BROADCASTING
TELECASTING

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The Newsweekly of Radio and Television

21ST YEAR

WOR-tv channel 9

the station that gave New York an amazing new concept of television programming, "Broadway TV Theatre," has packaged another unique buy . . .

"TODAY'S NEWSREEL"

Every day, all of channel 9's Fox Movietone United Press films are wrapped into one complete newsreel . . . and shown continuously — exactly like a newsreel theatre. An entirely new and up-to-the-minute newsreel every night!

The station whose programming genius gave advertisers UNDuplicated AudiEncE . . . with "Broadway TV Theatre" . . . now gives sponsors complete audience turnover — among the alert, responsive viewers who make up the news audience in America's Number 1 market.

"Tonight's Newsreel" is available now at rates that are astonishingly low.

WOR-tv channel 9

1440 Broadway, New York
LONGacre 4-8000
Results are what we love... and what WTVR sponsors get

Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?
WHEREVER radio station WFAA is heard, housewives are familiar with a jingle that goes, "Better buy Burleson's honey." You can find Burleson's on grocers' shelves in major markets all over the Southwest. It wasn't that way back in the early 1930's...

A WFAA salesman had just finished speaking on the power of radio advertising before the Waxahachie, Texas, Rotary Club. T. W. Burleson walked up and introduced himself, explaining that he operated a small honey packing business. Radio interested him, but when they got around to discussing cost, the old gentleman snorted, "Just for rich folks!" and stalked out the door.

"Young whippersnapper!" he cried . . .

"That $600 will break us!"
Instead, it built
a honey of a business
for the Burlesons

It was two years later that young Ed Burleson, just out of college, was in Dallas trying to build distribution for his father's growing business. Radio looked like the answer, and Ed signed a $600 contract with WFAA for a year's schedule of announcements. Ed Burleson got a stormy reception when he reached home with the news.

Within six months though, the elder Burleson had reason to change his opinion of radio, and by the end of the second year's contract, sales of Burleson's honey had jumped 400%! From that day to this, radio has had a large share of Burleson advertising — over the station that helped make it a honey of a business — WFAA.

WFAA-820 is a honey of a station, too. Ask the Petry man about it today!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES  •  ALEX KEENE, Station Manager  •  RADIO SERVICE OF THE DALLAS MORNING NEWS
WGAL-TV
LANCASTER, PENNSYLVANIA
for Response

3 Programs
telecast once weekly for 13 weeks

Drew 55,245 pieces of mail

The programs:
  TALENT TIME  31,564
  NAME THE BRAND  13,471
  STUMP YOUR NEIGHBOR  10,210

Buy WGAL-TV to sell these many thousands of prosperous buyers

A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
WATCH for developments on new RCA multiple-purpose TV method (probably to be designated as Telespot) until now highly classified. Dr. Charles J. Jolliffe, RCA vice president and technical director, demonstrated system to FCC, civil defense and military representatives in Washington Friday. Method entails principle of Ultrafax high-speed transmission.

ACTION of Senate Rules in reporting so-called Gathings resolution authorizing House Interstate and Foreign Commerce Committee to investigate blood and thunder programming in TV, stems from mounting opposition to that type of programming and to commercials—mainly beer. Committee expects to counsel with NARTB TV Board of Review on enforcement and presumably will give it strong backing in effort to bring modifications and restraint into programming aimed at juvenile audiences. Chairman of committee likely to be Rep. Lindley Beckworth (D-Tex.).

TAILORED price regulations for radio-TV industry will be out in next fortnight. OPS staff is poring over final draft now, which is understood to provide ceilings at retail-wholesale sale level. Regulation based on manufacturers' price survey recently completed by agency, and will cover receivers, phonographs, other radio-TV appliances.

UNITED Paramount Theatres' pitch at government agencies for closed circuit theatre telecasts didn't stop at Justice and State Dept. discussions (see story page 31). It's authoritatively learned that UPT executive also solicited Defense Dept. for recommendation as to feasibility of medium. Defense reportedly rejected bid on grounds it would place itself on record as supporting one medium to exclusion of others.

WATCH Sen. Hubert Humphrey (D-Minn.) for possible firework on "political" institutional advertising by large corporations. Senator is studying answer from Internal Revenue Bureau on his query as to what administrative action it could take, and whether legislative authority is needed to take action, against firms which deduct expenditures for this type of advertising on their income tax.

