amplify or explain the President's statement containing the top topic at the series of newspaper annual conventions held during the past 10 days.

Newspaper editors cannot fathom the kind of emergency that could lead the executive to commander newspapers, the freedom of which has been traditionally protected by the First Amendment. That has not been the case with radio—a licensed medium. Section 606 (c) of the Communications Act provides that in a national emergency, the President may take over communications. This provision was amplified with the passage last year of a law authorizing the President to close down any station emitting "electro-magnetic" waves when there exists war or a threat of war. This was designed to take into account the far advanced and specific implements of warfare, such as guided missiles and piloted planes, which presumably can use radio beams to "home" to targets.

There was no outcry from the nation's press when this legislation was pending. Only radio was involved.

Yet, one has but to look at the record to determine that, with President Truman and with his predecessor, Roosevelt, radio and the press were regarded as synonymous. President Roosevelt often called for "freedom of radio on a parity with the press." Twice, in letters to this journal, President Truman has stated that radio "must be maintained as free as the press" and that "a free radio is as indispensable as a free press."

It is apparently also his belief that both should be equally treated if the freedom were to be taken away. His cryptic answer to a question put by J. Hale Steinman, publisher and station owner, during a Presidential conference with the American Society of Newspaper editors, was, "No other conclusion is possible.

The incident drives home, as nothing else would, the inseparability of broadcasting and the press as news media. They are both in the same "freedom" boat, and the boat is rocking.

Longer Licenses

There's agitation anew to authorize government agencies to assess charges for services rendered, as a means of offsetting cost of government. This is a variation of the proposal that there be levied a franchise tax or "license" fee. Such agencies as the FCC, SEC, CAA and ICC are mentioned as providing service to particular segments of industry for which Uncle Sam gets no immediate return.

All industry pays substantial taxes to the government, direct and indirect. If it were not for the brokerage services, the hundreds of millions in excise taxes on radio and television receivers wouldn't reach the Treasury. And broadcasters themselves pay corporate taxes on revenues in excess of a half-billion.

Radio broadcasters receive licenses from the FCC for a three-year tenure. Television broadcasters get only one-year licenses now, though the law permits three-year authorizations. Until now, the FCC has maintained that TV licenses should stay in system to keep allocations flexible. Now that we have an allocations plan, this argument no longer seems valid.

We doubt whether radio or television broadcasters would object to a nominal license fee, to help defray costs of administration, if there were no discrimination against their business. But they then would be entitled to longer license terms, and they would acquire certain rights in return for the payment for the "franchise." In Mexico, licenses are issued for 30 years. We think that in the U. S. they ought to be issued in perpetuity, since the licensing authority is always in the position to cite stations for violations of the law.

Television is a far more expensive business than radio broadcasting. A glimpse at application receipts since the April freeze-lift shows that a less than one-million investment for the first year is rare indeed. Certainly it's too much to ask venture capital to invest such sums on the basis of these license applications. We hope the FCC will see fit promptly to increase the TV tenure to the full statutory limit of three years, and that legislation will be sought to extend license terms at least to 30 years.

Against appalling odds, including the skepticism of AT&T and the television networks, Klaus Landsberg of KTLA (TV) Los Angeles and a small band of freelance engineers last week brought a telecast of an atom bomb explosion to the American public. It wasn't a very good telecast, and we can't help feeling that some of the factors that business had shared Mr. Landsberg's enthusiasm— and the work—it would have been a better one. The job of throwing an atom bomb across the mountains was really too much to ask of any group smaller than one commanding the resources of the entire telecasting industry. Mr. Landsberg deserves the credit profusely for having made the problem prevailing with his ambitious plan but also for giving a lasting lesson in how television can serve the public.

The 'Duopoly' Answer

IT WILL take weeks to clear up all of the questions that have arisen as a result of the TV Allocations Report, but there's one that should receive a prompt answer. It is how the FCC will construct the two or more radio broadcasters in a given market for the purpose of applying for a single TV assignment.

The exchange of correspondence between Sen. Dirksen and House FCC Chairman Paul A. Walker, published in Telecasting last week, clarified nothing except the fact that an issue exists. Mr. Walker did observe that the FCC would have to meet the problem.

The time to do this, it is evident, is now. The "waiting period" runs out July 1. In the interim broadcasters must make their plans. Under existing regulations, the operation of two stations of the same class in the same coverage area constitutes "duopoly." If radio owners pooled their interests for a single TV operation, manifestly that would not constitute "duopoly," in "simple". But the problem is whether the Commission would construe this to be "duopoly" in "radio," because of the new mutability of interest that would evolve.

Under existing regulations, the operation of a local in the scarcity factor in TV and of the desire promptly to get more stations on the air, it would not construe such radio mergers as falling within the prohibition of the "duopoly" rule. From that point on, however, the merging broadcasters would take a calculated risk. The FCC could not give assurance that the joint applicant would have any better chance for a grant than any other applicants. To do so would be to prejudge applications not yet filed or considered.

John Thomas Gelder Jr.

Jack Gelder, vice president—general manager of WCHS Charleston, W. Va., made his entrance into radio with a bang—literally.

Twenty years ago, Mr. Gelder portrayed the role of Alexander Hamilton in a high school play. Unfortunately for Mr. Gelder, the play included the pistol duel scene between Mr. Hamilton and Aaron Burr. So Mr. Gelder's role in the play was short-lived.

Fortunately for him, however, the play was broadcast and his ambition to enter the radio industry as an announcing man was born.

A native of Chicago, Mr. Gelder went to the U. of Michigan in 1936 with the sole intent of preparing himself to become a radio announcer. At college, he broadcast over WJR Detroit and WCAR Pontiac, but discovered he simply wasn't cut out to be an announcer. Still interested in radio, he turned to sales. In retrospect, Mr. Gelder believes this the smartest move he ever made.

Upon graduation from college in 1940, Mr. Gelder found a sales position at WJLS Beckley, W. Va. Hardly out of the fledgling class, his ready smile made up for lack of experience.

Quick at building a firm foundation in radio sales, Mr. Gelder in 1942 was named commercial manager at WKWK Wheeling. While there, his zeal resulted also in appointment as assistant station manager.

After four years at WKWK, in 1946, he went to Charleston, W. Va., to become general manager of new WKNX there and put the station on the air. At that time the station's capital was blossoming from a two-station to a five-station city.

In 1946, he shifted to WCHS Charleston as general manager and in 1950, when the station purchased by the Tierney Co., Mr. Gelder became vice president and general manager.

His community devotion, reflected by participation in local affairs, is helping make WCHS a local institution.

A definite approach on how to operate a radio station successfully has guided Mr. Gelder's activities. He believes in departmentalizing the operation completely, then encouraging the departments to work together as a team.

He has established an "executive advisory" panel of top-level WCHS personnel, which meets with him regularly to formulate policy, outline procedure and plan the future.

These plans include television. Mr. Gelder feels that under proper guidance, the future WCHS video operation can become as much (Continued on page 80)
WHY... in Northern California

KNBC reaches more people... more often...

than any other radio or TV station

This represents the coverage pattern in Northern California of KNBC's 50,000 watt non-directional transmitter.

This represents the coverage pattern of the other dominant 50,000 watt stations in Northern California—both directional transmitters.

This, for interesting comparison, represents television coverage in Northern California.

Put them all together—and you get a complete picture of radio and TV coverage in the great Northern California market, like this:

TELEVISION, covering a sixty mile radius with only about one-third of the families in the narrow TV circle owning sets.

Radio, dominated by three stations:—two with 50,000 watt directional coverage taking in a limited elliptical area—

—and the other, KNBC, with 50,000 watts, non-directional, giving a wide circle of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but all the thriving PLUS-Markets of Northern California.

Yes, in Northern California, more people are reached by—and listen more often to—KNBC than any other radio station. More people tune in to KNBC radio than to any television station in the area.

Wide circle coverage plus program popularity make...

KNBC

in San Francisco, Northern California's No. 1 Advertising Medium...

50,000 watts, Non-Directional...680 KC

Represented by NBC spot sales
front office

Peter A. Cuneo, operations staff, KDFC-FM San Francisco, named commercial manager as well as manager of Municast, background music company owned by Sundial Broadcasting Corp., licensee of KDFC-FM.

William J. Martin, Philadelphia sales representative for Look, to radio sales staff, NBC New York.

John E. Pearson Co., N. Y., station representative firm, appointed by WBBZ Ponca City, Okla.

Roland B. Vaile, manager, KYVC Ventura, Calif., joins KORK Las Vegas, Nev., in similar capacity succeeding Jack Kehoe who has resigned.

Charlie C. Sylvester Jr. to KXYZ Houston, as account executive.

Jack Campbell, sales manager, KSFO San Francisco, and LEN Cinnamon, assistant sales manager, KYA that city, join KJBS there as account executive.


McKenna & Wilkinson, Washington, D.C. law firm, moves May 1 to 7th Salle Bldg., 1028 Conn. Ave., N. W., Telephone is National 2931.

Branham Co., Chicago, station representative firm, moves to 10th floor, 360 N. Michigan Ave.

Russell Stebbins, CBS Radio sales staff, Chicago, to NBC National TV Spot Sales, same city.

**Personalis . . .**

Lawrence W. Lowman, vice president, CBS Inc., New York, named head of radio-TV division for city's Cancer Committee. . .

Lee Fondren, national sales manager, KLZ Denver, has returned to station after week recuperating from minor surgery . . .

Mrs. Wayne Coy, wife of former FCC Chairman Wayne Coy, presented with scroll in recognition of service rendered as chairman of Family and Child Welfare section, United Community Services, Washington, D. C.

E. R. Vadeboncoeur, vice president-general manager of WSyr Syracuse, to participate in radio-
TV symposium May 2 at State U. Teachers College, Geneseo, N. Y. . . . William H. Sylk, president, WPEN Philadelphia, will be honored with testimonial dinner by city's Zionist group and Jewish National Fund, May 24 . . .

Jack Kent Cooke, owner of CKY Toronto, presented with second annual brotherhood award of Beth Sholom Synagogue Brotherhood, Toronto, "in recognition of his splendid achievements in the field of humanitarian service."

ABC Affiliates

Additions Up Total to 323

Signing of five new affiliates for the ABC radio network, bringing the network total to 323, was announced last week by William Wylie, director of radio stations. The stations are WGGG Gainesville, Fla., whose affiliation was slated to become effective yesterday (Sunday); the Granite State Broadcasting Co.'s WTSL Hanover-Lebanon, N. H., WTSV Claremont, N. H. and WTSA Brattleboro, Vt., all effective May 5, and WHOB Gardner, Mass., also May 5. WGGG, which has been affiliated with Liberty, operates on 1230 kc with 250 w and is owned by Alachua County Broadcasting Co. with R. M. Chamberlin, president and general manager.

The three Granite State Broadcasting Co. stations are operated under the presidency of W. J. Barkley and the general managership of William F. Rust Jr. WTSL operates on 1490 kc with 250 w; WTSV on 1230 with 250 w, and WTSN on 1450 kc with 250 w. WWHO, licensed to Gardner Broadcasting Co., also is headed by Mr. Barkley and operated under the general managership of Mr. Rust. It operates with 250 w on 1490 kc.

ABC radio Bill Tusher in Hollywood, features unrehearsed interviews with movie personalities.

**NATIONAL ADVERTISERS GO LOCAL WITH WINS!**

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

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Brome-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Mailschewitz 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 listening, relaxed. Just buy . . . 1010 WINS . . . it sells!
"Boy! What a signal we have!"

That's how George D. Roberts, Manager of WSUN, St. Petersburg, Florida, expressed his satisfaction with the performance of two new Blaw-Knox Antenna Towers that help extend the coverage of WSUN's transmitting facilities. These AM and FM* towers, grounded in salt water are subject to high winds and unusually corrosive atmospheric conditions. Consequently the extra sturdy construction of Blaw-Knox Types H40 and CH, plus the protection of hot dip galvanizing were prime factors in determining their selection for this site... If you are planning telecasting facilities we would be pleased to discuss your tower requirements at an early date.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

*Tower at left is designed to accommodate TV antenna when authorized.
air-casters

GEORGE GOLDMAN, copy chief, Rhuman Adv., Phila., to WCAU that city, as assistant director of radio promotion. HOWARD REIF-SNYDER, writer, WALU Middletown, N. Y., to promotion staff, WCAU to handle publicity for station's new radio-TV center.

IRA BLUESTONE, San Francisco sportscaster, to KNBC there for nightly show Monday through Saturday.

ELMER PETERSON, NBC radio-TV commentator assigned role of commentator in Universal-International feature film, It Grows on Trees.

PAT KELLY, music librarian, Don Lee Network, to KBBG Hollywood headquarters in similar capacity.

WILLIAM FROUG, director of program writing, Columbia Pacific Network, named program supervisor CBS Radio, Hollywood.

ROBERT R. TUFTS, executive staff personnel director, Lever Bros., N. Y., to NBC that city, in personnel department as manager of organization planning.

ALICE FREER, vice president of American Newspaper Women's Club, to substitute for two week period daily for RACHEL MARKLE, WWDC Washington women's commentator who is visiting Europe under auspices of Defense Dept.

JACK VALENTINE, vocalist, WRAN-AM-TV Fort Worth, Tex., join WCAU-TV Philadelphia.

ED BROWN, announcer, WSYR Syracuse, called to active duty with U. S. Navy aboard U. S. S. Storms.

THOMAS NAEGLE, WATV (TV) Newark art director, named head of art department, WOR-TV New York.

FRANK ATWOOD, farm program director, WTIC Hartford, Conn., to deliver Founder's Day address at U. of Vermont, Burlington, May 1.

BOB MURPHY, WMOA Marietta, Ohio, to announcing staff, WHZ Zanesville.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as disc jockey and promotion director.

HOOPER WHITE resigns as producer at WBBM Chicago to free lance in that city and New York.

STAN DALE, WSRS Cleveland, to WXYZ Detroit.

LEN EAST, KYKN Lexington, Neb., to KMMJ Grand Island, as disc jockey.

ALLAN CURTIS to WWNH Rochester, N. H.

KIT FOX, director of special broadcasting services for WLW and WLWT (TV) Cincinnati, leaves May 9 for month's vacation in Europe.

BILL VOGEL, inventor of trick effects, to CBS-TV New York, as manager of special effects.

BETTY BOWMAN named program director, KDPC-FM San Francisco.

GEORGE McINN, WIP Philadelphia sports director, presented award by Junior Chamber of Commerce for his contribution to sports.

J. ROBERT HERR, traffic manager, WQV Silver Spring, Md., has resigned to make extended trip to Australia.

RALPH ROSE, radio program package, rejoins CBS Radio Pacific Network as writer-director.

HAVRY OLSON, program manager, WBBM Hartford, Conn., elected president of 1955 graduating class of evening division of Hilley College, Hartford, of which he is a member.

JOHN GAUNT, direct NBC-TV Red Skelton Show, received first Behind-the-Scenes award from Hollywood Actors Council for technical excellence.

LEE J. HORNBACK, producer-director, Paul Dixon Show, ABC-WCPG-TV Cincinnati, to WLWT (TV) that city, as TV producer.

HAL O'HALLORAN, sports editor, KPH Pittsburgh, Kan., father of girl, Kathleen Mary, April 14.

SOK TiffaUol, pianist arranger, WSYR Syracuse, father of boy, April 16.


TED NATHANSON, staff director, ABC-TV New York, and EDITH LANDIS, writer, ABC-TV that city, were married April 20. Mr. Nathanson is son of BENEDICT GIMBEL Jr., president-general, WIP Philadelphia.

STEPHEN "HAPPY" IBON, director of folk music, WYOG Logan, W., father of girl, Deborah, April 14.

News . . .

CLIFTON UTEY, commentator, NBC New York, cited by National Conference of Christians and Jews for contribution to human relations.

SHELDON PETERSON, KLZ Denver news director, reappointed to board of directors of Denver Press Club for fourth consecutive year.

VIC REED, EGO San Francisco director of news and special events, named program operations manager.

WILLIAM WINN, director of news, KROW Oakland, Calif., joins news and special events department of EGO San Francisco.

STU MacHERSON, newscaster, WCCL Minneapolis, vacationing in England for several weeks.

ALLAN JACKSON, newscaster, CBS Radio, cited by Minnesota Radio Council for promoting international understanding of news broadcasts.

WBNS Reaches Rural Listeners, Too!

Sponsors know their profits come from rural as well as urban areas. With WBNS Radio you get both! Programs reach out from Columbus to rural areas thickly populated with prosperous farm families which make up a large part of Central Ohio's one-billion-dollar market. They stay tuned because WBNS carries all 20 top-rated programs. Reach rural and urban dwellers more effectively at less cost through WBNS!

WHEREVER YOU GO— THERE'S RADIO

ASK JOHN BLAIR

WBNS 5,000
PLUS WELD-FM
COLUMBUS, OHIO

WEBS Reaches Rural Listeners, Too!
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Page 57

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Page 58

Latest Set Count By Markets
Page 68

Is Cooperation Extended to Educators?
Page 75

NOW
Harry Wismer on Channel 9, New York
Mon. thru Fri. 7-7:10 P.M.

One of the best sportscasters in America, Harry Wismer, is now on channel 9 — New York’s Number 1 sports station.

He “kicks-off” this line-up of evening shows...

Sports, Harry Wismer 7:00 P.M.
Weather, Frank Forrester 7:10 P.M.
News, John Wingate 7:15 P.M.
“Broadway TV Theatre” 7:30 P.M.

He’s available now at low, low cost.

WOR-tv
Channel 9
1440 BROADWAY
LOngeacre 4-8000
LANCASTER, PENNSYLVANIA

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by
ROBERT MEEKER, Associates
New York Chicago San Francisco Los Angeles
TV HOLDS ITS ACCOUNTS

By FLORENCE SMALL

OF the approximately one dozen television advertisers who cancelled network programs at the end of the past season, at least 10, in direct contradiction to the ensuing chorus of doom-shouters, have or will put their money back into TV or radio in one form or another. That was the finding of a spot check conducted by BROADCASTING & TELECASTING last week.

Reports have circuited widely suggesting the cyclical program cuts represented a symptomatic disenchantment by advertisers with the new visual medium, but an analysis indicates the action was more in the nature of a realistic reshuffing founded on a firm faith in the selling powers of TV and radio.

Admiral Corp., Chicago, which dropped sponsorship of Lights Out (Monday, 9:9:30 p.m. on NBC-TV) is diverting that money into radio-TV coverage of the national political conventions. As a matter of fact, Admiral Corp. will spend $2,500,000 on network TV this year, nearly doubling last year’s figures, according to Seymour Mintz, advertising director.

Mr. Mintz said the company dropped Lights Out only after contracting for the radio-TV political coverage and election night returns on ABC radio and TV. The company, incidentally, spent $1,322,504 last year on television. Erwin, Wasey & Co., New York, is the agency for Admiral.

Meanwhile Lights Out was picked up for sponsorship by Pearson Pharmaco Co., through Harry H. Cohen Adv.

Kaiser-Frazer Sales Corp., Wil- low Run, Mich., dropped sponsor- ship of Ellery Queen (Sunday, 7:30-8 p.m. on ABC-TV) but has increased its overall TV budget by approximately 25%, according to one executive.

The mystery show was sponsored by both the dealers’ and factory money. When the program was dropped, the dealers put their budget into an increased spot radio and television campaign. The factory undertook sponsorship of a segment of Your Show of Shows on NBC-TV, along with its spot radio-TV activity. William H. Weintraub Co., New York, is the agency.

Meanwhile, Kaiser-Frazer last week bought participations five times a week in NBC-TV’s Today Morning program (see story page 72).

Bavuk Cigar Co., New York (Phillies cigars), picked up sponsorship of Ellery Queen on ABC- TV. Ellington & Co., New York, is the agency.

Standard Oil Co., which dropped sponsorship of its Alan Young Show (Thursday, 9-9:30 p.m., CBS-TV), switched its TV budget into sponsorship of local news programs, five quarter-hours a week, in seven markets. Currently, its agency, Marschal & Pratt, New York, is looking for additional TV local news shows. As a result of the local news coverage in television, Esso is spending more money in television now than it did with the Alan Young Show on a limited number of stations.

The 9-9:30 p.m. Thursday night period formerly held by Alan Young on CBS-TV has been optioned to American Tobacco Co. for next fall, but the company has not yet decided what show it will place in the time. BBDO, New York, is the agency.

General Foods, New York, which will drop the Mr. Bohlin show (Sunday, 7-7:30 p.m. on NBC- TV), is currently deciding on its fall agenda. One plan under consideration is the possibility of increasing sponsorship of its Bert Parks daytime TV show on CBS-TV from its present three times weekly to a possible five times a week or even-hourly or extending the program to half-hours. In addition, GF is considering another evening TV network show for the fall and is looking over program formats, although no time has been bought, for Jello.

Meanwhile, General Foods’ Swansandown and Sanka coffee are about to sign contracts for sponsorship of TV version of Our Miss Brooks which will replace its It’s News to Me (Friday, 9-9:30 p.m. on CBS-TV). Young & Rubicam, New York, will handle the $32,000 Our Miss Brooks show for GF while Benton & Bowles, New York, will service the company’s Claudia program when it resumes in the fall (Monday, 9-9:30 p.m., CBS-TV).

Toni Co., Chicago, which dropped its portion of Stop the Music on ABC-TV, put part of that money into the Friday portion of the Kate Smith daytime program on NBC-TV. The move, according to an agency representative, was one of economy and none of the money went into any other medium. Agency: Foote, Cone & Belding.

Hazel Bishop Inc. (Raymond Spector agency) and Regent Cigarettes (Hilton & Riggio agency) cancelled their alternate sponsorships of Cameo Theatre on NBC-TV but both advertisers have returned to TV. Hazel Bishop (Upsticb) has picked up the Wednesday night, 10-10:30 p.m. period on NBC-TV with its own show, What Shall I Do, while Regent switched to daytime TV by sponsoring a portion of NBC-TV’s Today morning show, three weeks weekly.

Ekco Products Corp., Chicago, which had dropped part sponsorship of the Frank Sinatra Show on CBS-TV, has returned to its budget (Continued on page 72).

TOWERS

AVIATION, radio-TV, military and government people sat down Friday at an informal meeting to discuss the problems of high TV antennas and their possible effects on aviation safety [B&T, April 7, March 31, 17] and concluded to set up a representative committee to look into the whole subject.

Called by FCC Comr. Edward M. Webster, the meeting attracted more than 40 representatives of the several fields.

General tone was one of unity and expression of hope for continued cooperation between aviation and broadcasting. It was also obvious that aviation people had a number of misconceptions regarding 1,000 and 2,000-ft. TV antennas popping up all over the landscape.

Committee chosen to explore the situation further comprised of John R. Evans, FCC, and D. D. Thomas, CAA, co-chairman, and the following:


Theme of meeting was set by F. B. Lee, deputy administrator of the CAA, who shared the chairmanship of the meeting with Comr. Webster. TV, he said, constitutes potentially the greatest hazard to air navigation. TV towers and aircraft are competitors for airspace, he said. There, he concluded, it is necessary to work out criteria for the guidance of regional airspace subcommittee which would be "mutually acceptable" to both the aviation and the TV industries.

Same attitude was expressed by retired Air Force Gen. M. W. Arnold, vice president of the Air Transport Assn. The aviation industry, he said, had no thought of inspiring legislation to discriminate against the radio-TV industry.

Present method of evaluation by airspace subcommittee must be continued, he declared. He also expressed the opinion that 99% of the cases going to subcommittees would be settled to the satisfaction of both parties.

However, major problems were these, according to Gen. Arnold: High towers in (1) control zones near airports, (2) at or near air- ways, (3) off Airways.

He emphasized that it is up to the airspace subcommittees to make a finding whether a tail tower is a hazard to air navigation, then to determine who should suffer — aviation or TV. Subcommitee finding of a tower as a hazard is not meant to be a flat objection to the tower, he asserted.

Emphasized at the outset by Comr. Webster was the fact that when TV tower was one of the "keys" for getting nationwide coverage in the FCC’s allocations plan issued three weeks ago [B&T, (Continued on page 72).

Cancellers Merely Reshuffle

Joint Meeting Held at FCC

April 28, 1952 • Page 57
WATCH Pennsylvania, New Jersey, or any of the Gulf States if you want to know where appeals to the courts against the FCC's final allocation assignments are going to be based.

That is the word of legal observers who have studied the bullet in the "Report and Order," issued three weeks ago [B*T, April 14].

In each of those states, some major cities failed to get additional VHF assignments, and the FCC has adhered rigidly to the mileage separation criteria—170 miles.

In one instance, Pittsburgh, another VHF channel would have been awarded if the Commission was willing to accept 218 mile separation with Pensacola, Fla. Gulf state separation minimums were set at 220 miles by the FCC.

Fact that the FCC assigned no VHF channels to the whole state of New Jersey is pointed to by some as a cause for a good case against the assignment table. They don't count Newkirk, whose WATV (TV) is now operating on Channel 13, considering that city part of the New York metropolitan area.

Another court case may be in the works for Madison, Wis., it was learned. There the Commission refused to accept unopposed recommendations that the single VHF channels be reserved for education and the three UHF be made commercial. The Commission reserved one of the UHF channels for educational purposes.

Might Add VHF Stations

Commission attitude was summed up by one Commissioner in this manner: Admittedly, the table makes no compromise with the 170-mile separation figure. But, after a year of experience if situations are such that stations could be closer together, then the FCC might entertain a petition to add VHF channels to the assignments even though the separations might be less than the 170-mile minimums.

The same Commissioner also pointed out that in many situations, the addition of one more VHF channel to a city would not make much of a dent in satisfying the expected large number of applicants.

Most Washington lawyers and consulting engineers seem to be resigned to the assignment table, and are busy preparing applications and readying for hearings.

Meanwhile, the Commission was busy last week preparing the 700-page document for publication in the Federal Register, scheduled for sometime between May 1 and 3. The order would be effective 30 days after such publication.

Errors found in the document are almost entirely typographical, it is understood. No major errors have been found.

Big question worrying FCC legal experts is whether it would be possible to seal off a city whose assignments were in litigation, but the censure of it is that it might be possible to do so for cities in Zones II or III, but almost impossible in Zone I. Any injunctive order against the assignments in a Zone I city would necessarily require the "freezing" of that whole northern area, it is felt.

That the end result of a court action could rip up the Commission assignments in the TV market is considered to be improbable, in the view of some Commission attorneys.

They point out that the most a court usually does in cases of this nature is to put the order "on hold" for further FCC action to remedy a legal oversight or error.

In that case, they point out, the Court would usually do the same thing—accomplish what the court orders, but still come out with the same end result.

**ASSIGNMENTS TO TOP 25 MARKETS**

(Taken from B.T. March 1952)

<table>
<thead>
<tr>
<th>City</th>
<th>Assigned VHF</th>
<th>Assigned UHF</th>
<th>Available VHF</th>
<th>Available UHF</th>
<th>No. of TV's</th>
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<tbody>
<tr>
<td>New York</td>
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* One channel reserved for noncommercial, educational station.

**Weak' U. S. Stations

SOVIETS are now claiming that television, which they "invented," is far superior to the "inferior" that all shown in the U. S. "Since November 1947," said commentator I. Gribiow, "the Moscow television center now always transmitting images divided into 624 lines. This is the highest standard in the world!" U. S. video pictures have only 525 lines, he added. Also, the Moscow station is able to broadcast more than 100 miles, while the poor, weak American stations do not bother than 50 miles, boasted Gribiow.

The FCC's standardized the TV frame of 4/21/52) to 605,329 in the position of VHF channels.

**Channels of Appeal Possible**

**NE** WORK COMPETITION

IN THE MINDS of network officials, the shortage of cities with four or more VHF channels is going to play hob with the TV network competitive picture.

Analysis of FCC assignments to the top 25 markets, based on the Commission's final TV report issued April 14 [B*T, April 14] shows that only five of those cities have at least four VHF channels: New York, Chicago, Los Angeles, San Francisco and Washington.

The other 20 markets seemingly are shut out from having comparable network affiliates, in the view of observers. They are:

Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cleveland, Baltimore, Minneapolis-St. Paul, Buf-

Cate VHF Need

falo, Cincinnati, Milwaukee, Kansas City, Houston, Providence, Seattle, Portland (Ore.), New Orle-

ans, Atlanta, Dallas and Hartford.

Worth of VHF stems not only from the fact that in those cities as of April 21 there are 15,661,219 out, a total of 1,687,883 existing TV sets equipped only for VHF, but also the high powers and antenna height maximums permitted mean extra-wide coverage—at least for many years or until UHF technique

is developed to permit equality of coverage with VHF.

Attitude of the FCC on VHF and UHF inequality is this, as stated in the Sixth Report and Order: "Healthy economic competition in the TV field will exist within the framework of the assignment plan."

In a study of the 162 major U. S. markets, as specified by J. Walmsten (B.T., Feb.)—Detroit, St. Louis, Chicago, Cleveland, Minneapolis, St. Paul, Los Angeles, San Francisco, Houston, and Dallas—two of the eight, or 25 percent, are the top 162 that have at least three VHF channels.

Cities among the top 162 markets which have at least three VHF commercial channels number 26, according to a study by one network. There are 63 cities with at least two VHF channels, 45 with one, and 32 with none.

One warning was sounded in the study of one in market may provide VHF service in neighboring cities. Thus, the single VHF assignments in Hartford and in New Haven could provide two VHF services to each of those cities. Likewise, the assignment of a VHF channel to Petersburg, Va., really means a third VHF service to Richmond. Another situation is Dallas-Fort Worth. Dallas is assigned three VHF channels, but one is reserved for an educational station. Fort Worth is assigned two VHF channels. Therefore, the Dallas-Fort Worth market will actually be getting four VHF signals.

A comparative study of the first 25 markets is listed at left.
Should Re-Focus on Commercials

IF ADVERTISERS and their agencies paid more attention to the commercials on their TV shows and less to the entertainment, program ratings might decline but sales would almost certainly improve, according to Jack Boyle, director of television research for Daniel Starch and Staff.

Citing studies of sales effectiveness of TV commercials made by the Starch agency, Boyle told BROADCASTING TELECASTING that the range in the number of new buyers created by telecast advertising is considerably less than the range in the advertising market, i.e., the number of people who might buy the product.

There is little correlation between size of audience and sales effectiveness for TV programs, he reported, with relatively low rates produced by many more customers for their sponsors' products than other programs with higher ratings.

Cites Comparisons

To demonstrate his thesis, Mr. Boyle cited comparisons of the sales effectiveness of TV commercials for various brands of tooth soap or toothpaste, coffee or beer, cigarettes or toothpastes (30% effectiveness), adhesives or cigarettes (31%), and various brands of tooth paste or toothpaste (30% effectiveness) and various brands of toothpaste or toothpaste (31%).

He said that if sales effectiveness of TV advertising is measured by the number of people who would buy the product, then 40% of those who had seen the TV commercial said they would buy the product, but only 10% of those who had not seen the TV commercial said they would, the difference (30% in this case) can be attributed to the part the sales effectiveness of the commercial.

Uteled for the most part to the sales effectiveness of the commercial.

Another study used the sales effectiveness figures to the total number of TV families to give the number of additional people who in the video advertising. The following table shows how the product with the highest and lowest sales effectiveness in each product group, accompanied by the rating (size of the network TV show on which each product was advertised).

Ratings are Hooper TV figures, averaged for New York, Philadelphia, Boston and Chicago, the cities in which the Starch interviews were made.

<table>
<thead>
<tr>
<th>Product</th>
<th>TV</th>
<th>Commercial Effectiveness</th>
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<tr>
<td>Brand A</td>
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<td>65</td>
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<td>Brand B</td>
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<td>65</td>
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<td>Brand C</td>
<td>22</td>
<td>118</td>
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<td>Brand D</td>
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<td>Brand E</td>
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<td>Brand F</td>
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<td>Brand G</td>
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</table>

In television as well—that focus has changed. The program sponsors are interested in the sales message with the advertisement matter—but with the program content—the circulation-building editorial material—as well. In many cases, the copywriter, traditionally the star of the agency's creative team, is relegated to the sidelines while the program people monopolize the spotlight.

“As this concentration on program content—on circulation, if you please—is demonstrated by the attention that has been lavished on program ratings by advertiser, agency and broadcaster alike. ‘How many people saw or heard my program’ has frequently been more important than ‘how many people bought my product as a result of seeing or hearing my program.’”

And don’t mean to say that circulation is not important and that program ratings which measure that circulation are not also important. Obviously, the best commercial in the world would have no effect if no one saw it or heard it.

“Sales are important, too. And, in these days when costs must be measured in terms of results, a shift of attention back to the advertising message, which after all is the first responsibility of advertising personal, might be profitable all around. The advertiser would get sales commensurate with his expenditures for TV time; the agency would not have to worry about holding the account and could concentrate on making the broad commercial even more effective; the television network could concentrate on building audience without worrying about losing the advertiser’s business.”

Schlitz Signs PSI-TV CONTRACTS have been signed with Paul White, president of PSI-TV, production and distribution company in television film programing, for that firm to supervise and distribute the Schlitz Playhouse of Stars for Lennan & Mitchell, beginning two weeks hence. It was announced last week by Edwin B. Self, director of advertising of Joseph Schlitz Brewing Co., Milwaukee. The program will be cut to a half hour (CBS-TV, Fridays, 9-9:30 p.m.) effective May 30.

WSAZ-TV BID Asks Channel Change

FIRST application for a change of frequency by one of the 30 existing stations required to do so under the FCC's final allocation report [B*T, April 14] was made last week by WSAZ-TV Huntington, W. Va.

WSAZ-TV requested permission to move from Channel 18 to Channel 3, boost effective radiated power from 16.8 kW to 84 kW. It reported that the move will cost $67,236 and also said that $19,091 earnings after taxes were $184,185. In 1960, station had not after taxes of $3,089.70, application disclosed.

New equipment has been ordered for July 15 delivery, and the West Virginia station hopes to be on its new channel with new power thirty days thereafter.

Single new application was by New York’s WNYC. Municipal station filed for commercial UHF Channel 16 in previous filing that it would operate non-commercial (see story page 70).

Among those announcing plans to file was WSIX Nashville, which plans to seek Channel 8 with 316 kW, spend more than $500,000, it reported. KFWB Los Angeles has asked its Washington counsel to file for a UHF channel in Los Angeles. Lone Washington commercial UHF channel got its second contestant when WEAM in Arlington, Va., announced it would seek the Washington channel in order to “serve a northern Virginia area separate and distinct from the service now available in the District.” Previously, WGMS Washington had announced it was filing.

WGAR Cleveland announced that it was preparing an application for UHF Channel 65 with an ERP of 100 kW. The transmitter location would be on the 60 acres of land owned by WGAR in Broadview Heights, Ohio. There would be an additional studio in the Hotel Statler. Estimated cost is $700,000.

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TELEVISION will be installed in every motion picture theatre in the country, and profits on the hiked-admission events will be "fabulous."

This was the prediction of Nathan Perlman, president of Theatre Network Television Inc., as he spoke to members of the Society of Motion Picture and Television Engineers meeting for its four-day 71st semiannual convention in Chicago's Drake Hotel last week.

Mr. Halpern, speaking Monday evening after the opening sessions, discussed the plans for TV facilities from several viewpoints—(1) industrial development, (2) programming, (3) public reaction and (4) program distribution.

Envisioning a future with TV installations in some 20,000 more theatres, contrasted with the present 75 houses in 37 cities which are equipped for TV, Mr. Halpern said one of the greatest limitations to growth of the medium has been a lack of telephone relay facilities for TV signals.

Summarizing a plan of his company, Theatre Network Television, to teletest nine special features from March 3 to April 13, Mr. Halpern said the show had been cancelled because American Telephone and Telegraph was unable to clear lines to 23 metropolitan areas. A number of clearance requests was 207, with AT&T able to furnish only 56 or 27%, Mr. Halpern said. He added that the phone companies have "shown increasing uncertainty of the theatre TV facilities need" and he anticipates AT&T will "free more facilities" in the future.

Discussing potential profits to theatre owners, the speaker outlined the case of one motion picture house in New York which was among the group of six faring exclusively last summer. The house had 3,000 seats. Net receipts at $1, $2.40 gross admission and a sellout with 52 buys, the standby room came to $7,500 after taxes. Of this, total TV costs were $4,000—considered high because of the small number of theatres in the network—leaving a $5,500 profit for the exhibitor. "The deduction of normal house expenses and film distributor costs still left this exhibitor with a hopping profit for a single theatre TV show," Mr. Halpern said.

Theatre TV Costs Discussing theatre TV costs, he noted that exhibitors have upped their box office charges considerably since the advent of the medium, in one case from 4c to 25c and in another from $2.90 to $7.50. In the former, there was one instance of concession sales during a teletest going up 400%.

Success of theatre TV depends to a large degree on TV attractions. Events which are "(1) exclusive, (2) promoted well and (3) teletest regularly."

Profits will be high for theatres with TV installations because the "facilities" in the future.

seen in Theatre TV

requirements for a theatre TV transmission system were submitted to AT&T last week by the National Exhibitors Theatre Television Committee.

the specifications, some of them commercial TV networking, were submitted to AT&T in conjunction with the request of the FCC for data on the availability of facilities for theatre TV carriage facilities for theatre TV earlier this month (B&T, April 7).

Theatre TV hearings were postponed from May 5 several weeks ago because the FCC was due to "consider the matter further of other business" (B&T, April 14). It is expected the Commission will set another date in the near future.

Specifications submitted to AT&T last week cover performance standards, pricing basis and typical system requirements. Among the requirements are:

1. A 10 mc bandwidth video signal compared to commercial TV's 4.5 mc.
2. Amplitude and phase response of the video signal much stiffer than those used in present lines.
3. Signal-to-noise ratio of the video signal not less than 46 db for black-and-white signals and 42 db for field sequential (CBS) color signals. Commercial TV signal-to-noise ratios for network runs above 40 db for monochrome, it is understood. For periods of fading, minimums of 41 db for monochrome and 37 db for color are specified.
4. Linearity shall not exceed 16% of the full white levels. Commercial TV networking has no such requirement, it is understood.

The investment as well as operating losses are relatively small, even with a few theatres participating in the plan. Costs will drop even lower with addition of more outlets. He commented costs of commercial teletesting to some stations, saying networks and stations "made large-scale investments and sustained high losses for years before making any money."

The relatively small losses re- corded thus far in theatre TV are attributable to (1) few theatres teletesting, (2) stations interested in program attractions, (2) absence of a regular year-round flow of programs and promotion, and (3) pricing policies followed by theatre men.

All speeches and technical sessions on opening day of the convention concerned television, beginning with a luncheon address by W. G. Baker, vice president of General Electric and general manager of the electronics division. Mr. Baker outlined work of the Radio-Television Manufacturers Association and Television Symposium Committee, saying the color TV standards report of the committee will be released this fall after completion of field tests during the summer.

Eleven technical sessions of television engineering matters took place Monday afternoon and evening.

GLOBAL TV PLAN

Sen. Capehart Supports FOREIGN countries should hitch their wagon to the American electronics star by adopting U.S. TV standards as a prerequisite to any global television plan, according to Sen. Homer E. Capehart (R-Ind.).

In an article appearing in the April issue of Television Opportunities magazine, Sen. Capehart declared there should be no question in any nation's mind as to the adoption of our standards. He said the adoption of the U.S. video standards (525 lines, 60 fields, 6 mc) and expressed hope other countries would follow suit (B&T, April 7).

Further in the article, which was reprinted in the April 17 Congressional Record on Capitol Hill, Sen. Capehart stated, "We have wasted a lot of money on the Voice of America. It can never be as effective as television as a medium for message and information. . . . The American people have spent more than $4 billion in the purchase of sets as proof of their confidence in our [TV] standards."

TECHNICIAN NEED

Seen for Servicing, Stations

A NEED for 170,000 new TV technicians was predicted by Leonard C. Lane, president of the Radio-Television Training Assn., last week when he spoke before a meeting of the association held to appraise the TV freeze end.

"Estimating five or six service calls per set per year—a reasonable figure in view of use of the lesser known UHF band—as many as 100,000 new servicemen may be needed for repair of the 20-30 million new TV sets Americans will be buying in the next four or five years," Mr. Lane said.

In forecasting, he anticipated that 10-40 technicians, exclusive of graduate engineers, will be needed to man each of the 2,000 possible new transmitters, plus 20,000 extra technical personnel for extended TV manufacturing operations.

Bob Finke, staff director of ABC-TV's Hollywood Personnel Administration, Theatre and The Ruggles, has been signed to seven year contract by the network.
Walker Warns Educators

"There is sometimes only a very fine line between deliberation and procrastination," FCC Chairman Paul A. Walker warned educators attending the TV program institute at Pennsylvania State College last week.

Chairman Walker was one of the speakers at the conference, attended by 30 educators, which ran April 21-24. His talk was much along the same line as the position he and Comr. Frieda B. Hennoch took at the meeting of the Institute for Education by Radio-Television in Columbus [B*T, April 21].

"Urging educators not to delay too long in applying for one of the 242 non-commercial, educational TV channels reserved for them, Chairman Walker warned:

"These precious television assignments cannot be reserved for you personally. They may not even be reserved for you beyond one year unless you give the Commission concrete, convincing evidence of the validity of your intent...

"So, at the end of one year from the effective date of this report [the final TV report issued by the FCC April 14], anyone may request the Commission to change the educational assignment in your community to a commercial assignment."

Cooperation on an area-wide

D. C. EDUCATORS

Weigh UHF Channel Use

WASHINGTON, D. C., educators gathered last week to examine the prospect of cooperative use of the one reserved UHF channel allotted to Washington.

Representatives of 15 Washington educational organizations, gathered at George Washington U., at the invitation of Dr. Cloyd Heck Marlin, GWU president, Dr. Marvin, who is president, at that meeting, felt that a TV station could be made into a definite educational instrument which could best be shared by all, instead of being the teaching instrument of one.

Such a station, he suggested, might be more free to undertake experiments in the educational use of TV.

Summarizing arguments against the venture, Dr. Marvin pointed out that cost of operation of this kind of station has been estimated at a minimum of $600,000 a year and would require an initial outlay for construction of $400,000 to $800,000.

Henry R. Peterson, chief librarian, D. C. Public Library, said that the opportunity to obtain a TV station should not be ignored but also called for study of the possibility of using the reserved educational service for existing commercial stations.

A committee was appointed to set up subcommittees to investigate particular phases of the problem.

WISCONSIN GROUP

Studies TV Allocations

WISCONSIN State Radio Council has been asked to study the FCC allocation of 51 television channels, 12 of them educational reservations, in 31 state communities and has examined an engineering plan which could provide state-wide TV service, Prof. H. L. Ewbank of U. of Wisconsin, director, said last week.

Whether Wisconsin is to have a television service under educational auspices is a matter for the people to decide, Mr. Ewbank said. "Without a mandate from the people we cannot act." He said the council would welcome expressions from state groups and individuals concerning their wishes.

The four-day seminar was sponsored by the American Council on Education, with financial support provided by the Fund for Adult Education of the Payne Fund, and by the Alfred P. Sloan Foundation.

Purpose of the conference was not only to explore the use of the reserved educational channels but also methods of using time on commercial TV stations.

Various types of educational programs were shown the educators—kinescopes, films and live. Educators were mobile crew which assisted in presenting the demonstrations.

Among suggestions which cropped up during the spirited discussions was the creation of a National Commission for Educational Television.

Dr. Arthur S. Adams, president, American Council of Education said that such a commission "could be of great help to colleges planning television stations."

"It would be particularly helpful in programming, in obtaining the opinions of the general public and in arranging means of financing." No formal action was taken on this suggestion.