SOME Congressional quarters tried to pull quickie on military personnel procurement authorities by agreeing to thaw funds freeze for recruiting if Defense Dept. would consent to deduction from fiscal '53 moneys. But Air Force-Army officials wouldn't nibble. Question still hangs in the air. (Story page 34.)

REQUEST to include entire state of West Virginia in TV Zone I, instead of splitting state between Zones I and II, will be filed this week with FCC by WHIS Bluefield, W. Va. Petition will point to unfair discrimination between cities in West Virginia under present plan, which provides 170-mile co-channel minimum separation in Zone I and 190-mile separation in Zone II.

PHASEOUT of TV life under NARTB (Continued on page 6)

BROADCASTING • Telecasting

RADIO-TELEVISION BARRED, PRESS TO COVER HEARING

BAN against radio and television coverage of preliminary hearings in damage suit filed by Sen. Joseph R. McCarthy (R-Wis.) against Sen. William Benton (D-Conn.) was imposed Friday by Sen. Benton's counsel. Suit asks $250,000 in damages against Senator.

Explanation given for action was that Theodore Kiendl, attorney handling case for Sen. Benton, had sponsored New York State law banning microphones and cameras from many types of judicial and public proceedings. He was represented as feeling it would be inconsistent on his part to allow proposed pickup of hearing, scheduled to start this morning (Monday). Mr. Kiendl is member of firm of Davis, Pope, Wardwell & Kiendl, New York.

Both Sen. Benton and Sen. McCarthy had said they had no objection to cameras and microphone at hearing. Press will be admitted to proceeding.

RATES DOWN 27% IN TEN YEARS—GRABHORN

"RADIO RATES, in relation to circulation, have decreased themselves—and not because of advertiser pressure—by some 27% over the last 10 years," Murray Grabhorn of Edward Petro & Co., station representation firm, declared in speech prepared for delivery yesterday (Sunday) at meeting of Kansas Broadcasters Assn. in Wichita. He called on radio to "hold the line" on rates.

His statement was part of answer to one made at recent AAAA's convention by Melvin Brooby, of Needham, Louis & Brooby, that trends within various media, comparing 1951 with 1952, showed that cost-per-thousand for magazines had risen 7%, for outdoor advertising 5%, for network radio time 16%, for spot radio time 22% [B+T, April 7].

Mr. Grabhorn said he "respectfully" took issue with Mr. Brooby's analysis regarding radio: "I want to compare his analysis, based on 32 random stations, with a matched sample more than three times as big—97 stations, to be exact," Mr. Grabhorn said. He explained latter study, made by statistical tabulating co. for NARTSR, showed "average Class A one-hour rate had increased 12.8% from July 1941 to July 1951. In dollars and cents, the average went from $145 to $163."

But, he noted, radio circulation gained 54% in same period, and if rates had gone up at same place they'd average $223 per Class A hour instead of $163.

HORMEL PLANS TV

GEORGE A. HORMEL & Co., Austin, Minn., will put its network radio show, the Hormel All Girl Review, on television next fall, spotting a series of half-hour films in various markets. Kling Studios, Chicago, will handle the musicals. The show is scheduled to go on the air this month with a series of 13 shows featuring 60 of the girl musicians and vocalists. Arrangements were completed last week by Jay C. Hormel, board chairman, who will supervise production, and Mr. Grabhorn, vice president in charge of TV and motion pictures. Agency is BBDO, Minneapolis.
Can Two AM's Get One TV Station?

Can two AM stations in same city get together, apply for and be granted TV station without running afoul of FCC's doocy regulatons? Question was put squarely up to the Commission Friday when KFBT Wichita repeated same questions posed early in March by Senator Edwin C. Johnson (D-Col.) in letter to the FCC (FCC, April 21). At that time, Chairman Walker replied by saying that question had not been taken up by the Commission. [See Editorial, page 52 which closed earlier].

Essence of problem is this: Commission rules prohibit ownership or control of two AM stations in same community. Some AM broadcasters are considering joining to set up new corporation to apply for TV in order to obviate contested hearings for channels, also to make it easier financially. Some FCC staff officials have questioned whether ownership of TV station in this manner might not jeopardize ownership of AM stations.