A major impression was made by Dr. John S. Mills, president of Western Reserve U., who related his experience in educational programs—for college credit—on WENS-TV, Cleveland. Educators were impressed with Dr. Mills' findings that courses presented via TV in Cleveland have an audience of 50,000. They also found significance in the large number taking the courses for credit, paying fees and actually finishing the course. The proportion was said to be much higher than the average among non-ventrional university extension courses.

Among other speakers were Dr. Allen B. DuMont, who reviewed the history of TV and expressed confidence in the future of UHF; and A. S. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., who said that CB's first two TV stations in Montreal and Toronto—would begin operation this fall.

Consensus of those present was that finances for building TV stations are not nearly as important as the large sums necessary to operate.

KANSAS SCHOOL TV

Planned by Institutions

KANSAS will have an educational television service if the plans of joint committee representing two state educational institutions are realized, according to Chancellor Franklin D. Murphy of Kansas U. and President James A. McCain of Kansas State College.

The Kansas educators said the committees for several months have been exploring "ways and means for efficiently, intelligently and economically bringing a first class television service to...Kansans."

Kansas State College has telecast experimentally for years, with a low-cost unit, and Kansas U. Medical Center's permanent day-by-day closed circuit TV system was first used in September 1949.

IERT SESSION

By JOHN OSBON

The Commission has placed a heavy burden of responsibility upon educators throughout the country. Educators now have the primary duty to see to it that this golden opportunity of TV is taken advantage of and that...stations are built as soon as possible. Their failure to meet the challenge of these television assignments will be a huge "black eye" which will bring them to wear, without honor, for a long time to come. FCC Comr. Frieda Hennock before the Institute for Education by Radio-Television April 18.

* * *

WITH this somber note of warning and evident concern over the one-year time limit of application for educational TV reservations, Comr. Frieda Hennock raised the storm flag for educators at the 22nd annual Institute for Education by Radio-Television in Columbus, Ohio.

Whether educational groups would rally around the flag appeared questionable as the four-day conference closed April 20.

"The most important thing now is to get applications to the Commission for construction permits," Comr. Hennock told a ballroom-packed audience. "Therefore, educators in every city affected must, as soon as possible, begin the work necessary for the filing of such applications. But first, the decision to build the stations must immediately be made and some enlightened public-spirited and enterprising person in each city must take the lead in getting the necessary preparatory staff work completed." Comr. Hennock dominated two sessions on educational TV April 18—one a clinic on utilization of channels, for which she gave a prepared talk, and a second general meeting in which she was active from the floor. Additionally, she reportedly was closeted with several educators in side discussions to offer advice on particular problems.

At one point, Comr. Hennock said: "Don't worry about money too much—just get in those applications." She also told IERT members, in response to a question, there would be sufficient dual-band VHF-UHF receivers available for operation just as with commercial telecasters.

In this connection, Comr. Hennock blurred out: "We seem to have no jurisdiction over set manufacturers, which perhaps is a grave defect." She urged educators to apply in any event even if their funds situations haven't firmed up yet and even if they could program only part-time. She also was the position taken by the Joint Committee on Educational Television and Ralph Steete, its executive director.

Comr. Hennock stressed the urgency of filing for the 242 educational reservations, of which 80 are for UHF, and at times directed implied criticism at educators for their failure to get down to grassroots level in their thinking. Her warnings were coupled somberly with references to "those who

(Continued on page 64)
**HONORED WITH FIRST RTMA AWARD**

Mr. Elliott reported that the recent Jordan report, showing TV actually helps rather than hurts attendance at sports events, had received widespread and favorable reception. (B&T, April 21, 7.)

Dr. W. R. G. Baker, General Electric Co., on behalf of National Television Systems Committee, reported that the committee's field testing of a proposed set of color TV standards was proceeding satisfactorily. Laboratory testing has been conducted in Philadelphia, New York, and Syracuse.

The RTMA Advertising Committee reported that test promotion campaigns designed to stimulate FM listening and set sales were preceding satisfactorily. The committee reviewed tests conducted in North Carolina, Wisconsin and District of Columbia.

Next promotion will start in early May, covering Upper New York State. It will include AM as well as FM stations. Mr. Smith Jr., NARTB FM director, met with the committee in New York last Tuesday.

Future tests are to be confined to localized areas where FM offers something that AM doesn't. This permanent basis.

**RAYBURN BAN**

Effort to rescind House Speaker of Congressional sessions, and prevention of similar future rulings from either federal or local government officials, is the concern of the newspaper editor as well as the telecaster.

That is the opinion of Theodore F. Koop, associate director of news and public affairs for CBS, Washington. Mr. Koop made his statement during a panel discussion on "The Impact of Television on News Reporting," at which he explored for the American Society of Newspaper Editors convention in Washington April 17-19.

Mr. Koop said bright lights at conventional hearings are not TV lights, and reiterated the cry of telecasters that TV cameras need no extra light with which to satisfy operately. The radio microphone should not bother witnesses, he said, since it is already there for the PA system.

"Freedom is your fight, too," he told the newspaper editors.

Appearing with Mr. Koop on the panel were Dr. Ralph Casey, head of the Journalism Dept., University of Minnesota; Donald O'Connor, John R.C. and Wallace Lomeo, managing editor of the Milwaukee Journal. Moderator was George Cornish, managing editor of the New York Herald Tribune.

Mr. Taylor agreed with Mr. Koop by asserting that television should have the right to cover a news event which is covered by any other media.

"It is no longer freedom of the press, but freedom of news," Mr. Taylor declared.

It was believed to mean the promotions will cover areas where reception is bad or FM offers program service not available on AM stations.

A score of areas have requested FM promotion campaigns under joint RTMA-NARTB-distributor-dealer auspices but they will be required to show a special need for FM service. FM broadcasters will be expected to take the initiative and set up their own specialized promotion committees.

Group Members Announced


A nominating committee was named to submit nominees for RTMA officers other than the presidency. Mr. Daniel, RTMA president, is serving a three-year term. The committee comprises Max Balcom, Sylvania Electric Products, chairman; Paul Galvin, Motorola Co.; Mr. Muter. All three are ex-presidents of RTMA.

The Canadian RTMA board was invited to join the U. S. board at a banquet to be held April 16-17, 1953, at the Ambassador Hotel, Los Angeles.

**HONORS NBC-TV SHOW**

Steelman Cites 'Battle Report' NBC-TV program, Battle Report—Washington, intended to keep the public informed about the Korean war and the world-wide fight against communism, was commended by Presidential Assistant John Foster Dulles.

"Before Battle Report becomes a part of the tradition of a free people," Mr. Steelman said, "let me say once again how greatly I deplore the fact that you, the American people, have not taken control of it."

The series, which started Aug. 15, 1956, and ran for 86 programs, ending April 29, was produced by Theodore Ayers, written by Lou Hazan, and narrated by David Brinkley.

**'COMEDY HOUR'**

C-P-P May Film Series

IF COSTS can be held to the same level as live telecasts Colgate-Palmolive-Peet will film the weekly NBC Comedy Hour next season, eliminating kinescoped West Coast repeat.

Leslie Harris, C-P-P radio-television director, who ran the kinescoping facilities and cost control department was quoted as saying that there was no room for film as long as the budget was held to $5,000,000 for 39 Comedy Hour shows starting Sept. 21, 1957.

Under the schedule set up for next fall on a rotating basis, Mr. Hope is to do 10 telecasts, with Martin & Lewis, Abbott & Costello and Donald O'Connor doing six each and Eddie Cantor 11.

Chairman of ASNE's Freedom of Information Committee, replied to Messrs. Koop and Taylor's plea for coverage of news events by all media.

Mr. Page said his committee had decided that the important thing was the elimination and prevention of closed, secret meetings, and not to allow TV to cover them. He predicted that the problem of restricted TV coverage would resolve itself within two years.
An Open Letter to WWL Concerning Television
In the New Orleans Market

We believe that you have done a commendable service for
the development of television in New Orleans by clearly stating
your position with respect to your request for the assignment of
Channel 4.

Community Television Corporation also believes that addi-
tional television stations on both VHF and UHF should be es-
ablished as soon as possible in New Orleans thereby giving New
Orleans the widest possible choice of television programming.

Community Television Corporation, which consists of 75 local
stockholders including many business men active in the civic,
financial and social life of New Orleans, is filing an application
for TV in New Orleans and will specify Channel 26.

As you did, we also want to let everyone interested in filing an
application for TV in New Orleans know of our plans in advance.
Our belief is that by so doing others who may be preparing applica-
tions for a television station in New Orleans will have sufficient
notice and will see fit to file their applications specifying the re-
maining, unapplied for channels in this community, thereby avoid-
ing bickering, and long drawn-out hearings and delays.

We, too, are going on record in not trying to outguess other
applicants. Our decision to file on Channel 26 is made and it is
our intention to adhere to this request.

We are joining with you in the spirit expressed in your forth-
right position in announcing your intentions with respect to
television, and we do so with the same desire of expediting the
processing of television applications for New Orleans and the
bringing of additional TV service as soon as possible in its full
measure of enjoyment to our fellow citizens.
would profit by education's failure henceforward.

Com'r Henneck stressed that if educators don't use their VHF assignments, "educational interests will soon find that the public expects them and will insist on their being used." He believed that the VHF non-commercial educational TV efforts of certain universities, (Syracuse U., etc.)

Seymour Krieger, counsel for the J.C.T., committee on Educational Television, emphasized urgency, too, but strongly advised educators to consult FCC's rules before organizing and starting their stations. Other facets he urged in referring to applications, were data on time, programming and engineering. Closed circuit TV also cropped up.

J.C.T. has estimated that the amount of your educational and that half will in substantial readiness to file within the year's grant. His preliminary estimate is that of the 800-plus institutions indicating interest in TV, only a score or more have funds. Mr. Steeble said none would be on the air by this fall.

When the smoke had cleared, BROADCASTING • TELECASTING sounded out at random university and college representatives on their TV planning to date. Most were unaware how far their own courses had been charted or declined to have their reactions quoted by name.

They said actual steps must be announced by fall, by major universities and colleges and boards of trustees of their respective institutions and noted the importance of the Educational Television Programs Institute conference which was held last week at Pennsylvania State College. It reported was the first time presidents of universities actually had been called to plan their educational future (see separate story).

Need Questions Answered

What bothered educators was the lack of answers to these questions: (1) How can we file applications and order equipment when we're not sure we will have sufficient funds? (2) Will not the Commission's rejection of partial commercial contracts and the rigors of the Pennsylvania State College. It reported was the first time presidents of universities actually had been called to plan their educational future (see separate story).

One educator said pointedly that FCC's ban on partial commercial profit operations would "bankrupt" educators who are trying to enter the market. He questioned whether prospective stations could obtain equipment from manufacturers without reasonable assurances of financial backing.

Still another complaint by some I.E.T. members was that they knew nothing about the one-year time limit on educational reservations. A number of station representatives (from Minneapolis-St. Paul) asked: "How can you apply to the Commission for a TV station and list estimated costs if you don't know where the funds are going and where they're coming from?"

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FULL CBS- TV network of 62 stations has a base rate for one hour of time of $3,250, or an annual rate of $125,000, according to rate card No. 7, effective April 15, 1952.

Card shows these stations broken down into a basic interconnected group of 28 stations, available only as a group, at $30,625 per evening hour; a northwest supplementary group of three stations, available only as a group with the basic group, at $1,175; and a supplementary non-interconnected group of 28 stations, available individually with the basic group, at $800.

Card contains no station rate increases not previously announced, but this year's complete network has been increased from 21 to 29 stations, a minimum requirement for all new business or on contract renewal for current business. Additional member of the basic network are: Minneapolis, Omaha, Salt Lake City, San Diego, San Francisco, Dallas, San Antonio and Tulsa.

Join Network July 1

Three of those cities—Dallas, San Antonio and Tulsa—will not join the interconnected CBS- TV network until July 1, when Houston, Miami, New Orleans and Oklahoma City will also become interconnected with the CBS- TV network.

Los Angeles, Salt Lake City, San Diego and San Francisco are subject to transcontinental cable charges of $1,200 an hour for a westbound channel, $2,400 for an eastbound channel. Unlike the station rates, set at 80% of the hour rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 33 ⅓% for 10 minutes, 65% for 9, 50% for 7, 45% for 6, 40% for 5, 35% for 4, 30% for 3, 25% for 2, and 20% for 1, the cable charges are figured on a straight-time proportion basis, 50% of the hour charge for a half-hour, 25% for 15 minutes. CBS is absorbing the extra cable charges for St. Louis ($130) and Memphis ($260) formerly passed along to the TV network clients.

Advertisers using the CBS- TV network on an alternate-week basis are now allowed half of the annual discount if they complete 26 broadcasts within a 52-week contract period. They may get a discount of 5% of the largest amount of weekly gross billing, where the every-week clients get 10%.

CBS Television now permits the use of two stations, not previously concurrent contracts in figuring station-hour discounts to give the advertiser the benefit of the most advantageous rate.

said this survey "is expected to provide new and basic marketing information of value to all advertisers."
The Finest Package of films Available For Television

**TITLE** | **CAST**
--- | ---
LONG VOYAGE HOME | John Wayne, Thomas Mitchell, Barry Fitzgerald
STAND IN | Humphrey Bogart, Joan Blondell
STAGECOACH | John Wayne, Claire Trevor, Thomas Mitchell
THE KANSAN | Richard Dix, Jane Wyatt, Albert Dekker
TRADE WINDS | Fredric March, Joan Bennett, Ralph Bellamy
SILVER QUEEN | George Brent, Bruce Cabot
SUNDOWN | Gene Tierney, George Sanders
SLIGHTLY HONORABLE | Broderick Crawford, Pat O'Brien, Edward Arnold
52nd STREET | Kenny Baker, Leo Carrillo, Zasu Pitts
ETERNALLY YOURS | Broderick Crawford, Loretta Young, David Niven
HOUSE ACROSS THE BAY | George Raft, Joan Bennett, Walter Pidgeon
TO BE OR NOT TO BE | Jack Benny, Carole Lombard
VOGUES | Joan Bennett, Warner Baxter, Mischa Auer
HISTORY IS MADE AT NIGHT | Charles Boyer, Jean Arthur
CRYSTAL BALL | Paulette Goddard, Ray Milland, William Bendix
YOUNG AND WILLING | Susan Hayward, William Holden
YOU ONLY LIVE ONCE | Henry Fonda, Sylvia Sidney
BLOCKADE | Henry Fonda, Madeleine Carroll
WOMAN OF THE TOWN | Claire Trevor, Henry Hull, Albert Dekker
I MARRIED A WITCH | Fredric March, Veronica Lake
FOREIGN CORRESPONDENT | Joel McCrea, Laraine Day, George Sanders
WINTER CARNIVAL | Ann Sheridan, Richard Carlson, Robert Armstrong
I MET MY LOVE AGAIN | Joan Bennett, Henry Fonda, Alan Marshall
AMERICAN EMPIRE | Richard Dix, Preston Foster
BUCKSKIN FRONTIER | Richard Dix, Jane Wyatt, Albert Dekker

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EARLY history of Paramount theatre acquisitions was probed by FCC counsel last week during the protracted ABC-UPT merger hearing. [Ref. p. 258].

Appearing were Leonard H. Goldenson, UPT president, Robert B. Wilby, UPT director, and Barney Balaban, president of Paramount Pictures.

FCC counsel appeared to be trying to show that Paramount had attempted to restrain trade by limiting the number of theatres in some cities and by requesting that other film companies hold back re-runs of films from certain theatres. For its case, the Commission counsel produced more than 100 exhibits, most of which were copies of letters.

Most of the letters were dated from 1926 to 1926, but none of them were brought out by the Justice Department in its investigation of the motion picture companies before the consent decree in 1946, it was explained.

Introduction of the correspondence was the subject of protracted wrangling between Paramount Counsel Paul A. Porter, former FCC Chairman, and FCC Counsel James O. Juntilla. Mr. Porter's point was expressed at one point in this way:

"Efforts to reconstruct events of a quarter-century ago doesn't offer much value to the examiner and the Commission as to the qualifications of Paramount to be a broad cast station licensee today.

Among the FCC exhibits was a letter from M. A. Lightman, president of Malco Theatres Inc., Memphis, Tenn., who wrote to Mr. Goldenson about the acquisition of a building in a choice location at Owensboro, Ky.

Mr. Lightman wrote:

"I cannot comment or have not been, but we did-at least temporarily-stem the tide of a new theatre by some outsider by having made the purchase. . . . We can convert the present Malco

WNHC-TV RENEWAL

FCC renewed the license of WNHC-TV New Haven last week, cleaning up with one swoop 26 TV stations it placed on temporary license last February because of lack of religious and educational programs. [Ref. p. 258].

Only station still remaining on temporary license for that reason is KPHO-TV Phoenix.

In a bench activity two weeks ago, the Commission renewed the licenses of eight TV stations which had been cited for lack of religious and educational programs [Ref. p. 258].

The KPHO-TV Phoenix station is unique in that it is the only one of the eight which has been cited for lack of religious and educational programs for more than a year.

Among the stations mentioned were the following:

1. KPHO-TV Phoenix
2. KTTV (TV) Los Angeles
3. WNHC-TV New Haven
4. WOR (TV) New York
5. KTRK (TV) Houston
6. WITI (TV) Milwaukee
7. WAPI (TV) Binghamton
8. WNHC-TV New Haven

The only one of the eight which has been cited for lack of religious and educational programs for more than a year is KPHO-TV Phoenix.

The only station still remaining on temporary license is KTTV (TV) Los Angeles.

Commission has been looking into complaints regarding direct sales commercials, medical advice, and what is alleged to be an invasion of privacy.

UPT REPORT

TELEVISION'S mark on movie box office trends to dwindle as TV set ages, Leonard H. Goldenson, president of United Paramount Theatres, said in his report to stockholders.

Repeating the UPT stand last year, Goldenson said: 'The box office is off more in TV end of 1951 of $34,216,000, including $30,556,000 in cash and government bonds of $3,660,000.' Proved-up assets of $87,300,000 over 1950 assets, Mr. Goldenson pointed out. Working capital, increasing $5,900,000 to $38,981,000, reflects additional long-term loans plus net proceeds from federally ordered sales of UPT theatre properties, the president reported. Liabilities decreased from $12,291,000 to $9,654,000.

Report said that on April 19, 1961, a standby credit of $10 million was added to general corporate funds. 'In anticipation of increased capital requirements for the acquisition and operation of television facilities,' Goldenson said.

Mr. Goldenson said that 'the subject of the company, which subject to FCC approval is merging with ABC radio and television networks (see story, this page), will be felt most strongly by the B picture market and by national theatres which sprang into being during the public's wartime entertainment famine.'

Balance sheets in the annual report indicated consolidated UPT earnings for 1951 totaled $9,500,000, of which $4,002,590 was listed as capital gains. Provision for federal income taxes amounted to $6,764,800, as compared to $5,496,309 earned in 1951, when earnings totaled $12,351,000, of which $2,244,000 was capital gains. Net profit in 1951 amounted to $3,270 on $5,850,000 operating shares, as compared to the previous year's $3,793 per share on 3,287,000 shares.

The decrease in the UPT net, Mr. Goldenson explained, was due to increases in operating expenses, a 7% decrease in theatre attendance through the year.

The company listed assets at the having written or received some of the letters and notes.

At one point Mr. Balaban said that some of the letters were im material and he could see no point in their being offered to FCC. A. H. Blank, another UPT director, is due to be cross-examined today (Monday).

RF COAXIAL SWITCH

TEST of a new RF coaxial switch by WBAL-TV Baltimore was to take place last Friday night. John Wilner, station engineering chief, said an alternate 500 w transmitter has been installed to guarantee TV reception in case of a breakdown of the main 5 kw transmitter. The new RF switch, reported as the first of its kind designed for high band broadcasting, would permit the changeover in a matter of seconds. Switch was designed by station's engineering.

UPT's concept of TV Effects in Movies 'Not Permanent'

TV Effect in Movies 'Not Permanent'

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BROADCASTING • Telecasting
You don't buy just BLOOMINGTON when you buy WTTV

You're buying a BILLION $ MARKET

That's right. WTTV reaches out to 57 Indiana counties (and quite a few in Illinois) with a population of well over 1½ million.

Let your nearest Meeker rep show you what kind of area saturation WTTV provides in central and southern Indiana. It's terrific!

STATION WTTV Affiliated with NBC-CBS-ABC-DUMONT

Owned and operated by Sarkes Tarzian in Bloomington, Ind.
An AT&T plan to provide adequate intercity network TV facilities as they are needed to fill requirements of TV stations and network broadcasters arising from the lifting of the ban on new station construction. A spokesmen for the telephone company's Long Lines Dept. pointed out Thursday that the "present construction program includes the installation of TV channels over certain main routes in anticipation of the industry's requirements."

"Further expansion of the Bell System's network," he said, "will be governed by the rate at which new stations are constructed and the clarification of the needs of individual stations and the network broadcasters. Future steps also may be influenced by the availability of critical material."

Stressing the importance of AT&T receiving adequate advance notice of plans of TV construction so that it may schedule its own facilities construction program accordingly, he said: "We are keeping in close touch with the network broadcasters and hope that individual station owners will let us know promptly of their plans."

**N. Y. Set Survey**

Reported by Pulse

SURVEY of some 1,500 families throughout the metropolitan New York area indicates that 63.8% of the homes are equipped with television sets, 23.4% of them RCA models.

Conducted in January by The Pulse Inc. for Joseph Jacobs Advertising and Merchandising and announced last week, results indicate that while RCA dominates the market, the gap diminishes from the 27.2% reported for January 1951.

Second and third places in 1952, as in the earlier study, were held by Philco—found in 12.3% of the homes—and Admiral—in 11.6%—both standings showing an increase during the year. Gains were also reported for DuMont receivers, now found in 6.5% of the homes, Motorola, in 5.5%, and General Electric, 4.8%. Zenith, which ranked fifth in 1951, was in seventh place for January 1952.

**Drama Study Shows Adults Like Comedy**

TV DRAMA survey of 758 adults in the New York metropolitan area among 15 dramatic programs indicates 71% favor the one-hour program over shorter dramas and that comedy is preferred to other presentations, according to the March 1952 issue of The Television Audience of Today.

The interview, conducted March 7-16, indicates 96% of adults of these TV homes watch at least one TV program regularly, although they rank variety and musical programs above drama.

The drama program, Studio One, was rated excellent by more than 58% of those who have seen it; other "excellents" were Robert Montgomery Presents, 46%, and Philco Playhouses, 27%. Preferences in order are comedy, adventure, mystery, true and factual stories, romance and crime. Viewing was lightest in upper and lower economic groups and heaviest in mid-economic groups. About 56% were willing to accept a middle commercial on a one-hour program, but only 12% on a half-hour drama.

**Newspaper Reading in TV Homes Studied**

THERE is significant difference in newspaper readership for homes equipped with television as contrasted to non-TV homes, according to the report of J. P. McKinney & Son and Ward-Griffith Co. in New York, newspaper representatives which co-sponsored a Daniel Starck study of the problem.

Page observation by women averaged almost 7% higher in television homes for three of the five separate newspaper issues studied and only 3% lower.

(Continued on page 91)
You Can't Buck Uncle Buckshot

When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5; viewers per set, 4.0

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
DuMONT REPORT
'S5 Net Under '50 Figure

ALEN B. DuMont Labs sustained a net loss in 1951 operations of $583,000, compared to a profit of $6,900,788, or $2.87 per share of common stock in 1950. Dr. Allen B. DuMont, company president, reported in the firm's annual report, mailed to stockholders last week.

Gross income of the DuMont organization in 1951 was $50,741,896, compared to a 1950 figure of $78,363,665. Decline was attributed to losses suffered by the receiver division, caught with excessive inventories at a time when consumer demands dropped sharply. "However," Dr. DuMont stated, the company "has made substantial technical progress and improved its management and production techniques. Adjustments were made to unfavorable market and economic conditions which affected the whole industry. Plant facilities were converted to defense production and are ready for more favorable conditions which should follow the thaw of television's freeze."

The DuMont transmitter, instrument and cathode-ray tube divisions all showed operating profits for the year and the broadcast division "made substantial progress," Dr. DuMont reported. "We made management changes and brought to fruition broadcast policies which resulted in a profit for the last quarter of the calendar year. We hope the same type of results will be present in the future."

In a section of the DuMont TV network, the report noted that management policy "has been aimed at putting our television broadcasting activities on a profitable basis as soon as possible. To this end, while our 1951 network operations produced a total income much higher than in the previous year, operating expenses were not permitted to rise in the same proportion."

"Our efforts will continue along this line in 1952," the report stated, "building sales volume while holding expenses within reasonable limits, and, because the network is a major integral operating division of the company, it should produce important revenue in the year ahead."

During 1951, the network's key station, WABD (TV) New York, moved its transmitter to the Empire State Bldg., adding 3 million persons to its potential audience, the report noted. It also cited work during the year on a new DuMont Television Center in New York City and at the DuMont-owned WTTG (TV) Washington.

N.Y. UHF FIGHT
Many Seek Channel 31

THREE-WAY fight loomed last week for the sole additional commercial television channel earmarked for New York City by the FCC in its freeze-lift allocations [B.T., April 14].

A municipally owned WNYC filed an application for the channel—No. 31—on Tuesday, while WHOM and WOV, independents which specialize in foreign-language programming, announced that they, too, would compete for the assignment.

WOV, which maintains studios in Rome as well as New York, reported its TV plans "well advanced," saying it would apply for Channel 31 "in due time" and proposing to render a service that "is . . . not now available to New York audiences."—a reference that was construed to mean that foreign-language programs, at least in part, would be proposed.

"We have made steady progress in our television preparations over the past two years," WOV said in its formal statement: "We are now interested in film production in Italy and Germany, and these activities are being expanded. We expect to have substantial quantities of unusual film products available for broadcast by the time operations will be due to start, along with other program material of diverse types."

"The organizational and financial aspects of television operation have been given equal attention and we will be equally ready on these counts."

WHOM's plan to apply for Channel 31 was announced by Fortune Pope, president of the station and WHOM-FM as well as publisher of Il Progresso Italo-Americano, daily newspaper.

He indicated, however, that it had not been decided whether WHOM's television program proposed to serve the Italian-American and East European communities.

CARR '52 PLAN
May Be Revealed May 1

TELEVISION Committee of the National Collegiate Athletic Assn. is expected to announce its operational procedure for the 1952 football season shortly, Asa Bushnell, director of the NCAA TV program, said Thursday after a two-day meeting of the committee.

Details of the plan are expected to be made public at the same time, possibly May 1. It is submitted to member colleges for approval, he explained, with the opposition expected from the colleges since representatives from each regional athletic association have participated in its development. All major networks have also been asked for suggestions, and each of them has sent representatives to a number of TV committee meetings, Mr. Bushnell revealed.

"I think it's safe to say that the networks would prefer no plan at all," he added, "but I also think they will find this one as satisfactory to them as is possible."

SET SALES FUTURE
No Prompt TV Thaw Aid

LIFTING of the TV freeze by the FCC will have little "substantial" effect on set sales until late this year, according to Condr. Eugene F. McDonald, Jr., president of Zenith Radio Corp., Chicago, who spoke at the annual shareholders meeting last week.

Mr. McDonald said, profit is down but the lower earnings reflect a more normal operation than that of 1951's first quarter when wholesalers were building inventories against threat of shortages, Condr. McDonald stated. Net consolidated profits for Zenith and its subsidiaries for three months ending March 31 amounted to $1,083,242, or $2.20 per share after deductions.

These results compared with $2,228,709, or $4.53 per share for the same quarter a year ago.

Extension of networks to areas not now on the cable and interest in the Presidential conventions will, however, "assist greatly in leveling out the normal summertime seasonal drop in radio and television production and sales," he said, adding that the latest available market surveys show there is "little danger of a repetition of the highly volatile inventory situation" which took place last year.

Prospects would include foreign-language shows.

WNYC officials have said that, although Channel 31 is a commercial frequency, they would operate it non-commercially—as WNYC is operated—in event the municipality receives the FCC grant. They pointed out they had intended to apply for Channel 25, allocated to New York City as a non-commercial educational channel, but were blocked by FCC's ruling that such channels may be awarded only to those applicants connected with an educational institution.
NEW CHANNELS FOR IMAGINATION

- With each new channel added, or increase in station power, the number of people in front of television screens goes up.  
- With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more solidly sold.  
- For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively...geographically...the sky's the limit.  
- Complete technical information concerning film selection and processing is available...together with details concerning special Eastman services, equipment, and materials. Address:

**Motion Picture Film Department**

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

East Coast Division  
245 Madison Avenue  
New York 17, New York

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

West Coast Division  
6706 Santa Monica Blvd.  
Hollywood 38, California
TV Holds Accounts
(Continued from page 57)

back into television by participation in The Goldbergs on NBC-TV. Manhattan Soap Co., New York, which has dropped One Man's Family (Saturday, NBC-TV), reportedly was unhappy with the time period. But the firm has started a radio spot campaign for the spring and summer and is expected to return in the fall with another TV show. Scheideler, Beck & Werner, New York, is the agency.

Warner-Hudnut Co., which dropped participation sponsorship of the Langford-Ameche show on ABC-TV when the network cancelled the program because of excess talent costs, is expected to buy a fall TV show. Kenyon & Eckhardt, New York, is the agency.

One of the two advertisers surveyed who have made no recommittment to TV, Cuellet, Peabody & Co., New York, was said to have exhausted its advertising budget for the present. The advertising director, George Phillips, told B&T that the show—Herb Shriner, on ABC-TV—was dropped because “cost was exceeding limitation of advertising budget.” Mr. Phillips also said that they were very “pleased” with the Shriner show on ABC-TV and thought it “great.”

The second advertiser, Johns-Manville, has not yet made up its mind, but was understood to be contemplating return in the fall. Its Fairmeadows, U.S.A. (Sunday, 3:30 p.m. on CBS-TV) was dropped because of the advertiser’s unhappiness over the time period. J. Walter Thompson, Co., New York, is the agency.

GREEN GIANT
Buys CBS-TV Show

GREEN GIANT Co., Le Sueur, Minn. (canned vegetables), will sponsor Art Linkletter House Party on CBS-TV, 3:315 p.m. [B&T, March 31], effective with the debut of the show on Sept. 1.

“The purchase of this time segment on the new House Party series gives the program a solid Monday-through-Friday sponsorship in that period,” Fred Thrower, vice president in charge of CBS-TV network sales, said Thursday. “At the same time, with the Green Giant Co. joining the growing list of CBS-TV sponsors, we have another strong indication of the healthy condition of our network business. Time sales at CBS are currently at an all time high. . . . We are moving closer to the completed ‘sold out’ position of our day-time network period.”

Other advertisers sponsoring Linkletter are Pillsbury Mills and Lever Brothers. N. W. Ayer & Son, New York, is the agency for Lever, while Leo Burnett Co., Chicago, is the agency for both Green Giant and Pillsbury Mills.

April 14, “We here can do nothing about that,” he admonished.

Question regarding the plans of the “TV industry” was answered by Arthur Scharfeld, president of FHA, in this way: There is no such thing as a “TV industry.” Exactly what the proposals are for high TV towers won’t be known until the FCC takes or more TV applications are filed with the FCC.

Neal McNaughten, engineering director of NARTB, suggested the use of radar warning beacons on towers—as aids to air navigation. He also recounted the status of centralized location of TV antennas (one of the proposals advanced by aviation industry)—referring to Mt. Wilson in Los Angeles and Empire State Bldg. in New York as examples.

Radio-TV consulting engineer Glenn D. Gillett recounted his experiences in placing antennas. He cited the use of what a 2,000-ft. tower would look like. They reported that the guy wires of a triangular tower of that height would extend about 65% up the tower and require 1,200-1,500 foot-square plot on the ground. They also disclosed that towers of that height would probably have simple elevators for maintenance of aircraft warning lights.

Air Force Col. J. J. McCabe said the Air Force recognized the need for high TV towers, acknowledged that TV was necessary and useful as a medium for the dissemination of information, even envisioned use of TV as an air navigation aid to the point where some day all planes would fly “visually” with a TV receiver showing the pilot where he is going.

Other ideas expressed by aviation representatives were similar to those already advanced by the same interests previously (see below).

In a pre-conference memorandum, prepared in Conm. Webster’s office, the purpose of Friday’s conference was set out as:

‘Today’ Adds Sponsors
THREE new participating sponsors for NBC-TV’s morning Today show (Monday through Friday, 7-9 a.m.) were reported last week. Kaiser-Frazer and Bauer & Black scheduled participation for five times a week, adding at least $25,000 to the show’s weekly billings. Armour & Co. also was scheduled to sponsor a portion of the show, but details were still pending. Agencies: Foote, Cone & Belding, Chicago, for Armour; William H. Weintraub, New York, for Kaiser-Frazer and Leo Burnett Co., Chicago, for Bauer & Black.

Towers Joint Meeting
(Continued from page 57)

tees of applications for radio and television antenna towers over 500 ft. in height located off presently existing airways.

After recounting the current regulations on the subject and what was called the maintenance of “excellent cooperative relationships in these matters,” the report indicated that he does not desire to change these relationships, but that with the advent of faster aircraft and higher towers, it is necessary to achieve uniformity.

As one proposal, explicitly labeled “for discussion purposes,” the memorandum suggested that towers more than 500 ft. high and located outside “civil” airways should not be considered flight hazards but obstructive to air navigation if they are “below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the five-mile boundary from the center of a direct off-airway track.

The suggestion also embodied the principle that any object over 800 ft. high more than five miles from the boundary of the airway or direct route should normally not be considered a hazardous obstruction to air navigation.

For text of pre-conference memorandum, see end of this story.

During the last month, aviation interests have made a number of proposals concerning what they believe is the forthcoming plethora of 1,000 and 2,000 ft. TV towers. A summary of those proposals is as follows:

1. Request that Congress enact legislation to amend the Communications Act which specifically would give the FCC authority to deny applications whose antenna heights are found to be air hazards.

2. Requirement that all TV antennas be installed on a single tower.

3. Requirement that all TV towers be located in city sections already considered an air hazard area.

4. Requirement that the height of TV towers be limited—through FCC rulemaking and Congressional action.

5. Requirement that a radio warning device be installed at each antenna site.

6. Establishment of a national set of standards that all FAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.

7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.

The recommendation by the Air Transport Assn., that an additional provision be added to the McFarland bill (S-688) still rests with the House Committee on Interstate & Foreign Commerce. ATA recommended that such provision be added to the Communications Act which would give the FCC specific authority to deny an application which proposes an antenna site or height found a hazard to air navigation by the FAA [B&T, April 7].

The McFarland bill is awaiting clearance for House debate. It was reported out of committee two

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.

BROADCASTING • Telecasting

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must fly at least 1,000 ft. above the highest structure in its flight path. Consequently, erection of 1,000 and 2,000 ft. TV towers might necessitate changes in flight instructions in those areas.

According to best information, 2,000-ft. towers cost $15,000—including steel, construction, lighting and marking. Fifteen hundred foot towers are estimated to cost $400,000.

Highest TV tower at present is that of WSB-TV Atlanta. It is 1,062 ft. high. Next highest is KFMB-TV San Diego—1,017 ft. in height. Empire State Bldg. antennas for all but two New York City market TV stations are from 1,400 to 1,450 ft. above street level. Most TV antennas are from 500 to 700 ft. above ground. Tallest tower is U. S. Air Force control station at Rome, N. Y., air base. It is 1,250 ft. above ground and cost $265,000 to put up.

CEREBRAL PALSY DRIVE

Whole Industry to Aid

UNITED Cerebral Palsy's 1952 May campaign to raise funds for treatment of over 550,000 afflicted with the disease will be launched with the help of "the entire broadcasting industry," UCP officials announced last week.

All networks will carry announcements and special station breaks in two-day opening drive April 19-May 1 heralding the campaign, which will continue throughout May. Volunteer agency handling West Coast broadcasting campaign will be Leonard Shane Agency under supervision of William Grage, radio-TV director, and William J. Stout, UCP West Coast representative.

"Advertising agencies and their clients, package producers and networks are being very cooperative in this special two-day coverage to announce UCP's national drive," commented Leonard H. Goldenson, UCP national president and president of United Paramount Theaters, which is in process of merger with ABC, subject to FCC approval.

WCBS-TV Spot Up

MORE than $400,000 in local and national spot business was signed by CBS-owned WCBS-TV New York in the two-week period which ended April 18, General Sales Manager George R. Dunham announced last week. The contracts, he said, included 13 new scheduled and several major renewals.

Summer Show Set

COLGATE - PALMOLIVE - PEET Co. will sponsor Big Payoff as summer replacement for its Colgate Comedy Hour on NBC-TV (Sun., 8-9 p.m.), effective June 22. Agencies are Ted Bates Inc. and Sherman & Marquette, both New York.

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

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TELEPHONE TV NEWS PROGRAM
Aired by Four Non-Interconnected Stations

NEATTEST TRICK of the week at Gardner Adv., St. Louis, is its simultaneous 15-minute live news show on four non-interconnected television stations. The scheme calls for airing "Views of the Week" for Southwestern Bell Telephone Co. each Sunday on KSD-TV St. Louis, KLRLD-2 TV Houston and WOAI-TV San Antonio.

Al Chance, agency radio-producer and executive producer of the news show, set up the complex traffic scheme suggested by Douglas Williams, vice president in charge of public relations for the client. Mr. Chance arranged for International News Service to send its weekly news roundup on film to each of the stations Sunday morning. On the previous Thursday, he prepared a master script from an INS synopsis of the news matter. The master script and accompanying film run about 25 minutes, with both subsequently cut to 15.

The telephone company's program is produced via telephone, with May Kohler outlining splicing, audio cues and commercials as well as general production details to each of the four newscasters Sunday morning. No film titles are used, and each newscaster appears at his desk, following the same script as his colleagues. The show is edited and on the air less than five hours after the film is received.

The St. Louis film serves as the

GRAND UNION TV
Opening Gets Coverage

PORTABLE TV units will be set up to provide New York audiences with one of the first televised supermarket openings when a new Grand Union store opens its doors in East Paterson, N.J., Wednesday. Opening day will be taken over by WNBT (TV) as part of the station's "Operation Chain Lightning," a mutual promotion plan between WNBT and some 1,500 retail outlets in the Manhattan area. WNBT will program three remotes from East Paterson at 11:15 a.m., 1-2 p.m., and from 6:30-6:45 p.m., to be conducted by Herb Sheldon, Morey Amsterdam, Josephine McCarthy and Jim Falkenberg.

WJZ-TV New York, flag station of ABC-TV network, will teletest from the market area Friday, both indoors and out, with such performers as Tiny Ruffner, Karen Sage, The Fitzgeralds, and Dione Lucas.

On hand from time to time throughout the rest of the week-long celebration will be Jack Sterling, ringmaster of Sealbeit's Big Top, seen on CBS-TV, and Eloise Maclhune, Barbara Welles, Bobby Benson and Eddie Dunn and his Grand Union Caravan.

KPRC-TV Houston newswoman Mr. Damas represents one of non-interconnected video outlets in cities narrating unique telephone newspapers sponsored by Southwestern Bell Telephone Co.

agency's pattern for editing. After telephone instructions on film and script are given the newswoman, he works with a director on film cutting and camera rehearsal. Alan Post, former announcer and now an attorney, handles the KSD-TV show. In Houston, Bob Daniels Jr., is the newswoman, while John Harper, who is also a folk singer, does the job in Dallas at KRLD-TV. The San Antonio man is Bud Vinson.

Mr. Chance, who produces the Mary Lee Taylor Show for Pet Milk on NBC, works with Bill Fisher, radio-televison director for Gardner. Client supervisors are E. F. Weekley, advertising manager for Southwestern Bell, J. M. Freeman, information manager for Missouri and Frank Witten, for the Texas area. Account executives are Jack Leach and Dean Pennington.

JULY CONVENTIONS

To Be Shown in Denver

KLZ-AM-FM and KOA-AM-FM Denver jointly announced last week that complete coverage by closed circuit television of the Republican and Democratic conventions in Chicago in July will be brought to Denver.

Hugh B. Terry, vice president-general manager of KLZ, and Charles B. Bevis Jr., KOA general manager, said that the public will be able to watch nominations on video sets in Denver's Shirley Savoy Hotel.

KECA-TV Vote

CIO's NABET won 2-0 over AFL's IATSE the right to represent make-up department employees of KECA-TV Los Angeles after IATSE last month withdrew charges against ABC management of discriminatory interference in an election ordered last month by NLRB.

POLITICAL DEBATE

Aired on ABC-TV, NBC Radio

ABC-TV network, announcing last week 8-9 p.m. EDT coverage of speeches by Presidential candidates before the national convention of the League of Women Voters in Cincinnati Thursday, said the telecast will be sponsored as a public service by F. Lorrillard Co. for Old Gold cigarettes.

Time spot is currently occupied by Stop the Music with last half hour sponsored by Lorrillard, which will back a segment of Chance of a Lifetime, to be seen from 8-9 p.m. starting May 8 [B-T, April 14].

Unsponsored radio coverage of the event will be carried by NBC network which cooperated with Life magazine and the League of Women Voters to set up pre-convention forums at which questions for the candidates were prepared.

The Thursday meeting, described as a counterpart of the Lincoln-Douglas debates in which opposing candidates met in order to present their views to a single audience, will present Sen. Estes Kefauver (D-Tenn.), Harold Stassen, Gov. Earl Warren and, speaking for Gen. Eisenhower, Paul Hoffman. Invitations have also been issued to Sens. Robert Taft (R-Ohio) and Richard Russell (D-Ga.).

FILM FIRE AT JWT

Extent of Loss Unknown

A LARGE quantity of film used for television commercials was destroyed and some photographic equipment damaged last Tuesday when fire broke out in a film storage booth in the tenth-floor area of J. Walter Thompson Co., 420 Lexington Ave., New York.

No estimate had been made late last week of the loss incurred in the blaze, which started at approximately 10:30 a.m., forcing nearly 100 employees out of the offices. Unusual density of smoke required an extra call for emergency gas masks.

WBKB (TV) Offers Time

THE Five Chicago-area colleges which are airing educational programs on WBK (FM) have been offered free time by WBKB (TV) to outline their educational objectives for their own video outlet. WBKB, which is affiliated with WBK, has set aside a quarter-hour each Friday afternoon for representatives of the U. of Illinois, Lake Forest College, Illinois Institute of Technology, Roosevelt College and Loyola U. to discuss the needs of educational television, what viewers would like to watch and what the schools plan for TV.

Houston Telethon

SIMULCAST by Houston KPRC and KPRC-TV for 16 hours April 19-20 raised $120,000 plus or 90 cents per TV set in the area during a telethon drive for cerebral palsy treatment funds.

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ARE commercial telecasters—net-
works and independent operators—
cooperating with educational
institutions by contributing their
time and facilities to non-
commercial fare in the public in-
terest?

And are educators doing all they
can to promote their own cause on
commercial television outlets on
the scale they approached this task in
radio?

Franklin P. Dunham, radio-TV
director for the U. S. Office of Edu-
cation, has mixed opinions on these
two questions. To throw some light
on the subject, he submitted a
proposal to the National Science
Foundation, with the result of a
three-month study which generated
a set of recommendations for the
Commercial Broadcasting Tele-
vision National Network (CBBN).

Dr. Dunham feels commercial
radio-TV broadcasters are making
important contributions but urged
educators to take the initiative in
their own communities as they have
in connection with radio on which
some 78 programs are aired each
week by the networks.

"If we move this thinking into
television which we are about to
do...we will probably be able to
present an equal number of edu-
cational television programs," he
told the Foundation. What of
possible overlap between prospec-
tive non-commercial educational
stations and commercial broad-
casters in the future?

"Those who will venture to own
and operate their own station...will
find ready cooperation from people
who have pioneered in com-
mercial television and soon types
of programs which are better fitted
to university and school production
will find themselves the respon-
sibility of education's own
stations," he added.