Declaratory ruling is therefore requested on four questions propounded by Sen. Johnson: (1) Can owners of two or more AM stations in same city be granted TV station and be permitted to retain their AM stations which are run as separate entities, (2) Would combination of two AM owners for TV put that application at disadvantage in hearing with other applicants not engaged in broadcasting, (3) Is there any prejudice at FCC regarding granting of such an application, (4) Would joint application for TV by two AM station owners be in conflict with public interest, provided each radio station is operated separately.

Facilities Are Extended by Radio Free Asia

Three shortwave bands now used by Radio Free Asia for broadcast programs into Far East, according to John W. Elwood, director. Three facilities now have Guam and second Manila transmitter. Programs travel on 9490, 11,940 and 6110 kc. Mr. Elwood described it as "an important step toward covering all of Southeast Asia with a radio barrage of truth to expose the false promises of the Communist."

FCC Division Chiefs

Appointment of division chiefs in recently established FCC Field Engineering & Monitoring Bureau was announced Friday. Following were named: Stacy W. Norman, Inspection & Examination Div.; George L. Jensen, Engineering Div.; Irving L. Weston, Monitoring Div. All three have been with FCC and predecessor agencies since late 1920's. Field Engineering & Monitoring Bureau is headed by George L. Turner, with Frank M. Kratovil as assistant chief and head of Field Operating Div.

DuMont Buys Nielsen


In this Issue—

Can department stores use radio as they do newspapers? Pomeroy's of Pottsville, Pa., is applying field tactics to find out. A test campaign, thus far successful, makes use of radio-only on the AM. (See Letter from Paul A. Jones, page 4.)

In a Sears, Roebuck experiment, reported by Advertising Research Bureau, radio outpulls the printing medium. Page 24.

A feature, "The Tale of the Cautious Grocer," tells how radio's power makes money for a Kentucky grocer who had little to spare. Page 80.

In a $1.5 million transaction, KPHO-AM-TV Phoenix is being purchased by Meredith Publishing Co. Page 82.

With some 18 BMI clinics held in the nation last week, another 24 are slated in the next ten days. Attendance is up at all of them. Page 66.

Annual George Foster Peabody Award winners announced in New York, re-emphasize that broadcasters can achieve merit in programming. Page 26.


NBC radio affiliates pledge confidence in the network's plans at the first 1952 Stations Planning and Advisory Committee meeting. But some privately see a defeatist attitude. Page 29.

TV Engineers are thumbing through a new National Bureau of Standards' report on VHF propagation. Their question: Is there a new threat to television? Page 25.

Another problem is the possible effect on 80-90% of 17 million TV sets in use today by ham operations on the 21 mc band authorized by FCC. Page 27.

In Washington, a joint committee with FCC in charge, and aviation representation, sits down to talk over height and sites for TV towers this week. Page 66.

Broadcasters at Ohio Assn. of Radio-TV Broadcasters management clinic may ponder FCC Commissioner Robert F. Jones' speech attacking the final TV allocations plan. Page 87.

And CBS-TV in a New York clinic went through the subject of new TV station construction from A to Z. Page 66.

Full particulars of closed circuit TV, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies for possible future use. Page 88.

Upcoming

May 5: ABC Affiliates, Fort Worth Hotel, Fort Worth.
May 5-6: NBC radio workshop, Chicago.
May 7: B&J Sales Clinic, Kansas City.
May 8-9: NBC radio workshop, New Orleans.
(BMI Clinics and Other Upcoming pages 38)

Close Circuit

(Continued from page 5)

Code is unexpected public apathy during two-month operation. Cause of unconcern thought to be lack of general interest, small crisis and other big news. (Not documented in NARTB's video code is deafly problem of controlling cameramen and other strongly unionized personnel involved in bosomy shots and other activities.

Still Concerned over purported aid and comfort given bookies by horse race broadcasts, FCC has cited another station on renewal—WLAP Lexington, Ky. Station, it's understood, has Saturday afternoon program on race-by-race coverage. FCC is demanding only local area results, whereas other stations previously cited carried technical information on all races.

ACTIVITY getting hotter on Department of Justice Anti-Trust suit against National Football League et al. Counsel for League last week began making depositions of government witnesses.

Speculation points to Rep. Oren Harris (D-Ark.) as eventual communications leader in House Interstate and Foreign Commerce Committee. Second ranking member (follows Chairman Robert Crosse (D-Ohio) is Rep. Lindsey Beckworth (D-Tex.) who announced for Senate Friday.