Dr. Dunham observed a convic-
tion held by some educators that
"television is not following the
example of radio" in offering time
to institutions. Ingenuity and
enticing fare is the answer, he said.

Dr. Dunham recalled that years
ago he and Dr. I. Keith Tyler, in-
stitute director, agreed that "an
educational program was one that
was put on for the purpose of edu-
cation regardless of whether it su-
cceeded in that purpose or not." But
now, he noted, FCC 'deliberately
and arbitrarily has judged the pro-
gram on the strict criteria of its
source.'

Today well over half of com-
mercial stations are in the field.
Here is a breakdown of educa-
tional programs presented by com-
mercial TV stations as compiled by
Dr. Dunham:

WNEV-TV Boston—The Living
Wonders, from the World of Science

WPXK (TV) New York—Operation
Blackboard, planned by Ed Stashkeff,
TV director of New York City Schools
WCAU-TV, WPIT-TV, WPTZ (TV)
Philadelphia—At least 16 TV pro-
grams on a district level along with
Board of Education. Mentioned
were WPIT-TV's College of the Air
and Dr. Hoy Marshall's Nature of
Things on NBC-TV

WMAQ (TV), WAAM (TV), WHAL
TV Baltimore—Numerous educa-
tional programs are part of the famous
Hopkins Science Review on DuMont
TV Network

WMAL-W, WNRV (TV) Washing-
ton—Science and music fare. George-
town, Catholic, George Washington,
American and Howard universities and
public schools, as well as Arlington, Va.,
schools utilizing.

WDTV (TV) Pittsburgh—...Though
crowded with the offerings of four
networks, has had time to de-
velop educational programs with U.
of Pittsburgh, Carnegie Tech and
Duquesne U.

WAGA-TV, WSB-TV, WLTV (TV),
Atlanta, Ga., and WDSU-TV New
Orleans—Both have begun experimental
series with local universities and school
system.

WTVJ (TV) Miami—Many series
of programs are mutually produced by U.
of Miami—public discussion, drama and
science.

WPLR-TV Houston, KRLD-TV, WPAA
TV, WBAP-TV Dallas Ft. Worth;
KEYL (TV), WOAI-TV San
Anatlo—Programs originated at
Radio House on U. of Texas' campus
and produced on individual stations.

WKY-TV Oklahoma City and KOTV
(TV), Tulsa—Cooperating with uni-
versities on experimental TV shows.

KOB-TV Albuquerque, N. M. and
KPHO-TV Phoenix, Ariz.—Both carry-
ing educational shows. All seven Los
Angeles stations—U. of Southern Cali-
fornia, U. of Cali-
fornia (L. A.) and Loyola U. produce
shows.

KGO-TV, KPIX (TV), KRON-TV
San Francisco—Voluntarily provide
finite.

KING-TV Seattle—...Has carried
some of the most exciting experiences
in children's programs—Televentures
for Children.

KDYL-TV, KSL-TV Salt Lake City
Dane programs with U. of Utah.

WOW-TV, KMTV (TV) Omaha—Co-
operates with Creighton U. WOW-TV
...one of the pioneers in educational
television." U. of Omaha gives credit
for courses over WMTV.

WTTV (TV) Amea, Iowa—"One of
the most notable of all centers in the
country." A commercial TV outlet of
Iowa State College served by all four
networks.

KSTP-TV, WTCN-TV Minneapolis
St. Paul—A janitor's strike a year ago
started the ball rolling here educat-
ionwise.

WTMJ-TV Milwaukee and WKBK
(TV), WENR-TV, WGN-TV, WNBR
(TV) Chicago—Programs successful
here despite fact that "demand for
the time of the stations in these cities
have been overpoweringly great."

KSD-TV St. Louis—Carries many
programs with public school system
and cooperates with other institutions
on feature programs.

WCPN-TV, WKRC-TV, WLWT
(TV) Cincinnati—Shows put on by U.
of Cincinnati and Xavier U. Also
tested effectiveness of shows in project
with WLWT.

WEWS (TV) Cleveland—Western
Reserve U. produces four regular
college courses for credit.

WWJ-TV, WJRE-TV, WXYZ-TV
Detroit—Successful telecourses with
Wayne U., U. of Detroit, U. of Michi-
gan and public schools. WWJ-TV and
U. of Michigan cited particularly.

WREN-TV Buffalo—Early experi-
menter with programs, under aegis of
Mount St. Joseph's Teacher's College
and U. of Buffalo, with former center
of TV training as well.

WHAM-TV Rochester—Pioneer in
programming from start with cooper-
ation of U. of Rochester and Eastman
School of Music.

WSBY-TV, WHEN (TV) Syracuse—
Former operates downtown and U.
of Syracuse studios; later produces pro-
grams for School of Forestry. Both
have experimented in drama, art, news
and music.

Among the "outstanding" net-
work programs cited by Dr. Dun-
ham are ABC-TV's Town Meeting
of the Air, NBC-TV's Inside Our
Schools (with Time magazine) and
the opera, Amahl and the Night
Visitors. CBS-TV's See it Now
with Ed Murrow, Mr. I. Magina-
tion and New York Philharmonic
Orchestra; and DuMont TV Net-
work's Keep Posted and Life is
Worth Living with Bishop Fulton
J. Sheen.

HILL CAMERAMAN
Proposed by Sen. Hayden

WHAT do Senators think of tele-
vision as a medium through which
they can express themselves?

The answer came during debate
on an appropriations bill April 17.
Sen. Carl Hayden (R-Ariz.) pro-
posed the voting of a $5,600 salary
for a newly-created TV cameramen
post in the Joint Congressional
Recording Facility, U. S. Capitol.
This is the studio which records (or
films) reports by congress-
men for home station consumption.

Sen. Hayden's request was in-
cluded in the Third Supplemental
Appropriation without objection.

COLLEGE FOOTBALL

TV Threat Is Cited

TELEVISION represents a "$10
million threat" to college football,
according to Robert A. Hall, Yale,
chairman of the National Colle-
giate Athletic Assn.'s special TV
committee.

Speaking on a WTIC Hartford
program, Yale Interpret the News,
Mr. Hall argued that colleges
should share receipts of televised
football, otherwise a financial pre-
mium on winning teams will be cre-
ated and it will kill amateur foot-
ball.
NOW YOU'RE COOKING WITH

WHEN TELEVISION

when you use the station that sells the housewives

of Central New York through

Kay's Kitchen

Thousands of homemakers are benefiting by the knowledge and experience of Kay Larson, herself a housewife and mother. She is hostess of this popular participating kitchen show, televised each weekday morning from 10 to 10:15 right before Arthur Godfrey. In her modern, fully equipped electrical kitchen, she demonstrates the latest kitchen gadgets, gives food hints, prepares and demonstrates recipes.

LET KAY'S KITCHEN
GO TO WORK FOR YOU
On Central New York's Most
Looked at Television Station

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION
SYRACUSE
A MEREDITH TV STATION

Page 76 • April 28, 1952

JACI PROTESTS
Says Japanese 'Typed' on TV

LETTERS are to be mailed to the FCC, NARTB and radio and television broadcasters by the Japanese American Citizens League, Chicago, protesting discrimination and "iniquities" in television programming to American citizens of Japanese descent.

Specifics of the protest involve televising of old films, particularly those dated in the World War II period, depicting Japanese and Japanese-Americans as "vicious and treacherous," according to League President Dr. Randolph Sakuda. The group is asking also that FCC intervene "as far as possible" with Japanese networks, as the show, which encourages the stereotype of a Japanese which prejudices viewers, the president said. Movies he cited included "Leota Get Tough," "Little Tokyo U. S. A." and "Betrayal From the East."

Although the league is concerned primarily with TV at this time, it has a committee which studies all other broadcasting and allied fields for discrimination, he said. He described telecasts of the kinds cited as "injurious to the concept of fair play, an impediment to understanding and tolerance, and capable of fostering prejudice which can be easily translated into action."

film report

Production

National Repertory Theatre Inc., Hollywood, has been formed with headquarters at Motion Picture Center for production of half-hour TV film series. Cooperating with the Arthur Kennedy Theatre Workshop, officers in the new set-up include Tony Owen, president; Donald Hyde, Jay Hyde and Arthur Kennedy, vice-presidents; and William Kozlenko, secretary-treasurer.

Already completed are The Victim, co-starring Edward Arnold, written by Mr. Kozlenko, and directed by Robert Florey; This Is Villa, co-starring Akim Tamiroff, film actor, written by Josephine Niggli, and directed by Ray Enright.

Group will share profits on participation basis. Rotating directors will be chosen from pool of interested motion picture directors including King Vidor, Tay Garnett, David Miller, Ray Enright and Robert Florey.

Interstate Television Corp., Hollywood, subsidiary of Monogram, will finance production and distribute completed series.

Jerry Fairbanks Productions, Hollywood, is to produce a half-hour TV film, This Is Family Theatre which will be offered to all stations with the charge for Mother's Day telecasts. Making her TV debut Loretta Young, film star, will enact leading role. Gene Lockhart, stage and film actor, will be featured as will a 32-voice choir. Arthur Pierson, will direct, with producer Patrick Peyton, CSC, founder of group, producing. Fred Niblo, Jr., has completed script.

Edward Lewis Productions, Hollywood, is starting a 26-half-hour TV adventure film series, The Affairs of China Smith, packaged by Tableau Television Ltd., Beverly Hills. Dan Duryea, stage and film star, will enact leading role with Edgar Barrier, film actor, featured. Series, dealing with intrigue in Far East, will be distributed by Proctor Syndication International and already is sold in 23 markets. Arthur Person will direct from scripts by Robert C. Dennis.

Leon Fromkess and Harry S. Rothschild of Arrow Productions announce the completion of set lead for their TV series, Rejuvenation of the Jungle, which stars Jon Hall, with the signing of M'Liss McClure, Ray Montgomery and James Fairfax. Series rolls May 15. Rudy Rucker produces and Lew Landers directs.

Casting of the first three Craig Kennedy Criminologist TV film shows in the second series has been completed, producer-director Adrian Weiss has announced. A total of 13 shows will be filmed. Shooting started last week at KTTV (TV) Los Angeles studios. Heading the cast is Donald Woods in the title role.

The Thrill of Your Life series of 12 half-hour shows produced by Thrills Unlimited is now ready for distribution by Louis Weiss & Co., Los Angeles.

Clete Roberts, commentator of KLAB-TV's Hollywood's World Report, has gone to Japan, Korea and Hong Kong for three months of reporting on the Korean situation. Series of 200 quarter-hour films will be distributed nationally by United Artists Television.

Television Screen Productions Inc., New York, has announced completion of 39 episodes of five-minute animated film series for children, Jim and Judy in Tele-land. Series is offered for sponsorship on two- or three-times-a-week basis, with 52-week program contracts accepted on twice-a-week schedules.

Roy Rogers Productions is shooting four new half-hour films for NBC-TV series, titled Phantom Wrestlers, Bad Man's Brother, Death Medicine and Violence in Paradise, on location at Walker's Ranch, Newhall, Calif. Bob Walker directs with Jack Lacey producing.

Transfilm Inc. is to start production Tuesday of the second program of its series with Burgess Meredith in Edgar Allen Poe's "The Tell-Tale Heart." Series is supervised by Joel Hammid, formerly in charge of Japanese wartime film development, and "Tell-Tale Heart" will be directed by Alex Hammid, co-director of Gian Carlo Menotti's film, "The Medium." First program in series features Basil Rathbone reading Robert Louis Stevenson's "Le Sieur DeMailetroi's Door."

Werner Jassens, composer-conductor, has formed Werner Jassens Productions, Hollywood, headquartered at California Studios, to produce series of 100 three-minute color films for TV and theatrical release. Based on combination of classical music selections and their visual dramatizations, programs will feature Mr. Jassens and 70-piece Jassens Symphony Orchestra of Los Angeles. Jean Bonacorsi and Carl Paladini (singers) San Francisco Symphony Orchestra, have signed for the first 10 films. Sobeby Martin, director Grant-Real Productions, Your Show Time (series produced for American Tobacco Co.), and Stanley Neal, industrial film producer, will serve in their respective capacities.

Bing Crosby Enterprises, Culver City, is finalizing plans for a new half-hour TV film series, as yet untitled, based on short stories of Louis Bromfield, 1929 Pulitzer Prize winner and Llewelyn, author of How Green Was My Valley, is adapting script for pilot film, Up Ferguson's Way, and Mr. Bromfield will narrate from his farm in Ohio. Bernard Girard, currently producer-director company's Rebound series, will serve in similar capacity.

Official Films will distribute two new half-hour TV film series, Secret File U. S. A. and Rocky Jones, Space Ranger. Former, featuring Robert Alda, stage star, is based on OSS files and will be

(Continued on page 78)
UNDER REVIEW

‘Objectional’ Shows Listed

TWO shows, The Continental and Stark Club, were attacked in the National Television Review Board's March report on network programs. This Chicago organization found them objectionable for the family and noted Continental is being taken seriously by some elderly women.

Another program, Juvenile Jury, placed low on the list as “trivial regarding family authority and customs.” The variable category was wrestling and Milton Berle's Texaco Star Theatre. Wrestling shows depict “false values . . . exciting savage instincts . . . create unstable emotions,” while Berle's program, although improved, needs “more imagination to eliminate off-color situations and portrayals of perverted individuals,” the board concluded.

LAAS TROPHIES

Presented to Ad Women

HELEN MURRAY HALL, advertising and promotion manager of NBC Western Division, received the Los Angeles Advertising Women Inc. "Lulu" award for "best research project" at the group's sixth annual Frances Holmes Achievement Awards presentation at Los Angeles April 20.

Others receiving trophies were Doria Balli of TV Ads Inc., for best TV commercial spot campaign (Metropolitan Savings & Loan Ass'n.), and Betty Mears of Betty Mears Teleshows, for Max Factor & Co. campaign; Jeanne Gray, KNXT (TV) Los Angeles, best sponsored TV program series, with Monty Margetts, KNBH (TV) Los Angeles, second place.

Mary Lou Gordon, public relations director of Ortho Medical Hospital, Los Angeles, received an award as "outstanding woman in advertising in 11 western states and Canada." She also received a "Lulu" for the best public relations campaign.

Miss Holmes, in whose honor awards are made annually, was given a perpetuating trophy. Helen Edwards, LAAS president, opened the meeting with Norman Jean Wright, awards coordinator, presiding. Barbara Stanwyck, film actress, made presentations.

WBEN-TV Tower

NEW triangular tower to be erected for WBEN-TV Buffalo by Ideco Division of Dresser-Stacey Co., Columbus, Ohio, is 1000-feet high, not 100 feet as incorrectly listed in the March 31 BROADCASTING • TELECASTING. Ideco displayed a section of its "Tall Tower" at the NATB Chicago convention.

FORD FOUNDATION

Income Above Expenditures

FORD FOUNDATION'S income outstripped its grants and expenditures by $8,135,504 in 1951 and the fund's balance at the end of the year stood at $502,857,957, according to the annual financial statement released last Friday.

Income consisted of $50,999,786 in dividends, $1,012,749 in interest, and $39,245 from "other" sources, for a total of $51,561,790.

Grants approved during the year totaled $22,286,214, while expenditures for furniture, equipment, leasehold improvements, and general operations amounted to $1,540,072 for a total of $23,826,286 in grants and expenditures. This $8,135,504 excess of income over grants and expenditures, coupled with $1,774,198 derived through the sale of certain real estate and personal property, left the fund balance at the end of 1951 $5,00,702 ahead of the $492,675,266 balance at the end of 1950.

Grants approved during the year included $1.2 million to the Fund for Adult Education for establishment of the TV-Radio Workshop, plus $3.5 million to the Fund for other adult education projects; $50,000 to the Advertising Council for a restatement of the principles of American Society; $150,000 to the National Committee for a Free Europe Inc. "to support humanitarian activities in Germany," and $35,000 to World Wide Broadcasting Foundation Inc. "to support shortwave international broadcast."
Filmed both in New York and Hollywood. Producer-director Arthur Dreifuss will use semi-documentary technique with Frank Gallo narrating.

Tying in with this Rocky Jones, Space Ranger is Space Ranger Enterprises, headed by Jack Danov, with 20th Century-Fox contracted for delivery of various articles of wearing apparel. Mr. Danov will be in New York for Boys' Apparel Show, May 4, for screenings of films and display of merchandise.

Herman Hack, announces that Scripture Films, which he heads, is now releasing a series of three Frontier Parson films for television. Films are titled 'The Empty Heart', "Reads the Bible" and "God's Animals"; they are available in either black and white or color. Mr. Hack, who is producer and stars in the series, adds that each story has been selected so that there are no scenes which might tend to shock children. Films have 25-minute running time.

Four-market sponsorships of Double Play With Durocher and Day, film program distributed by United Television Productions, were scheduled by Aaron Beckwith, UTP sales director, who announced that Hart's Sales Corp., manufacturers of aura fog machines, had advertised their Kiosks and Houston to their earlier contracts for Phoenix and San Antonio. Deal brings total markets for the series to 20. Mr. Beckwith said, with negotiations also under way for sales in New York and Chicago. Same program was bought by McCann-Erickson Co. for Fehr Broadcasting Co., Indianapolis, to start May 1 on WFPM, same city.

Peerless Television Productions, New York, added three stations last week to those carrying its group of 26 feature films, bringing to 16 the total of markets now served. New subscribers include WDTV (TV) Pittsburgh, WFPA-TV Dallas, and WMAR-TV Baltimore.

CBS-TV's new film series, Files of Jeffrey Jones, has been bought by Warner Brothers, Columbia, New York, through Harry M. Miller, that city, for distribution in two markets: WLWC (TV) Columbus, effective immediately, and WHAS-TV Louisville, beginning May 1. Series also has been sold to House- hold Finance Corp., Chicago, through Needham, Louis & Brubry, same city, for placement on WBKB (TV) Chicago, time and date to be announced later, bringing total sales to six.

Alexander Film Co., Colorado Springs, announces the recent TV commercial productions for the following organizations:


TELENEWS EXPANSION

Set at L. A., Chicago

TELENEWS Productions Inc., New York, last week announced expansion of its Los Angeles and Chicago bureaus "to meet the growing demands of ... TV newsrel operations."

Telenews General Manager Charles Burris said increase in TV newsrel activity has placed "a heavier load on all Telenews-INS bureaus around the world."

Staff cameramen Fred Dieterich and Bob Hess of the New York office have been transferred to West Coast and midwest bur- eaus, respectively, in line with the expansion policy.

FCC CHAIRMAN Paul A. Walker declared minute-long standing ovations before and after his two-hour address to National Assn. of Educational Broadcasters in Columbus April 18. He also drew a chuckle from IEBT audience when he cited a $9 million bequest willed to Ohio State U. by an alumnum. "I will not identify this educational institution in his honor... not it's a leading university which has expressed more than a passing interest in noncommercial educational television —... that it is located in the capi- tcal city of an up-and-coming mid-western state." OSU's "more than passing interest" was, of course, in a VHF channel on which it was re- jected.

UTP ELECTIONS

Blink, King Re-Named

MILTON M. BLINK, executive di- rector of United Television Prog- rams, has been named executive vice president.

Gerald King was re-elected presi- dent of the film distributing com- pany and will continue to head the Hollywood offices. Mr. Blink is in charge of Chicago headquarters, while the New York offices are managed by Aaron Beckwith, di- rector of sales.

UTP was founded in January 1961 by Messrs. King and Blink, president and vice president, re- spectively, of Standard Radio Transcriptions, parent organiza- tion for UTP. The subsidiary dis- tributing company handles film programs exclusively for Bing Crosby Enterprises, Marion Par- sonnet Studios, Walter Schim- mer Productions, Gross-Krasne and King-United Studios.

Rorbaugh Adds Six

SIX more advertising agencies have begun reporting their monthly spot radio schedules to the Ror-baugh Report on Spot Radio Ad- vertising, the research firm an- nounced last week. Agencies are: Bo Bernstein & Co., Providence; H. D. Reynolds & Co., Utica, N.Y.; Gregory & House, Claysville and Hen- derson Adv. Agency, Greenville, S. C.; Moser & Cotins, Utica, and Stockton - West - Burkhart, Cin- cinnati.

PROSPERITI "marriage" of television and movies promises the birth of "a new and prosperous age for the motion picture industry," Eric A. Johnston, president of the Mo- tion Picture Assn. of America, predicted April 16 at a Los Angeles Chamber of Commerce banquet celebrating the 50th anniversary of the first American motion picture theatre.

Scoffing at opinions that home television and movies "can thrive only at the expense of each other," Mr. Johnston declared that the audience theatre television "opens a broad new avenue of opportunity for the motion picture industry."

"Terming large audience tele- vision a 'sleeping giant' today, he predicted it is destined to be a major factor in the operation of every motion picture theatre to mor- e," Mr. Johnston explained that his industry has asked FCC to allot frequencies for operation of theatre television. Hearing on the petition begins in the fall.

If the frequencies are allotted, Mr. Johnston said, "far-sighted men in our industry see in this marriage of motion pictures and electronics the birth of a new era in the world of entertainment."

HILL TELECASTS

Favored in Veteran Survey

OVERWHELMING vote among the membership of the American Vet- eran's Assn. for FIW favorable tele- casting sessions of Congress on either a selective or general basis. According to a poll taken of AMVETS members, 79% balloted for telecasting, while 21% opposed. The committee meetings when neces- sary. Only 15% voted against the proposal and 6% had no opinion. Majority of those in favor said they wanted to be sure Uncle Sam would not have to foot the bill for congressional TV.

Results were noted April 21 in the Congressional Record by Rep. Jacob K. Javits (R.-N.Y.).

XHTV (TV) to CBS-TV

CBS Television last week announced signing of XHTV (TV) Mexico City as its Los Angeles affiliate. Owned by Televisión de Mexico, S. A. with Romulo O'Farrill Jr. as president and Monte Kleban as general man- ager, XHTV operates on Channel 4. Service will be by television record- ing.

BASEBALL SOUND EFFECT RECORDS

5 1/2" SPEEDY DISC COVER ALL REQUIREMENTS @ $10.00 each.