TV Educational Functions Outlined by Dr. Dunham

Best functions of educational TV were outlined Friday afternoon by Dr. Franklin Dunham, Radio-TV Chief for U. S. Office of Education, at 35th annual meeting of American Council on Education at Chicago's Palmer House.

Functions which can be performed best by commercial stations, he said, are entertain-ment, newscasting, commentary and forum discussions and sports and special events. "Buff" zone, which can be programmed by either commercial or educational stations with success, include cultural, developmental and backgrounding the news. Realm of educational TV best served are talks "on level of the BBC", high-level discussions, dramatized research and direct teaching. He advocated "swift action" in the one area.

Appearing during general TV discussion session were George E. Probst, radio director, U. of Chicago, Ralph Beistle, executive director, Joint Committee on Education TV; Davidson Taylor, NBC vice president; I. Keith Tyler, director, Institute for Education by Radio and TV; Carroll V. Newsom, Associate Commis- sioner of Higher Education, New York State. The Rev. Theodore M. Hesburgh, C. S. C., executive vice president, U. of Notre Dame, was moderator.

Frequency Change Asked

Application for change of frequency from Channel 9 to Channel 8, with 316 kw and 1,000-ft. antenna height above ground was filed Friday by WKNB, Wheeling, W. Va. Application was for Youngstown, Ohio, by WKBN which is seeking UHF Channel 27, with 203 kw and 500-ft. antenna height above average terrain.

WKBN plans to spend $237,000 to make the changeover required by the FCC's final TV report, and also to change its main studio location from Parma, Ohio, to 1630 Euclid Ave., Cleveland. Transmitter will remain at Parma.

WKBN plans to spend $335,000 to build the station, $250,000 for first year's operating costs, expects $225,000 first year's revenue.

for more at DEADLINE see page 98

Broadcasting • Telecasting
THE SAVANNAH FOOD BROKERS ASSOCIATION—
whose membership comprises all of the leading food brokers in this area—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV
“Ladies Be Treated” 9:15-9:30 AM, Monday thru Friday

—A program designed to promote consumer preference for leading brand-name foods, and to stimulate the cooperation of the 500-odd retail grocers within the WSAV listening area.

THE SAVANNAH PHARMACEUTICAL ASSOCIATION—
whose membership comprises all of the leading druggists in this market—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV
“A Man and His Magic” 6:05-6:10 PM, Monday thru Saturday

—This program is designed to build public confidence in the retail druggist as an important member of the nation’s health team, and as the most dependable source of all consumer drug products.

The People Who Actually Sell FOODS and DRUGS Know from Experience that WSAV is the “SELLINGEST” Medium in the Entire Savannah Seaboard Market!

It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time

REPRESENTED BY
SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

BROADCASTING • Telecasting
May 5, 1952 • Page 7
Summer

‘Boom-State’

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

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

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

You can realize outstanding results by doing your summer selling on Station WGY.
KOIN proudly acknowledges two national awards for the locally produced dramatic documentary program on racial prejudice.....

WHO KILLED DR. DREW

The value of a radio station to its community is measured by the services it performs.
IT'S
WE
In Boston, the big station is WEEI!

WEEI wins more quarter-hour firsts than all other stations combined.

WEEI commands an average of 23.2% of the radio audience—33.3% more than any other station.

*Pulse of Boston: March-April 1951 through January-February 1952, total week.*
feature of the week

FOUR participating spots on television have opened a new market in the Seattle area for a metal polish produced and previously sold only in California. When John C. Charles & Co., Los Angeles, decided to put its Formula #40, a liquid polish for brass, copper and chrome, into the Pacific Northwest market, it started with no distribution outlets. In fact, it had only a jobber, Emmett E. Egan & Co., Seattle, and a product which had originally been developed for shining sports equipment but now was being promoted for copper-bottom cooking utensils and such additional items as fireplace andirons and brass door knockers. The product had sold well in California for three years, but in Seattle there was neither demand nor even awareness of Formula #40. Egan & Co. took the account Dec. 20, 1951, and the television promotion started right then. The vehicle was Peter Lyman's TelebuysFunc, aired on KING-TV Seattle Monday through Friday at 3:15-3:30 p.m. John Freiburg, a principal of the manufacturing company, appeared on the first program and thereafter Pete Lyman carried it alone.