Order C.O.D. Today while Supply Lasts

Charles Michelson, Inc.
CONTEMPT TRIAL
Is Set for D. C. May 20

TRIAL date has been set for May 20 in the Senate against Clevelanders Morris Kleinman and Louis Rothkopf, it was learned last week. The trial will be held in District Court, Washington, D. C.

The men are alleged king-pins in the gambling world who refused to testify at the Kefauver Crime Committee hearing last year. They cited sound recording and newsreel cameras, and TV cameras as well, in their refusal.

Mssrs. Rothkopf and Kleinman were indicted by a Washington grand jury last month (B'Thursday 17). They are expected to bring up the media question in their defense argument.

If the judge, as yet unassigned to the case, should rule on the media aspect, Assistant U. S. Attorney William Hitz, who is handling the case for the government, feels it may be a "complete test" of radio and newsmen's rights in an important investigative committee hearings. At the same time, it should serve as a "partial" test for TV.

The Kefauver committee was a Senate unit. As such, it had no relationship to the House where an overall ban has been placed on radio-TV coverage of committee hearings.

However, any ruling which touches on the right of broadcast media to be present during an investigation committee's hearing may be cited as a precedent and probably would affect all Congressional procedure.

$30 UHF Adapter

UHF adapter for less than $30 which the set owner can install was announced last week by Harvey L. Pokrass, president of Tele King Corp., who said the device will be in mass production by fall. Shaped like a midget radio, the adapter can be plugged in and the antenna connected to the antenna terminals and the receiver to the receiver terminals. It will receive all UHF channels, he said.

MEXICAN audiences promise to be a new source of income to help reduce high programming costs of U.S. commercial TV shows with the development of an inexpensive method of super-imposing Spanish sub-titles on English language video shows.

After six months of experiments and negotiations, a mechanical method has been developed which is said to cost less than 10% of usual film-sub-titling process and contracts with U.S. networks have been drawn by Romulo O'Farril Jr., operator of XHTV (TV) Mexico City and XELD-TV Matamoros, according to Monte Kleban, head of the O'Farril international interests, who helped Mr. O'Farril in developing the new process.

Mr. Kleban said the program to be used will advertise products sold both north and south of the border. Since 70% of U.S. network TV users sell products in Latin American markets, they are expected to open up a huge potential field for sponsors.

Foreign branches of U.S. manufacturers who have ordered these programs for broadcast in Mexico represent drug, automotive, accessory and appliance accounts and practically every category of advertiser, according to Mr. Kleban.

Mr. O'Farril, Jr., who with his father holds 16 licenses for stations in Mexico, predicted an eventual network in Mexico which will receive U.S. TV programs and trans- pose them at one central point. He added, "There is no reason why we should not be feeding these programs throughout Central and South America." He said he believed "many programs which we originate here will be of interest to U.S. audiences."

Mr. Kleban said branches of U.S. advertising agencies who have seen the shows in Mexico City demonstrations endorse the use of the transposition programming and feel it not only will supplement present U.S. shows financially, but will co-ordinate advertising on an international plane.

PRESSURE GROUPS

Working on TV—Rice

TELEVISION, "probably the most important medium for dissemination of ideas, theories and information," is being weakened by pressure groups acting as censors for the industry itself with its TV code. This was charged by playwright Elmer Rice in a Chicago address April 15 to representatives of agencies, stations, networks and packaging firms.

He said the argument that voluntary regulation is needed to avoid government regulation is "nonsensical!" There are no such restrictions on content imposed by newspapers and magazines, he said, referring to the success of certain pressure groups in controlling program content and performers indirectly by boycott. He asked "what would happen to the free press if paper printed nothing that was offensive to anyone? If even something in them was suited... to children?"

PRICE PROTECTION

Given by DuMont, Emerson

PRICE protection policies, insuring dealers and distributors against depreciation in value of their radio-TV set inventories, have been announced by Allen B. DuMont Labs and Emerson Radio and Phonograph Corp. The policies cover varying periods for each firm.

DuMont's are guaranteed for a 12-week period—April 21 through July 13—by DuMont's receiver sales division, Walter L. Stickel, national sales manager, announced. Guarantee insures them against any reductions which may be made by DuMont in prices below the published price schedule. Distributors will receive a merchandise credit equal to the excess they paid over reduced prices if they also extend the same figure to dealers.

Under a similar policy, announced by Benjamin Abrams, Emerson president, distributors are authorized to give dealers a guarantee against depreciation of Emerson inventories from now until Oct. 1.
Gentlemen:
The station which your station rendered
We are pleased to announce that
It is now possible to
for
was the first to
in
Mr. Kronberger was born Jan. 9, 1919,
attended grade school in Grand Rapids, Mich., junior and senior
high school in Marlon, Ind., and
his university training at Ann Arbor.
In 1941, Mr. Kronberger married the former Elizabeth Stairs of Beckley,
W. Va. They have two
children, Carolyn, 7, and Tommy, 3.
Whenever there are a few hours
away from station and civic
activities, his family, golfing and fishing
take over.
In golf, his technical abilities have
not quite overtaken his buoyant
enthusiasm. The result is that
his scores are erratic.
In fishing, friends say he is much
more consistent—he seldom catches
anything.
At WCHS, staff members believe
Mr. Kronberger is "perhaps the only
radio station vice president in the
United States with a trotting horse
named for him.
Lorenz C. Tierney, president of Tierney
Co., licensee of WCHS, owns a horse
breeding farm. He
needed a name for a colt which
was to be entered in the
Futurities. It
came up with the name—"Kronberger." he said.
Friends say if the colts move as
fast in the trotting races as Mr.
Kronberger has in the radio industry,
put your money on him.

Our Respects to
(Continued from page 50)
a local institution as its AM operation.
During his six years in Charleston,
Mr. Gilder's civic activities have
put him on the board of directors of the Red Cross, the Charleston
Symphony Orchestra, Community
Theatre, Community Chest and Family Service.
Two years ago he was campaign
chairman for the Community Chest.
His enthusiasm plus his every possible
use of radio publicity, put the
campaign over its goal there for
the first time in local history.
He currently is president of the
West Virginia State Broadcasters
Assn., a member of the Charleston
Rotary Club and the public affairs
committee of the Chamber of Commerce
and is chairman of the communications
division of the West
Virginia Civil Defense Organization.
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Mr. Gilder is "perhaps the only
radio station vice president in the
United States with a trotting horse
named for him.
Lorenz C. Tierney, president of Tierney
Co., licensee of WCHS, owns a horse
breeding farm. He
needed a name for a colt which
was to be entered in the
Futurities. It
came up with the name—"Kronberger," he said.
Friends say if the colts move as
fast in the trotting races as Mr.
Gilder has in the radio industry,
put your money on him.

Frank S. Borst, vice president
of A. C. Nielsen Co., to Industrial
Surveys Co., Chicago, as vice
president in sales and client service
department.

Sam Kaplan, vice president-
controller of Zenith Radio Corp.,
Chicago, elected to serve as treasurer.

Stanley R. Andrews elected vice
president in charge of
production facilities, Standard
Coil Products Co.,
Chicago.

Mathew F. Barnes appointed
regional sales manager for Zenith
Radio Corp., in
Southwest with headquarters
in Dallas, Tex.

Edward Genock, associate editor of
Pare
Mount News, named editor-in-chief of
Telenews Productions.

Douglas J. Sullivan appointed
manager of employee and plant
community relations for Electric
Radio Co.'s tube department, Schenectady,
N. Y.

John Fenster, spot sales staff,
ABC-TV New York, to Reeves Sound
Studios, that city, in sales capacity.

Victor Electric Products Inc.,
Chicago, appoints Al Middleman,
N. Y., as national sales representative.

A. H. Jackson, assistant manager of
tower department, Blaw-Knox
Co., Pittsburgh, Pa., appointed
manager succeeding
E. J. Staubitz who has retired.

Kenneth C. DeWalt, manager,
General Electric Co., Cathode Ray
Tube Dept., named
department's
manager of engineering with headquarters
in Schenectady, N. Y., succeeded
by his assistant, Robert E. Lee.

Paul Small and Felix Ferry,
Beverly Hills talent agents, have
severed independent firms of Paul Small
Artists Ltd., Beverly Hills, and
Ferry & Pickman, Hollywood.

George G. Scott, formerly assistant
sales manager of Federal
Telephone & Radio Corp., to television
transmitter division of Allen B. Du-
Mont Labs as regional sales
representative in State New York and New
England territory. Charlie E. Bell,
TV director, WBTV (TV)
Charlotte, N. C., named regional sales
representative in eastern and southern
territory.

William C. Cotrhon joins DuMont as sales
engineer with headquarters in Clifton,
N. J.
PROGRAMMING

BUILDING and holding audiences through timebuyer and station manager highlighted a weekend session of the 22nd annual Institute for Education by Radio-Television at Columbus April 19. Attendance reached 1,000 for

Morris S. Novik, public service radio consultant and former director of the Municipal Broadcasting System (WNYC New York), told members that educational and commercial independent stations “must find the neglected audience” in their community and stress specialized programming. Such operation, he said, attracts steady listeners and can operate “with the least fear of television.”

In a talk prepared by Elizabeth Black, media director, Joseph Katz Co., New York, it was explained that while audience ratings are an “important tool,” the character of the audience “is often a weightier factor.” She compared network broadcasting to magazine circulation and spot radio to local newspapers, noting the flexibility of the spot broadcasting.

Work of U. S. government agencies and national organizations also drew discussion in the waning sessions, as did international broadcasting and organizations.

A number of radio-TV workshops also were held.

In addition to a speech on international broadcasting by Comr. E. M. Webster [Feb. 3, April 21], Gilmore Novik, president of WEAP Lexington, Ky., reviewed work of the Inter-American Assn. of Broadcasters, of which he is a member, in pursuing principles of free radio. Other talks were given by Leo Lowenthal, State Dept. Office of International Broadcasting, on program evaluations overseas for the Voice of America, and by Pierre Crenesse, director, French Broadcasting System.

Robert K. Richards, NARTB publics affairs director, presided over a panel on broadcasting by national organizations April 19, with stress on public service fare. Jerome Reeves, program director, WBNS (TV) Columbus, was a panelist.

Role played by agriculture in broadcasting commanded attention of delegates in separate radio-TV meetings, with Paul Vines, New York, NBC Chicago; Richard Cech, Iowa State College; and Mal Hansen, WOW-TV Omaha, exploring various topics. Maynard Speece, U. S. Dept. of Agriculture TV specialist, represented the government.

Mr. Cech described a program series he claims as the largest single “teaching-by-television” project ever attempted by one station (WOI-TV Ames). Preliminary reports indicate an audience of 20,000 women who enrolled for certain courses. Mr. Speece reviewed USDA video developments. Television also was suggested in another panel as a means of relieving the teacher shortage.

Various educational subjects, including public relations, education through commercial radio outlets, TV techniques, and professional training, also were reviewed in the closing days of the institute.

Sunday panels touched on school broadcasting, health and adult education, religious programming, religious broadcasting and government agency activities.

Presiding at closing government panel on educational programs was John Meagher, acting chief, Radio-TV Visual Media, Dept. of State. Panelists included Kenneth M. Gagen, assistant director of Information for radio-TV, Dept. of Agriculture, and Lt.-Comr. Herman A. Spindt, chief, Armed Forces Radio Information Section, who reviewed Army Dept. activities.

Comr. Webster also addressed a luncheon session of the Assn. for Education by Radio-Television on Saturday.

Air Walker Forum

WHEN FCC Chairman Paul A. Walker appeared as guest of the New York Times’ Youth Forum in Columbus April 18, the entire proceedings was recorded by the Liberty network for broadcast at a later date. Forum was held in connection with the Institute for Education by Radio-Television meeting.

Chairman Walker appeared at Columbus’ Central High School Auditorium after an address at the National Assn. of Educational Broadcasters’ luncheon session.

FIRST Ontario program clinic of BMI Canada Ltd., will be held at King Edward Hotel, Toronto, May 16 under the chairmanship of Murray Brown, president of Central Canada Broadcasters Assn. and manager of CPPI London.

Audience Promotion Tops IERT Meet

Looking for a place to put your minute spots in Baltimore? Pick the WFBR “home-grown”—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLOON

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN’S HOUR

Top-rated 30-minute woman’s show!

SHOPPING FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report
This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Henkock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

**EXTRA COPIES AVAILABLE NOW AT $3.00 EACH**

**WIP USES TRAILERS**

ARRANGEMENTS have been made by WIP Philadelphia with 16 motion picture theatres to show animated as well as live subjects promoting station's new line-up of programs. Approximately 250 showings of the trailers which are scored with music are seen each week. Station will feature one program per week on trailers.

**WMAL-TV's 'MODEL SHOW'**

Six aspirant high school models will appear with professional mannikins in the Washington, D. C. area on new show, Meet the Models, aired weekly by WMAL-TV in that city. Panel of five models and a male guest will be featured on each telecast with Maribelle Young as moderator. High school girl selected to appear on the show will receive a modeling course and a "promote area beauty hand" from the 'old hands' in the field in Washington.'

**QUEEN'S VISIT**

BLANKET coverage was given Queen Juliana of the Netherlands, visiting Michigan by WOOD-AM-TV Grand Rapids. City is the center of nation's largest concentration of people of Dutch descent. On the occasion of her visit, the TV outlet originated first live outdoor remote telecast in the area covering the parade of the Queen through the city and her speech to the crowd who gathered to greet her.

**DETAILS ON VANCOUVER**

ILLUSTRATED brochure has been released by CKWX Vancouver, featuring views of Vancouver, its historic sites, tourist spots and tourist attractions, Vancouver's industries and pictures of the men and women who operate and produce programs on CKWX. Direct advertising consists of listing of most popular programs on the station, listed on inside back cover.

**CROSS PROMOTION**

CROSS tie-in with news stands has been arranged by WAGQ Cleveland to call attention to Hudson Dealers' show, Damon Runyon Theatre. Special placards distributed to the stands are plugging broadcast as well as books by Damon Runyon which news dealers have on sale.

**NIGHT AND DAY...**

**BROADCASTING**

870 NATIONAL PRESS Bldg.
WASHINGTON 4, D. C.

Please send... copies of the Final Television Allocations Report at $5.00 each.

M/O check please bill

NAME

COMPANY

STREET

CITY ZONE STATE

Page 82 * April 28, 1952
Strictly Business

(Continued from page 19)

erings and building materials. Thus Circle Theatre often ventures into "experimental theatre."

"For both our radio and television shows we want regular, loyal, week-after-week audiences, and, of course, we want to keep adding to these audiences," Mr. Banzhaf relates.

Armstrong tries to find plays "to please the millions, rather than the critics. Our Theatre of Today has had a top rating in daytime radio for years, and our Circle Theatre now stands about 15th among all network television programs," he notes.

Mr. Banzhaf can be considered an Armstrong career man. He began preparing himself for Armstrong in 1937 when he was about to graduate from Iowa State College. Unsuccessful at first, Mr. Banzhaf persisted and in a year’s time was accepted in the 1938 training class and was summoned to Lancaster, Pa., home of Armstrong, to bone up for a sales position with the building materials division.

Double Success

His persistence and spunk won him a job with Armstrong and an ability to make a quick decision won him the hand of a Lancaster girl who became Mrs. Banzhaf a few months after he started on his career.

First assignment with Armstrong was in Milwaukee where he called on flooring accounts, lumber dealers and acoustical contractors. His high marks in aptitude tests proved accurate for Mr. Banzhaf was a good salesman. So good, in fact, that when he suggested a method for promoting good business, his manager told him to send a memorandum. Instead of a few notes, the sales manager received a presentation of a complete merchandising and promotion plan, including suggested ads and sales letters.

Word about this extraordinary salesman traveled as high as the president of the company and Mr. Banzhaf in 1944 became manager of the building materials section of the advertising and promotion department when the man who had held the post was commissioned into the Navy.

Mr. Banzhaf’s subsequent outflow of ideas based on his selling experiences earned him a promotion to assistant director of the advertising and promotion department assigning some responsibility for all of the firm’s advertising. He became acting director of the department and director the first of this year.

Armstrong is a veteran advertiser. It uses newspapers and consumer magazines in addition to its radio-TV billings. Its agency, BBDO, has been with the firm since 1917.

The Banzhafs have two children. They live in a country home near Lancaster which shows evidence of his craftsmanship as a home woodworker and handyman. Outside activity, away from his residence, rests on golf—and the advertising campaign has started a personal campaign to improve it.

OUT-OF-HOME

Radio Listening Is Up

REPORT on special out-of-home radio listening survey conducted in 12 markets during January and February by Pulse Inc., New York, was released by the firm last week and shows an average addition of 15% to the radio audience in markets surveyed—ranging from 10.4% in Seattle to 18% in Philadelphia.

Comparisons made in the summer of 1951 show a seasonal decline of in-and-out-of-home ratings, but present survey indicates a 1.5% increase over ratings of February 1951, when Pulse’s survey covered only seven cities.

Surveys were made during period between 6 a.m. and 12 midnight, Saturday through Saturday, and figures indicate percentage of all homes surveyed. Data for each market are shown below:

<table>
<thead>
<tr>
<th>Market</th>
<th>Homes Using Radio</th>
<th>Homes With &quot;Out of Home&quot; Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>18.2</td>
<td>3.3</td>
</tr>
<tr>
<td>New York</td>
<td>21.3</td>
<td>3.5</td>
</tr>
<tr>
<td>Boston</td>
<td>21.5</td>
<td>3.2</td>
</tr>
<tr>
<td>Detroit</td>
<td>26.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Washington</td>
<td>23.1</td>
<td>3.1</td>
</tr>
<tr>
<td>Atlanta</td>
<td>31.2</td>
<td>3.0</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>19.6</td>
<td>2.6</td>
</tr>
<tr>
<td>Miami-St. Paul</td>
<td>23.0</td>
<td>2.6</td>
</tr>
<tr>
<td>Chicago</td>
<td>20.7</td>
<td>2.6</td>
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<tr>
<td>Birmingham</td>
<td>24.4</td>
<td>2.4</td>
</tr>
<tr>
<td>St. Louis</td>
<td>20.2</td>
<td>2.4</td>
</tr>
<tr>
<td>Seattle</td>
<td>25.0</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Newsmen Join NABET

NBC and ABC Hollywood radio news writers, in an NLRB election, unanimously voted to withdraw from Radio Writers Guild and affiliate with National Association of Broadcast Engineers and Technicians. Four writers at each network chose NABET, which also represents engineers and technicians of ABC and NBC. CBS Hollywood newsmen continue with RWG. IBEW represents engineers and technicians of that network.

The awards, in six categories of radio news, are sponsored by the VAB to encourage better presentation of news by the 33 members in Virginia.

Recordings from actual broadcasts were made during the year ending Feb. 1, 1952, and submitted to committees of judges from Maryland stations.

Awards were made for two divisions: Metropolitan, for cities with two or more stations; non-metropolitan, for cities with only one station.

Judges were listed as: metropolitan division, John Alderson, WGBB; Al Stevens, WWAN and Genine Frome, WBL, all Baltimore; (non-metropolitan division), William J. Pauls, WIEJ, Hagerstown; Alan Long, WFM Frederick, and Ernie Tannen, WQAY Silver Spring.

Maynard Dillaber, news editor of WMVA Martinsville and one of the four judges, was chairman of the awards committee.

Newspaper chairmen are headed by Howard Hamrick, WKNL Richmond, Don Murray, WDBJ Roanoke, heads the sports committee.

Award winners were:

COMMENTS

Metropolitan division: Superior—Dr. Douglas Southall Freeman, WRL, Richmond; Excellent—Excelsior, WCYE Bristol; WCYB Bristol; Meritorious—Clyde Robinson, WWHO, Roanoke; Honorable Mention—Carl Andrews, WQSB, Norfolk; Non-Metropolitan—Superior—Bob Bradford, WREL Lexington.

COMPREHENSIVE NEWS

Metropolitan division: Superior—Herbert Hanricker, WTVN Richmond; Excellent—Thomas Hughes, WLSA Roanoke; Excellent—Carlton Daworne, WRAD Roanoke; combination work of Gilbert McLeod, John Patterson and Bill Eason, Honorable Mention—Don Murray, WDBJ Roanoke; Non-Metropolitan division: Superior—John W. Shultz, WMVA Martinsville; Excellent—Bill Hopkins, WDBJ Roanoke; Meritorious—Wendell Siler, WREL Roanoke; Excellent—Robert Robertson, WDBJ Roanoke.

SPORTS

Metropolitan division: Superior—Norman Simpson, WWOD Lynchburg; Excellent—Harry Whiteman, WLSA Roanoke; Meritorious—Clyde Crammer, WCHV Charlottesville; Honorable Mention—Joe Mason, WLEE Richmond.

Pool: Excellent—Duffy Morton, WMVA Martinsville; Excellent—Duffy Morton, Hampton; Excellent—Fred Oguz, WRAD Roanoke; Honor Mention—Tom Brown, WMEV Marion.

WOMEN'S NEWS

Metropolitan division: Superior—Alice Brewer White, WZAR Norfolk; Excellent—Allied Edition, WDBJ Roanoke; Meritorious—Polly Daffron, WWHO Richmond; Excellent—Bill Patterson, WWOD Lynchburg, and John Patterson, WWOD Lexington.

Non-Metropolitan division: Superior—Sister George Devine, WMVA Excellent—Barbara Harding, WMVA Martinsville; Excellent—Leslie Estate, WREAD Richmond.

FARM NEWS

Metropolitan division: Superior—The between Irra Hull, WRLN Richmond, and Glenn Howle, WDBJ Roanoke; Meritorious—Jerry Donovan, WCYB Bristol; Honorable Mention—Bill Howard, WBTM Danville; Excellent—WMVA Martinsville.

Non-Metropolitan division: Superior—E. W. Peters, WFPX Suffolk; Excellent—H. V. Eiler, WMEY Marion.

LOCAL AND STATE NEWS

Metropolitan division: Superior—The between John Edmison and Michael Blanchard, WCYB Bristol; Meritorious—Howard Hamrick, WKNL Richmond; Excellent—Duffy Morton, WMVA Excellent—Carlton Daworne, WHF Martinsville; Meritorious—George Philip Jr., WMVA Excellent—Bill Eason, WMVA Excellent—Bob Bradford, WREL Lexington.

A cup, for the best protection of the AP on news by a radio member, was presented to E. R. C. of NNWA Norton, with honorable mentions for the staffs of WRLN Richmond, and WLPF Suffolk. This cup, donated by Jones Downing, the owner of WDBJ Roanoke, and publisher of the Roanoke Times & World-News, goes annually to a winner determined by a vote of staff members, to see Richard C. Williams.

Dr. Freeman, and Messrs. Robinson, Hamrick, Simpson, Zimmerman, Eure, Howell and Pettyjohn won top awards in both the 1951 and 1952 contests.

Duane H. Gaither

DUIE H. GAITHER, 45, who retired six years ago as program director for KOLI Omaha because of illness, died April 12 in the VA hospital at Wilmington, Del. A Navy veteran, he lived in Philadelphia. Survivors are a daughter, his mother, four sisters and three brothers.

ROBERTSON NAMED

B. G. ROBERTSON, assistant manager, KWZH Shreveport, La., will become manager of KTHS when that station, now at Hot Springs, Ark., is moved to Little Rock, Ark., it was announced last week.

KTHS has been granted a permit for 50 kw by FCC and is now in the process of being moved to Little Rock. Station will retain its present frequency, 1090 kc. Announceement of Mr. Robertson's promotion was made to coincide with his 20th anniversary of service with The Shreveport Times' radio interests.

GEORGE BLUMENSTOCK

WSKB Founder Dies April 14

GEORGE BLUMENSTOCK, 75, who founded WSKB McComb, Miss., in 1923, died April 14 following a heart attack at his home in Summit, Miss. Blumenstock founded WSKB in 1929 and was the owner and station director for more than 12 years. The station went into bankruptcy several months ago [April 15, 1961].

Survivors include his wife, Mrs. Julia Davison Blumenstock; three sons, Gene, David and George Jr., and two daughters, Mrs. Dorothy Jones and Mrs. Isabel B. Sampson.

Slyder Hangs Self

A FORMER Texas deputy sheriff convicted of killing KKKBI Alice, Tex., crusading radio newswoman W. H. (Bill) Mason, in 1949 [B5, Aug. 1, 1949] hanged himself in his cell at Texas State Penitentiary on April 15. Sam Smithwick, 63, was sentenced to life imprisonment for murder on July 29, 1949, slaying after Mr. Mason accused him of owning a house of prostitution.

Ohio Clinic

Set May 1 on Management

MANAGEMENT clinic will be held May 1 by the Ohio Assn. of Broadcasters, meeting at the Deshler-Wallick Hotel, Columbus, to be followed May 2 by an all-day program clinic under direction of BMI.

Opening the management session will be a discussion of political libel problems by Carlton Dugan, OAB counsel. L. A. Pickle, WLKO Lima, Ohio, OAB president, will preside. Kevin B. Sweeney, BAB vice president, will speak on BAB's role in lobbying Congress. WCL Newr, Ohio, will preside.

A talk on FM will be given by John H. Smith Jr., director of the NARTB FM Dept., with the title, "Is FM Defrosting, Too?" Robert W. Ferguson, WTRF Belleviere, OAB vice president, will preside. Paul J. Daughtery, legislative director of the Ohio Chamber of Commerce, will speak on the Ohio constitutional convention issue. John Pattison Williams, WING Dayton, will preside.

Comr. Jones to Speak

OAB luncheon speaker will be FCC Commissioner Robert F. Jones who is expecting to discuss the TV thaw. NARTB President Harold Felows will be first afternoon speaker, with Robert T. Mason of WRLN Marion and NARTB director, presiding. Lawrence Rogers, general manager of WSAZ-TV Huntington, W. Va., will speak on the subject, "After You Get TV—CP—Then What?" Mr. Ferguson will preside. A business session will close the meeting.

Chairman of the BIM will be Lin Pattee, BMI field representative.

Speakers include: Robert Tinner WCCK, Pemberton, S. D., "Programming Begins with the Office"; L. H. Oswald, WBK Cleveland, "Station and Program;" Leonard Kapp, WHCE Pittsburgh, "Music Is What You Write On It," Sydney M., Ray, BMI vice president and general counsel, "Copyright Rights in Television.""
WIP PLANS AWARDS
Sets Musical Artist Poll

WIP Philadelphia will inaugurate an annual musical artist popularity mail poll in May, with trophies to go to the leading male and female vocalists and bandleader.

The plan was announced by Benedict Gimbel Jr., WIP president and general manager. Murray Arnold, station program director, said last Monday that WIP will make public the popularity mail poll, with winners to be announced at a special ceremony May 7. The winner will appear in person on WIP to receive the awards.

Announcement of the contest will be made on most of the station’s musical programs, particularly among the disc jockey shows conducted by Mac McGuire and Dan Curtis and on WIP’s all night program, The Dawn Patrol, conducted by Joe McCauley.

NARBA STATUS
Still Pends Ratification

AT WHAT may be about mid-way in the second session of the 82d Congress, the status of the North American Regional Broadcast Agreement, which pends Senate ratification, is:

No consideration has been given the treaty, nor has there been hearings or a report.

Sen. Francis Green (D.-R. I.), who is a chairman of a subcommittee of the Senate Foreign Relations Committee, named to expedite clearance of the treaty, said last Tuesday that no action has been taken.

The Senator explained that the committee’s activities have been taken up with “must” legislation, notably the mutual security program. 

J. ALLEN BROWN, 42, vice president and general manager of WLOF Orlando, Fla., was fatally injured April 19 while motoring from Alabama to Orlando.

The injury was suffered at Sylvester, Ga., in a collision with a truck. Mrs. Brown, who was taken to a hospital in Albany, Ga., was then transferred to Atlanta for surgery. He died of head injuries.

Mr. Brown had been in advertising and broadcasting a quarter-century and was widely known in the industry. A native of Birmingham, he has attracted adulation and advertising in that city. At 19, he was manager of an A&P supermarket and was known as the youngest man in the country to hold a job of that type. Later he became a department head at Sears, Roebuck & Co. stores.

Though he had broadcast in 1929, his first full-time radio job was at WJB, Gadsden, Ala., where he was producer and announcer. From Gadsden he went to WAPT Birmingham. After managing KNOX Sweetwater, Texas, he became sales manager of WHMA Anniston, Ala., when that outlet took the air in 1938. He opened another new station in 1942, WHIT New Bern, N. C.

Later in 1942, Mr. Brown became general manager and sales manager of WFOY St. Augustine, Fla. His public relations and community activities were outstanding, and he was appointed small market stations director of NAB (now NARTB) in Washington. From NARTB he moved to SPK in Alexandria, Va., and then to the post he held at the time of his death.

He was author of numerous sales and advertising publications. In 1945, he conducted for NAB a nationwide study titled “Radio Advertising for Public and Governmental Relations.” This study was credited with producing hundreds of new clients for radio in industry, retail and association circles. He lectured on sales and advertising at American U. during his NAB service and conducted summer radio clinics at U. of Denver.

Mr. Brown was a director of the Orlando Rotary Club, member of the Greater Orlando Chamber of Commerce and member of Orlando Baptist Church. 

Shirley, his wife, the former Eloise Sigrest; two children, Nancy, 11, and Randy, 8; a brother, Argyle Brown, of Gadsden, Ala., and his mother, a resident of Anniston, Ala.

‘VOTE’ DRIVE
Radio-TV To Aid Campaign

ADVERTISING campaign designed to get 63 million Americans to the polls in the 1962 elections will include radio-TV aids, it was indicated when the campaign was inaugurated in New York Tuesday by The Advertising Council in cooperation with the American Heritage Foundation.

Keyed to both national and local advertising, forces of the drive will be exerted through advertisers, agencies, media-owners—including broadcasters—and some 276 cooperating organizations, all of which will be instructed and helped to promote “register and vote” messages.

Radio and television materials will be made available for public service use, including a set of TV films prepared by Five Star Productions. Initial guide books and catalogues of these and other available materials will be mailed within the next two weeks, according to Leo Burnett, president of Leo Burnett Co., volunteer agency handling the campaign.

Program will fall into three major phases: First emphasizes when, where and how to register; second educational-informational phase urges people to keep informed and qualify as intelligent voters, and third stresses a get-out-the-vote message.

RUSSELL CAMPAIGN
Radio-TV Appearances Set

WASHINGTON campaign headquarters of Sen. Richard B. Russell (D-Ga.), candidate for the Democratic Presidential nomination, says the Senator is mapping a number of radio and television appearances during his 10-day swing through Florida.

Dates and appearances scheduled include: WTVJ (TV) Miami news show, 6:45 p.m., April 29; Participation on Junior Chamber of Commerce TV panel show, 7 p.m., May 2; WGBS Miami broadcast on the Alan Courtney show, 11:30 p.m., May 4, and WTVJ panel with Sen. Estes Kefauver (D-Tenn.), also a candidate for the Democratic nomination, 10 p.m., May 5. Preferential primary election in Florida is May 6.

4 Reasons Why

The foremost national and local advertisers, use WTVJ year after year to reach the vast Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of “WHO’S WHO ON WTVJ”
Henry Greenfield, Managing Director
WTVJ 117-119 West 46th St., New York 19

KFJZ AWARDS
Grants Six Scholarships

SCHOLARSHIPS of $150 each have been awarded to six high school seniors by KFJZ Port Worth, which for five years already has made annual awards to Texas Christian U. students in the speech-drama-radio department at Fort Worth.

The scholarships are awarded to attract promising students into the radio field, according to KFJZ President Gene L. Cagle and Dr. E. E. Press, department chairman. Winners are Drucilla Jane Green, a winner, is to be announced at a special ceremony May 7. The winner will appear in person on WIP to receive the awards.

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Henry Greenfield, Managing Director
WTVJ 117-119 West 46th St., New York 19

GE Tube Warehouse

GENERAL ELECTRIC Tube Dept. has announced plans for operation in Chicago of what is expected to be the largest electronic tube warehouse ever built. Now under construction, the new $875,-000 building will serve as sales headquarters, warehouse center and commercial service headquarters for the G-E Tube Dept. central regional operations.

There’s no escaping the fact...

KWK is the radio buy in St. Louis!

It’s heads up for KWK, the station that serves the St. Louis Market at the LOW, low cost per 1000 radio homes delivered.

Unearth the facts! Your Katz man has the figures—based on Pulse reports!

Navy Seminar

Held on Public Relations

NAVY’S sixth volunteer public relations seminar was held at its Office of Information April 13-26 in the Pensacola-Key West, Fla., areas, with about 60 public relations officers attending, all holding posts in civilian media.

Navy Secretary Dan A. Kimball addressed the group. William F. Fitzgerald, account executive with Robert J. Enders, Wash., was the Marine who was first lieutenant, was among those present.
Grants authorizing new stations and transfers, accompanied by a roundup of new stations and transfer applications, begin on page 21.

April 18 Decisions

THE COMMISSION EN BANC

Denied Petition

WALT Tampa, Fla.—By order denied petition requesting reconsideration and grant without hearing of application for CP to change frequency from 1100 kc to 920 kc, increase hours of operation from 0 to 24, and extend Operating Permit No. 5147 by 5 kw, with 1 kw-N, change trans. and install DA-12N (Comer. Hyatt desnosed.) Further ordered issues regarding applicant's qualifications and proposed new station are disposed of in one order of Feb. 1, 1966, in this proceeding, be denoted on Commission's own motion.

Set for Hearing

McLennan Best, Co., Waco, Tex.—Denied for hearing application for new AM station on 890 kc with 500 w-d. Trans. MARRINER Sherman, Tex.—KTLW Texas City and KCLW Hamilton, Tex., parties to proceeding.

The Israel Putnam Best, Co., Putnam, Conn.—Denied for hearing application for new AM station on 1390 kc, 250 w-unl.; made WMBI New Bedford, Mass., party to proceeding.

KADA

Ada, Oklahoma

April 22 Decisions

BY FCC BROADCAST SERVICE

Application Granted

KTHB Burbank, Calif.—Granted mcP for extension of completion date to 3-5-66.

WFMY-TV Greensboro, N. C.—Granted for new AM station, for approval of trans. and main studio locations.

P. O. Box 7027
Kansas City, Mo.

* VACANCY *

YOUR FIRM'S NAME in this "vacancy" will be seen by 13,000 readers—stop signs, newspapers, magazines, newspapers, advertisers, and television and film professionals.

BROADCASTING  Telecastia

COMMERCIAL RADIO MONITORING COMPANY

PRESIDENT MEASUREMENTS

Engineers on duty all night every night.

SIMMONS & JACKSON 5502

Florence, S. C.

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Complete Installations

SOUTHERN TELEVISION COMPANY

Solutions for all your TV needs.

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1216 W. 6th St.
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Member AFCCE

GUY C. HUTCHESON
1100 W. Abram
Arlington, Texas

WALTER F. KEAN
AM-TV Broadcast Allocation, FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
(A Chicago suburb)

GRANT R. WRATHALL
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DALLAS 5, TEXAS
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San Francisco 2, California
Sutter 1-7545

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
501 Sutter Blvd.
Hollywood, Calif.
Normandy 2-6715

Sign-Off Time
WFGM Felton, Mass.—Granted
request for authority to sign-off at 7 p.m.,
EDST, from April 27 through September 27.

Extends Completion Date
WGBF Evansville, Ind.—Granted
mod. CP for extension of completion
date to 3-23-53; cond.

KMOO Cape Girardeau, Mo.—Granted
license for new AM station: 1220 kW.
250 w; D; cond.

WLAN-FM Lancaster, Pa.—Granted
license for new FM station: 96.9 mc (Ch.
245), 6.7 kw, ant. 80 ft.

Sign-Off Time
WQAQ-Cape Girardeau, Mo.—Granted
license covering change of facilities:
1280 kw, 1 kw D.

WOOF Dothan, Ala.—Granted license
covering power increase, and change
studio and trans. locations: 500 kw, 5
kw D.

(Continued on page 90)

April 28, 1952 Page 87
**Help Wanted (Cont'd)**

Wanted: Experienced newswoman with bachelor's degree as part-time instructor in journalism/public relations at a school or college near Dallas. Must have experience desirable. Write Brodcast/Telecasting.

**Help Wanted (Cont'd)**

Wanted: Manager—11 years experience, 5 years experience as sales executive in a major market station. Salary and commission arrangement preferred. Box 995M, BROADCASTING • TELECASTING.

CP holders! Station owners! Don't lose your license. Employ a manager who proves executive and technical ability to organize, build and operate your station. 25 years broadcast experience. Responsible. Personal interview. RKO, 440 Indiana, Wichita, Kansas.

**Announcers**

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Prefer to return to west coast. Send past work and references. Box 785M, BROADCASTING • TELECASTING.

Experienced announcer, strong on DJ, commercials, news, operate console, maintain on-air readiness. Western states, presently employed. Box 990M, BROADCASTING • TELECASTING.

**Help Wanted (Cont’d)**


Wanted—Salesman in Worcester, Massachusetts. One of four stations in the U.S. Real key box. Station operated by owners of WHIM, Providence, R.I. Write particulars to Box 2P, BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $6,000 yearly. Apply to top selling man. Mac particulars. Radio-2355-Union Bldg., Detroit.

**Help Wanted (Cont’d)**

Announcer key job for better than average experience... Box 885M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliation. Pay dependent on ability. Box 58M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, coastline location. Good prospects. Good ticket. Pleasant small city upper midwest, no major competition. Low turnover. $75.00 and raises. Send details. Box 990M, BROADCASTING • TELECASTING.

**Help Wanted (Cont’d)**

Announcer—Engineer. Box 898M, BROADCASTING • TELECASTING.

**Help Wanted (Cont’d)**

Newspaper ad sales. Radio station in small city—wants skilled announcer. Excellent salary and opportunities. Send details. Box 990M, BROADCASTING • TELECASTING.

**Announcers**

Good pay. Good opportunity for right type. Box 991M, BROADCASTING • TELECASTING.

Good engineer-announcer. For fulltime independent station. Must have experienced engineer. Experience necessary. Box 987M, BROADCASTING • TELECASTING.

Good pay. For experienced engineer. Box 991M, BROADCASTING • TELECASTING.

Good opportunity for experienced engineer for fulltime independent station. Excellent salary and opportunity. Box 991M, BROADCASTING • TELECASTING.

**Announcers**

BROADCASTING TELECASTING.

**Help Wanted (Cont’d)**


Wanted—Salesman in Worcester, Massachusetts. One of four stations in the U.S. Real key box. Station operated by owners of WHIM, Providence, R.I. Write particulars to Box 2P, BROADCASTING • TELECASTING.

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Good opportunity for experienced engineer for fulltime independent station. Excellent salary and opportunity. Box 991M, BROADCASTING • TELECASTING.

**Announcers**

BROADCASTING TELECASTING.
Situations Wanted (Cont’d)

Program director of 1000 watt independent desires to make change. Preference for AM-FM. Commercial experience. Draft exempt. Box 908M, BROADCASTING TELECASTING.

Newman, voice, married, veteran, 24, graduate Missouri. Presently employed as assistant to the director ABC affiliate. Available June 1st. Box 967M, BROADCASTING TELECASTING.

Television

Managerial

Television. Former technical supervisor for two years major network, over twenty years radio-TV experience. Head Contract Administration Dept. Desires permanent affiliation TV broadcasting. Versatility required. Box 638M, BROADCASTING TELECASTING.

Technical

TV supervisor at present employed by major network. Ten years network experience. Has been in TV for four years and have experience in station planning, construction, proof operation. Desires a permanent position with new or small or large TV station in the Midwest. Willing to relocate. Box 609M, BROADCASTING TELECASTING.

Attention new TV station owners: Group 18 engineers with 3 to 4 years TV experience now in Pacific-Northwest station. Trained in operating studio shows, remote TV station, network programming. Complete maintenance facilities. Free consulting service. Box 988M, BROADCASTING TELECASTING.

Television engineer desires responsibility position with proven midwest out. Desire engineering experience in design, installation, maintenance. Trained with General Electric, Hollywood, California.

Production-Programming

TV director: Former film producer-director. Successful professional career in radio-television as assistant to the air with special emphasis on music. Also affiliate affiliation. Experienced in producing and directing three hours in 10 minutes. Excellent exposure. Box 990M, BROADCASTING TELECASTING.

Manager

TV studio engineer and production manager, college with two years experience in studio engineering and management. Currently employed as studio manager. Box 903M, BROADCASTING TELECASTING.

Commercial engineer, former station manager, knowledgeable in studio engineering and production. Experienced with all phases of broadcasting. Box 918M, BROADCASTING TELECASTING.

For Sale

Western station. Independents. All prices. Jack L. Stol & Son, 2450 Melrose Ave., Los Angeles 20, Cal.

Equipment, etc.

Available pending F.C.C. approval of application filed 192 foot tower. Also 150 kw power with 250 kw lighting less choice included. Make offer. Box 975M, BROADCASTING TELECASTING.

All Rens like new. Two RCA M14977 telephone, 100 kw tower 7250 feet, one Western Electric 124D amplifier, $175.00. Two Western Electric 124D amplifiers, $175.00. One 77A RCA large TV microphonier $175.00. One Royalsite microphone phone, $17.50. Two 715B, Junior, 5350. One 437A carbon disc, $15.00. One $32A eight ball, $15.00. Box 985M, BROADCASTING TELECASTING.

2-Preco PT 96 tape recorders $455 each, both. 6000. Box 964M, Jacksonville, Florida.

Radio Station KOCH in Houston, Texas, announces purchase of the following equipment. Make cash offer of a Preco recorder, a tape recorder with 1C cutting head, $120.00, and a 8C cutting head, $125.00, in waist high cabinet. Priced at $120.00 each when new. For sale at $120.00. For information address correspondence to Mr. William Rogel, 964 S. Main, Houston, Texas.

R.M.C., equipment: 3 heads, 2 armatures, model $1500.00 KRAD, Wadena, Minnesota.

slow transmitter, brand new Collins SIB in original crates, never unpacked. Must sell. Collins transmitter. Two sets tubes. Lots $56.00. Box 921M, BROADCASTING TELECASTING.

Complete Telecommunication Library—Thousands of westerns, radio and television, novelty, barbeque, shop. Usually well over 1000 recordings. For sale. Box 927M, BROADCASTING TELECASTING.

For Sale—Truscus self-supporting heavy duty tower type D-24, height 117 ft. Designed to simultaneously support both TV and FM radiating elements. Now standing adjacent state highway. Box 925M, BROADCASTING TELECASTING.

WANTED TO BUY

WANTED TO BUY

Stations

WANTED—Eastern medium or small AM-FM station. Station name and complete details. Box 978M, BROADCASTING TELECASTING.

Equipment, etc.

3 kw or 15 kw FM transmitter, also PA transmission line. Box 980M, BROADCASTING TELECASTING.

One sma tower less than 10 years old and in good operating condition. Box 982M, BROADCASTING TELECASTING.

Used lighting beacon for heavy two hundred foot tower—Radio Station WSPD, Rochester, N.Y.

Miscellaneous

Commercial crystals and new or used "TV" oscillator. Box 983M, BROADCASTING TELECASTING.

SALES REPRESENTATIVE wanted. Box 984M, BROADCASTING TELECASTING.

SALES REPRESENTATIVE wanted. Box 985M, BROADCASTING TELECASTING.

*SALE OF R.C.A. 750 kw tower, 728 feet, 1000 kw, $500.00. Box 986M, BROADCASTING TELECASTING.

SALE OF R.C.A. 750 kw tower, 728 feet, 1000 kw, $500.00. Box 987M, BROADCASTING TELECASTING.
On All Accounts
(Continued from page 16)

media buying in advertising agencies. In one instance, he developed advertising techniques which altered buying practices of an entire industry—the hair attachment business. Previously a mail order industry, Mr. Evans used black and white and radio. He increased one company’s advertising budget “100 times over,” and that of the entire industry from about $10,000 to $400,000 yearly in only 18 months.