After demonstrating the product on a copper-bottom pan, Mr. Lyman used a blackboard to invite viewers to write in. Offering a free sample of Formula #40, he suggested this wording on a postcard:

"Where can I buy Formula 40?"

My favorite store is ______."

Two such demonstrations and free-sample offers a week, in a two-week period, brought in 1,200 postcards.

The broker then separated the cards according to the stores named and showed them to the store managers as evidence that their customers wanted Formula #40. It was a convincing demonstration and it promptly opened, as retail outlets for the product, 300 independent supermarkets, the affiliated stores of three major food chains in Seattle and hardware and department stores.

Sent From Afar

Postcards came from as far north of Seattle as Port Townsend and Port Angeles and from as far south as Olympia, with one from Portland, Ore. One store in Seattle received mention on more than 400 of the cards.

Telebuys Inc. went off the air after Formula #40 had been on two weeks. With the distributorships opened, the sponsor stopped its TV advertising—temporarily.

As of March 14, however, Formula #40 was back on KING-TV with participating announcements on The World Today (6:45-7 p.m.). The new demonstrator of the product is Mary (Mrs. Emmett E.) Egan.

"We've got the distribution," Mr. Egan told Broadcasting. "Now we want to sell the product."

strictly business

DAYTIME radio still has a strong place, depending on what you are advertising," according to Herbert M. Cleaves, sales and advertising manager of the Jell-O Division, General Foods, who a fortnight ago was promoted to the marketing management, Associated Products Division.

His opinion on video advertising:

"You have to weigh very carefully the rising costs against the possible sales potential of your product. . . . For many products, television has priced itself out as an advertising medium."

As advertising head of the Jell-O Division, Mr. Cleaves' problem was not to get people to purchase the product but to use it more frequently—from the stocks of almost

WSRS

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily around the clock

WRS

"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

Mr. CLEAVES

NAT'L REP. FORJEO & CO.

BROADCASTING • Telecasting
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**WNEW**

1st, 2nd or 3rd IN

55 OF 56

QUARTER-HOURS,

6 A.M. - 8 P.M.

APRIL 1952 PULSE

MONDAY-FRIDAY

AT-HOME ONLY

April '52 vs. '51?

Ratings UP 10%

Share UP 15%

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BROADCASTING • Telecasting

May 5, 1952 • Page 13
CHESTER T. BIRCH, advertising vice president, Andrew Jergens Co., Cincinnati, to Dancer-Fitzgerald-Sample, N. Y., as vice president in charge of service on Procter & Gamble account.

L. L. SCHULTZ, supervisor of creative work, Biow Co., N. Y., elected a vice president.

DONALD M. SMITH Jr., merchandise account executive, Young & Rubicam, N. Y., to Grey Adv., same city, as account executive. NOYAL WELCH, assistant sales promotion manager, Servel Inc., joins Grey as account executive.

TOM SWICK, media department, Campbell-Ewald, N. Y., to McCann-Erickson, that city, as radio-TV time buyer.

Mr. Schultz

HENRY A. MATTOON, vice president and member of plans board, Ruthrauff & Ryan, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as vice president and copy supervisor.

on all accounts

DESPITE paradoxes in his behavior pattern, Fred Kilian, director of radio and television production for Young & Rubicam, Chicago, adheres to a consistent approach in these media. He is a "ham actor" who never kept a scrapbook, a collegian who avoided attainment of even freshman status in almost four years of study, an ex-life insurance salesman who sold only one policy—to himself—and a broadcast specialist who sees "serenity and peace" in radio and only "hard work" in television.

Mr. Kilian, who was born in Toledo, as a harried undergraduate at the U. of Toledo, studied courses in each school except pre-law, thereby neglecting to get a concentration of credits in any course which would have given him at least a freshman rating.

He's been working since he was 9 (then as a library page), and trod the boards with stock companies at 15. In 1929, at age 18, he was assistant technical director at Chicago's Goodman Theatre and acted on a CBS network show there. He studied two years at Pasadena Playhouse in Hollywood, buttering his bread by appearing as a movie bit player and working as Orson Stevens' stand-in. After graduation, he was an assistant director at Republic Pictures.

Mr. Kilian, in the past 10 years, has resigned himself to the hybrid role of talent and management, with the former claiming "I have a penchant for the latter, and the latter doing the same." As he has gained increasing technical ability and objective views toward the various media in which he has worked, Mr. Kilian has found for himself a proportionate lack of entertainment value in each. He figured once he had appeared in 300 plays, but had only seen 50 during the same period.

At Y&R he is responsible for broadcast programming of such clients as Schlitz beer (he was hired last July as radio supervisor for Schlitz on Halls of Ivy, NBC radio, and Playhouse of Stars, CBS-TV), Purity Bakeries, O-Cedar, Borden Co. (Chicago), Elgin National Watch Co. and International Harvester, Truck Division.

He has worked in Chicago television since 1947, when, as production manager at ABC, he tested the medium for ABC on the independently-owned WBKB (TV) with a show sponsored by General Mills and the Hub Store. In the fall of 1948, when ABC's WENR-TV took the air, he became program director. His shows got the highest local rat-

(Continued on page 45)

BROADCASTING • Telecasting

TWO TOP CBS RADIO STATIONS TWO BIG SOUTHWEST MARKETS ONE LOW COMBINATION RATE

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

National Representatives

JOHN BLAIR & CO.

Page 14 • May 5, 1952
B. FRANKLIN ESHLEMAN II elected vice president of Benjamin Eshleman Co., Phila. BENJAMIN F. BUSCH Jr. appointed agency's media and marketing director. JOSEPH R. ROLLINS Jr. will head radio-TV staff. DAVID S. BURCAT and RAY McDEVITT join agency in marketing and art departments respectively.

WAYNE TISS, vice-president in charge, BBDO Hollywood, elected to board of trustees, College of the Pacific, Stockton, Calif.

GEORGE E. SCOTT, formerly with Ruthrauff & Ryan, to Betteridge & Co., Detroit, as production manager.


ALLEN L. BILLINGSLEY, president of Fuller & Ross & Smith Inc., Cleveland, elected to board of directors of Interchemical Corp.

ROSS ROY Inc. opens Dallas office at 823 Mercantile National Bank Bldg., that city, headed by ORVILLE MCDONALD, account executive.

DICK KIRK joins J. Neil Ferguson & Assoc., Dallas, as account service man and copy writer.

WARD BYRON, executive producer, ABC-TV, and FRANK WOODRUFF, producer-director of Bigelow Theatre for Young & Rubicam, to Lennen & Mitchell in New York and Hollywood office respectively.


PETER LORCHER joins Ruse & Urban Inc., Detroit, as head of newly created merchandising and specialties division.

J. M. KORN, head of J. M. Korn Adv., Phila., elected to board of governors of Pennsylvania chapter of AAAA.

BADGER, BROWNING & HERSHEY, N. Y., moves to 10th floor of International Bldg., 830 Fifth Ave.

RUTH KUNZE, administrative assistant, Philip Lesley Co., N. Y., named assistant account executive.

LOIS REA, Lowe Runkle, Oklahoma City, to H. M. Gross, Chicago, as production manager.

RUSSELL TOLG, radio-television director, BBDO, Chicago, was guest speaker last week at meeting of Alpha Delta Sigma advertising fraternity.

NEEDHAM & GROHMANN Inc., N. Y., relocates in RCA Bldg., Rockefeller Center, on 17th floor.

WBEN'S new 11:20 p.m.-to-midnight disc show "Diane" has an established and loyal buying audience. Her careful selection of restful tunes, reading of romantic poetry and special attention to requests has made her a favorite with those at home and in cars.

Diane dominates Western New York 11:20 p.m. to midnight Monday thru Friday.

Her identity is cleverly concealed, adding an aura of mystery to the show. Her sponsors, however, agree that there's no secret about Diane's terrific sales power!

Why not use a segment of this popular show to air your wares — profitably!

Check Petry for availabilities

Lucky Lager Beer, through McCann-Erickson, for the third consecutive year is bringing major league baseball to San Francisco Bay Area fans. Shown just after signing of contract are (1 to r) H. G. Fearheild, general manager, KYA San Francisco; Burton C. Granicher, McCann-Erickson, and Ken Hildebrandt, KYA sales manager.
That's the size of the audience that listens regularly to the broadcasts of the Cleveland Indians games through WERE.