As partner in Evans & Durham Agency, New York, he conducted media studies for such clients as Schenley Distillers, Alexander Smith Carpets, Ex-lax and Vaseline. He believes the selection of Negro media and its personnel is done haphazardly with unorganized and incomplete methods in most instances.

The basis for Negro media selection, he believes, is usually the recommendation of a maid in the home of the company president. “The man in the agency who has walked through Harlem twice becomes the Negro expert,” he charges.

The agency, rather than the client, is reluctant to raise the level of Negro advertising, Mr. Evans claims, and many campaigns in Negro media are compromise campaigns bought at the insistence of the client. The Negro, he says, buys brand names and is not a price bargain hunter. His work in the Negro media has given him satisfaction out of having the best because of his status as a member of a minority group.

These concepts are used by Mr. Evans in his general account duties.

Employment Service

EXECUTIVE PLACEMENT SERVICE for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nationwide service. Send for full information today.

Harry W. Furlin

TY & Radio Talent Consultants

728 Bond Bldg., Washington 1, D. C.

POSITIONS FREQUENTLY AVAILABLE as Engineers

Announcers

Program Directors

WRITE FOR PLACEMENT FORMS

Edward C. Lodell Associates

17 East 48 Street, New York 17, N. Y.

Outstanding Opportunities

Florida

$42,500.00

Fulltime. Established.

market.

Well established.

Very profitable.

Independent.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WATERFORD, STATION AND NEWSPAPER BROKERS

WILLIAMSBURG, Va.

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Ray V. Hamilton

Leday M. Smith

Winona B. Linger

Sterling 421-S

Tribune Tower

225 Montgomery St.

Edgewater 2-1473

Page 90 • April 28, 1952

Paul Patterson

Paul Patterson, 73, a director and former president of the A. S. Abell Co., publisher of the Baltimore American and Baltimore Sun, died on March 14, 1952, at his home in Baltimore. He was 73 years old. Mr. Patterson was a native of New York City and a graduate of the University of Baltimore. He served as president of the Baltimore Publishing Co., which publishes the Sun, the American and the Sun-Dial, and as president of the American Newspaper Publishers Assn. He was a member of the Associated Press and president of the Baltimore News-Press Assn. He had been a member of the Baltimore Sun for 37 years and had been associated with the company for 45 years.

FCC Actions

(Continued from page 87)

WLAB Lebanon, Pa.—Granted mod.

and extension of completion date

7-75.

APPLICATION

For License

KVOZ Laredo, Tex.—Requests license for CP, as mod., which authorized new AM locations.

Modification of License

KWMX West Memphis, Ark.—Requests modification of license for change in station location to Memphis, Tenn.

WCAU-AM-Philadelphia, Pa.—Requests mod. license to change station location to ATM

WRAP Norfolk, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. location.

LICENSEE

WNYE New York City.—Granted CP for change of station location from 1680 kHz to 1580 kHz.

UAW-CIO Program to Canada

International Union, UAW-CIO, Detroit.—Requests permission to transmit program Labor Views the News, Montreal, Ont., from CFW to WIGS, Chicago, Ill., to COWL Windsor, Ont., Canada, for Canadian distribution.

License Renewal

Following stations request renewal of license:

WISH Indianapolis, Ind.: WHT South Bend, Ind., and WSNJ Bridgeport, N. Y.

TENDERED FOR FILING

KWBQ Waco, Tex.—Requests mod. CP of station to increase D power from 1000 kW to 1500 kW.

KDKA Pittsburgh, Pa.—Requests CP to increase D power from 1250 kW to 1500 kW.

APPLICATION DISMISSED

WAIC Waukegan, Ill.—Application of license from Radio Station WIBS, Inc., to licensee and Ramon Pares, d/b/a Munir & Pares.

BROADCASTING • Telecasting
**FCC Actions (Cont.)**

**COMMISSION EN BANC**

**Granted CP**

KLCN Riverton, Ark.; — Granted CP to change frequencies from 900 kc to 910 kc, with 1 kw D.

**Denied Mod. CP**

WERL East Rainselle, W. Va.; — Denied CP to change frequencies from 900 kc to 910 kc, with 1 kw D.

**FCC roundup**

New Grants, Transfers, Changes, Applications

**box score**

**SUMMARY THROUGH APRIL 24**

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(Also see Actions of the FCC, page 88.)

**Docket Actions . . .**

**DECISION**

Emporia, Va.;— Granted CP to Company for service of licenses No. 2555 and 2556 for the period ending August 31.

**DECISION AND ORDER**

Fosteria, Ohio;—See that application designated for hearing. If requested, FCC will act.

**New Applications . . .**

**AM APPLICATIONS**

High Point, N. C.; — North State Bestg., Co., 1,500 kw, 1 kw day. Estimated construction cost $30,000, revenue $30,000. Principal representatives: Mr. and Mrs. L. H. Eaves, 1201 Locust St., Kansas City, Mo.


Following stations granted renewal of licenses for regular period:


**FCC & Modifications**

Following FM stations granted modified license or renewals in power station or antenna heights:

WCPS-FM New Bedford, Mass.; — Granted license to change ERP from 10 kw to 400 kw.

WHERE-FM Cleveland— Granted license to change ERP from 11 kw to 60 kw.

WCPS-FM Tarboro, N. C.; — Granted CP to change ERP from 3 kw to 2 kw; ant: from 300 ft to 260 ft.; cond: WTVY-FM Coldwater, Mich.— Granted license to change ERP from 11 kw to 9 kw.

Following stations granted renewal of licenses for limited periods:


**When It’s BMI It’s Yours**

Another BMI “Pin Up” Hit—Published by Duchess

**KISSL OF FIRE**

**On Records:**

Georgia Gibbs—Mercury; Tony Martin—Victor; Billy Eckstine—MGM.

**On Transcriptions:**

Shep Fields—Langworth.

**Radio Telecasting**

**Telestats (Continued from page 68)**

In the other issue, it was reported. Observation of advertisements showed the same comparative failure except that retail advertising was almost 10% more often among women whose homes included television sets.

Time spent averaged for all advertisements studied, with the figure indicating not only those who saw the page, notified the advertisement and identified the product, but also those just "read" most of that ad. Among women, readership of national advertisements was slightly higher in TV homes for three of the issues studied, slightly lower in the remaining one. Among men, the comparison was 2% higher in TV homes. For retail advertisements the "read more" figure was almost 10% higher for women with TV, but for men, about 5% lower.

The report was made after analysis of 1,508 interviews conducted as part of the last four readership studies regularly made on behalf of the Hartford Times and the Providence Bulletin. Tests were made of heavy Thursday issues, the largest daily editions of the week, and were conducted during February when TV programs are sta-

**WICU (TV) to Telecast From Erie Classrooms**

WICU (TV) Erie today (Monday) is to begin a series of telecasts showing classroom activities in Erie public schools. The channels entitled Erie Schools at Work, will present 30-minute telecasts three weekly through June 6.

The announcement of the series was made by Herbert Quinn, plat-
ALERT TEST

ABOUT 1,200 AM stations subscribing to the Conelrad alert plan were scheduled to participate this past weekend in nationwide simulated air attack exercises involving emergency radio alert procedures.

The special test early Saturday morning, conducted jointly by the FCC and the U. S. Air Force, was called to give broadcasters an opportunity to check the performance of emergency equipment and Air Force pilots "experience in navigating without the aid of the radio compass," it was announced.

The exercise was scheduled for the period 1:30-5 a.m. April 26, with stations operating as they would during an actual enemy attack—airing emergency civil defense instructions. It was designed to test the system devised by the FCC and three air defense forces of the Continental Air Defense Command.

Participating stations in Saturday's exercise were not previously identified, but the broadcasts were planned over two prescribed frequencies—640 kc, a clear channel, and 1240 kc, a Class IV local frequency. Stations which operate 24 hours a day were not affected.

Early morning listeners were unaware of the exercise unless they tuned to those channels and caught, before and after each test, every half hour, the announcement of the FCC-USAF project. They would have heard the entire broadcast without the belief that it was emanating from the same station throughout that period.

The plan calls for each group of stations within a metropolitan area—all those on 640 kc and 1240 kc—to carry a common program originating from a designated point in each city. The broadcasts were to be alternated without interruption at certain intervals, with only one station on the air at any one time. Another requirement was reduced power.

In the smaller cities with only one or two outlets, each station was to generally transmit its own program over one of the two common frequencies, with a silent period between each transmission.

Political Libel

(Continued from page 85)

Political Libel (Continued from page 85)
penses arising from record-keeping, administrative costs and extra precautions due to libel risks. Only a fortnight ago, Rep. Mike Mansfield (D-Mont.) warned that he was considering introduction of legislation to prohibit what he called "double charging" by stations for political time.

Sen. Gillette indicated that he was inclined to go along with the Horan bill and hinted the subcommittee might recommend its passage.

Col. Roberts said it was an "unfair burden on the broadcaster" to force him to make a private decision (on parties, candidates, their remarks, etc.) which rightfully should be made by the public.

The DuMont representative said his network would not permit the Community Council to solicit a political party, to buy time on its facility. Mr. Fellows questioned this, noting that the calculated risk would be in possible violation of the law. Col. Roberts said DuMont was ready to accept that risk. Both men agreed, however, that the broadcaster ought not be required to assume the burden.

Col. Roberts said that a vicious attack can be made against a candidate without being libelous. Sen. Hennings discussed generously what is "fair comment" and what is "libel or slander."

Cardinal principle of radio-television station operation and political broadcasting today is "fairness," Mr. Fellows emphasized.

The subcommittee is concurrently drafting language for a bill on the election laws. Broadcasting & Telecasting was told by the subcommittee counsel, John Moore.

However, nothing specific on the governor or the broadcast by the legislature is expected to be included in the bill. While the subcommittee is concerned with libel and liability, it probably will not include the subject in its legislation.

MOON-DOG HOUSE

WJW's Freed Packs 'em In

OVERwhelming response to a disc jockey's two-week promotion over WJW Cleveland of a coronation ball for fans of his 11:15 p.m. Moon-Dog House show brought a crowd of 25,000 to the ball and 70 extra firemen and policemen to handle the throng, station notes.

The huge group in Cleveland was reason enough for WJW to launch an additional segment from 6-6 p.m. to the Moon-Dog House show and marked a fitting climax to the efforts of Alan Freed, the show star since it started six months ago.

The late night show started with the title, 'The Freeditorium,' and changed its name to 'Moon-Dog House' when a record shop bought part of the show across the board. Fan clubs and mail followed and advance balls were held a few weeks ago in Akron and Canton, with 4,000 attending each event.

Mr. Freed's two weeks of promoting the Cleveland "Moon-Dog House Ball" was done on his own program and was a result of a motion used through other media. Although advance ticket sales reached 6,000 and the crowd began to gather almost an hour before the ball, not even Mr. Freed was prepared for the crowd of 25,000 at the Cleveland dance.

Needless to say, the two original Moon-Dog House programs are continuing the Monday through Saturday broadcasts.

WMAQ LOCAL BUSINESS

Volume Up, Kopf Reports

MORE than $150,000 in local radio business has been billed by WMAQ (NBC) Chicago in the past few weeks, Harry G. Kopf, vice president and general manager, said last week. He issued details from the sales report of Rudi Neubauer, WMAQ sales manager, showing sale of more than 150,000 one-minute spots and participations, as well as 80 minutes of programming weekly which was bought by the Chrysler Dealers of Cook County through Olan Adv., Chicago.

Largest spot order, for 25 one-minute announcements weekly for 32 weeks, came from Dormin Inc., through Dowd, Redfield and Johnstone.

ILL. U. CLINIC

Set for May 1-2

RADIO NEWS CLINIC, sponsored by the U. of Illinois, will be held at the university's Robert Allerton Park near Monticello May 1-2.

Program participants will be Jack Shelley, WHO Des Moines; Fred Hinslaw, WLBC Evansville, Ind.; William R. Dyer, WMAQ Chicago; Jack Dvorak, WTAM Cleveland; John Penlington, WXTX Springfield; Glen Brown, WLOL Madison; Leonard Walman, WLPO La Salle; Robert Hickmeyer, WTAD Guilford; Bert Barr, WVLN Olney, Quincy Howe, Urbana; Brooks Weiler, and John Peoria, and Dick Evans, WDBD Decatur.

Programs added for this year be represented by Ray Livesay, WLBD Malton, past president of IBA.
and more attention to maintaining a satisfactory margin between revenues and expenses in the coming months, Irv Maier, board chairman of the advertising bureau. He reported Wednesday that national advertisers set a new record in newspaper-space purchases last year, spending a total of $513 million, a figure almost double the comparable newspaper revenue in 1946.

Some $226 million is estimated as the newspaper take from advertisers this year, he said, to lead the next largest medium, direct mail, by a two-to-one margin. Radio's income from the total advertising bill will be about $690 million and television's, $484 million, he added.

Newspapers, however, still "simply cannot stand any real decline in revenue," he noted.

Agendas for closed sessions Tuesday, first day of the convention, indicated possible discussion for a wide range of radio-TV topics, from newspaper monitors competing radio newscasts to promotion of newspaper-owned radio stations.

Representatives of newspapers with large circulations, an 18,000-circulation and below, did not raise any radio-founded subjects, it was reported, while those from papers with 10,000-18,000 circulation asked only one question. They pressed how many papers in cities under 60,000 population have applied for or definitely intend to apply for a television station?" For 200 newspapers represented answer affirmatively.

Delegates at the advertising session Wednesday also heard how to sell national retail advertising from William A. Green, bureau advertising assistant and supervisor, bureau staff members who reported on local saturation campaigns conducted in newspapers for Bab-O, Colgate and other consumer goods corporations which turned AM and TV advertising budgets over to newspapers as a result.

A sales presentation, prepared for Motorola, was outlined to show the thesis that advertising limited to 65 TV markets had reached only 58.1% of the consumers, so that, it was argued, only $300,000 of every $100,000 spent for advertising was reaching effective coverage.

Another corporation, Tidewater Oil, was reported as turning from radio to newspaper advertising on grounds that its greatest sales

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New York 18, N. Y.

BROADCASTING • Telecasting

IRON LUNG DJ
Polio Patient Has Show

STEVE SPEARMAN, who is 21 and a patient at Houston's South 
Respiratory Polio Center, is building a successful career for himself as a disc jockey.

With the aid of John Norman, radio and video program producer, Mr. Spearmn tapes the show while in his iron lung. The show is presented at 8 p.m. Saturday over KXYZ Houston and then is shipped to Hot Springs, Ark., for broadcast to Mr. Spearmn's hometown listeners.

Mr. Spearmn handles most of the program details himself. He answers his own fan mail, selects his own music and each week dictates the shows continuity to Mr. Norman. Most of the writing is in dialogue form, with Mr. Norman helping out as straight man. In this way, the iron lung's mechanical rhythm is effectively camouflaged.

Although often discussing hospital-going-on, Mr. Spearmn

Floot Funds
(Continued from page 27)

Eulalie and Lyle Bremer of KFAB Omaha, Nebraska, and Ar 
Schneider of KCJS Sioux City, Iowa, Robert O'Brien of KFWI Council Bluffs, Iowa, and Julian Hoeh of KSNB St. Paul. Doing the job for WPTF were New York 
director Will Roger Stevens, announcer Bob Austin and engineers James 
Cruise Jr. and Bob Englebret, according to H. W. Maschmeier, program director.

The 5 kw installation of KTRI Sioux City, Iowa, was inundated by the flood and Station Manager E. H. Huber flashed a distress call to Collins Radio Co., Grand Rapids, for a 256w transmitter, which in 15 hours was trucked 300 miles, inst 
stalled and was carrying the program from the station's downtown studio. Chuck Lowder, Collins field service engineer, and KTRI Chief Engineer Willard Easterly worked all night April 14 and restored the station to the air. James Knights Co., Sandwich, Ill., ground crystals and shipped them by air for the new transmitter.

WKTY LaCrosse, Wis., met the occasion with a performance that drew this comment from one disaster official: "As outstanding use 
service to disaster workers as I have ever seen." News coverage included an area-wide air trip by 
newswoman Charlie Kearns, who used a self-powered tape recorder to document his survey for listeners. By relaying their \n
"if your radio campaign is based on the first 100 \n
WHBF has worked with mind, body and its facilities to dream of the progress and growth of the Quad City area to a major market position.

Les Johnson, V.P. and Gen. Mgr.

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CONSTITUTIONAL TV

TELEVISION thus far is only instrument by which steel companies have been able to compete on equal terms with President Truman, Wage Stabilization Board and CIO, Clarence B. Randall, Inland Steel Co. president, told National Press Club luncheon Friday.

"Perhaps television should be superimposed on the Constitution," he quipped, "but it should be done by Constitutional means." Mr. Randall said he "largest audience which any private citizen had ever addressed" in his April 9 reply to President's seizure of steel mills.

SHARP REVENUE RISE SHOWN FOR DUMONT NETWORK

Dumont TV Network has shown consistent rise in revenue over past 15 months, Chris J. Witting, director and general manager, reported in statement for publication today (Monday). Revenues for 1951 were up 196% over 1950 by 10%, to 17,180 stations, with another 68% over like period of last year, he said.

During January, February and March of this year, in average week, Dumont placed 7,122 station-quarter-hours of business with its affiliates, against 6,383 quarter-hours year ago and 230 quarter-hours in 1950, network reported. Meanwhile, average commercial Dumont network has risen to 15.5 stations, with at least five sponsors increasing their networks substantially in recent months and 13 indicating plans for remaining on air all summer.

CLIENT SERVICE BUREAU ORGANIZED BY WLWT

WLWT (TV) Cincinnati announced Friday formation of Client Service Dept. to be headed by Frederic Gregg. Mr. Gregg for past year has been in charge of promotion for Crosley television outlet.

New department will offer complete promotion and merchandising service to TV advertisers. Operating on six-figure budget with full staff of specialists, department will be completely self-contained unit embracing all phases of promotion, merchandising, exploitation and related client and station activity.

TEST DRAMA’S RATING

WOR-TV New York’s experimental Broadway TV Theatre—same play each night Monday through Friday—attained unduplicated Pulse rating of 32.5 in its opening week, April 14 through 18, when “Trial of Mary Dugan” was presented, WOR-TV spokesman reported Friday. They said this meant show was seen by 918,000 families (not counting duplications) during that week. President Theodore C. Streibert regarded this rating as “merely a start” and predicted audience for series, sponsored by General Tire & Rubber Co. and R. J. Reynolds Tobacco Co., “will continue to increase, and that the plays will build themselves.”

PEOPLE...

DAVID T. HARRIS, salesman at KFBE Sacramento, Calif., advanced by McClatchy Broadcasting Co. to KGW Stockton as manager.

K. BRUCE MITCHELL, director of Western Union international communications since 1947, appointed vice president of same area.


WADE CHAPMAN and BERNARD SLAVIN to Christiansen Adv. Agency, Chicago, as account supervisors, from WDDM, same city, and Hills & Jorgensen, Los Angeles.

E. HOY MCCONNELL named manager of radio sales for Capshert-Farnworth Corp., Ft. Wayne, Ind.

NEW NBC SPAC GROUPS TO MEET THIS WEEK

FIRST meeting of NBC’s new Stations Planning & Advisory Committee to be held Tuesday in New York, with Herbert H. Bannister officiating for first time since taking over as stations relations vice president.

Committee to convene at 10 a.m. Tuesday with NBC President Joseph H. McConnell and Mr. Bannister, as presiding officers, followed by morning-long closed session for elections, etc. Combined SPAC will hear summer radio presentation in early afternoon by Jack Herbert, vice president for radio network sales, with separate radio and TV sessions following.

Radio group to hear further talks on their departmental activities by following: Mr. Herbert, vice president and general manager; Hugh M. Beville, director of plans and research; Jake Evans, manager of advertising and promotion; Sid Eiges, vice president for publicity and exploitation; Charles Barry, vice president for radio network programs; Henry Cassidy, director of radio news and special events, and William McAndrew, director of public affairs.

The TV group simultaneously scheduled for departmental talks by Sylvester L. Weaver Jr., vice president in charge of NBC TV network; Joseph V. Hefferman, financial vice president; Carl Stevenson, president and director of TV network sales; Davidson Taylor, general production executive; Mr. McAndrew; Ed Madden, vice president of TV network operations and sales; Carle Stanton, manager of TV commercial program planning, and Wile, vice president and director of TV network production.

Morning of second day to be spent by combined SPAC in closed session, and in afternoon, Radio and TV groups will separate for further conferences with NBC officials.

New SPAC consists of:

RADIO—Richard G. Dunning, KHQ Spokane; Ralph Colyer, WHIO Dayton and WOC Des Moines; Robert J. Whitmore, WJBC Springfield, S. C.; Robert B. Hanna Jr., WGY Schenectady, P. A. Sugg, WKY Oklahoma City; Allen M. Woodall, WDAK Columbus; G. Ed Vocelka, WGAR Cleveland; Robert E. Mont., and Willard C. Worcester, WIND Indianapolis.

TV—M. T. Campbell, WFAA-TV Dallas; E. B. Vadeboncoeur, WSYE-TV Syracuse; Stanley Rubash, WABC-TV New York; Paul; Lee Wailes, Fort Industry Co.’s WSPD-TV Toledo.

CHASE BUYS CANDY FIRM

CHASE CANDY, Inc., St. Louis, has purchased Shubert Mfg. Co., Chicago, which makes Puritan and Hostess marshmallows and candy. Respective agencies are Gle St. Rocker & Assoc., St. Louis, and Reincke, Meyer & Finn, Chicago.
WREC rates per thousand listeners have declined 10.1% since 1946. You get more in every way from WREC.

WREC Hooper Ratings average higher than on any other Memphis Station.

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS, 600 KC, 5000 WATTS
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED & COMPANY
RADIO AND TELEVISION STATION REPRESENTATIVES