WERE's balanced programming makes it the potent sales force in Northeastern Ohio . . .

WERE broadcasts the exclusive play-by-play of the Cleveland Indians games.

WERE broadcasts 19 newscasts daily.

WERE carries Cleveland's top disc jockeys.

WERE is the music-news-sports station for Greater Cleveland.

O. L. Taylor Company
National Representatives

WERE Cleveland, Ohio
5000 W · 1300 KC

Vital in Northeastern Ohio
BLIND MAN'S GUFF

Some people, including Canadians, take views on Canada's marketing problems that are based on popular misconceptions... case of the blind leading the blind.

Admittedly, there are "obstacles".

Canada is a vast country... larger than the U.S. by one quarter.

Canada's population... 14 millions... is widely dispersed.

In the U.S. there are 45.1 people to the square mile; in Canada 3.57.

And most Canadians live in semi-urban and rural areas. Only 38% live in cities of 30,000 or over.

Also, 25% of the population speaks French.

But there's a way round these geographical and linguistic obstacles.

Radio.

For Radio in Canada is bi-lingual and wears seven league boots.

94% of all Canadian families own a radio.

And Radio is Canada's most popular entertainer and most effective 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. W.
Toronto.

SPOT...

LOEW'S THEATRES, N. Y., placing TV spot schedule in addition to regular 52-week radio spot campaign in about twenty-five cities to promote "Singing in the Rain" for 4 days prior to preview in those cities. Agency: Donahue & Coe, N. Y.

LOOZ PRODUCTS, L. A. (dietary supplement), sponsoring Stewart Craig, health commentator, on 12 CBS Radio Pacific stations, 10:30-10:45 p.m. PDT, for 13 weeks starting May 11. Agency: Dean Simmons Adv., S. F.

FALSTAFF BREWING Corp., St. Louis, sponsoring Cases of Eddie Drake, private detective film series, on WKY-TV Oklahoma City and KMTV (TV) Omaha. Agency: Dancer-Fitzgerald-Sample, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., announces plans for advertising educational program to improve handling of frozen concentrated orange juice on consumer and trade level. Final media plans not yet established. Agency: J. Walter Thompson Co., N. Y.

NETWORK...

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, began sponsorship April 20 of 3 programs in ABC radio's Pyramid plan. Shows include: Stop the Music, 8:50-8:45 segment Sun., 8-9 p.m. EDT; Top Guy, Wed., 8:30-9 p.m. EDT, and Defense Attorney, Thurs., 8:30-9 p.m. EDT. Agency: Young & Rubicam, N. Y.


S. C. JOHNSON & SON, Racine, Wis. (wax products), sponsoring Pee- wee Reese Show featuring Brooklyn Dodgers' baseball captain on MBS Sat., 5:45-6 p.m. local time. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments...


BOSTITCH Inc., Westerly, R. I. (wire stitching and stapling equipment), appoints N. W. Ayer & Son, Phila.

DOESKIN PRODUCTS Inc., N. Y., to Grey Adv., that city, effective June 1.

YORK ELECTRIC & MACHINE Co., names Aitkin-Kynett, Phila.

GENERAL ELECTRIC APPLIANCES Inc., St. Louis (distributor of GE major appliances), names Olian Adv., that city, to handle dealer cooperative advertising.

EDWARD & JOHN BURKE Ltd. (Guinness Stout and Burke's Ale), names Compton Adv., N. Y.

TITEFLEX Inc., Newark (flexible all metal hose and electrical connections), appoints John Falkner Arndt & Co., Phila.


CASSOU'S VARIETY BREADS appoints Jewell Adv., Oakland, Calif.

ADPEOPLE...

E. S. HARTWICK, vice president, Carnation Co., L. A. (ice cream, evaporated milk), to represent Adv. Assn. of West on board of directors of Brand Names Foundation.

HUGH McKELLAR, assistant advertising manager, Squirt Co., Beverly Hills (beverage), elevated to sales promotion manager. CARL HOFFMAN, district sales manager, named advertising manager.

HANK LAVENTHOL, Adrian Bauer Adv., Phila., to Wings Shirt Co., N. Y., as advertising manager.

KAY STEWARD, Botsford, Constantine & Gardner, to advertising staff, California Spray Chemical Co., Richmond, Calif., as copy writer.

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LOOK AT THE NEW ARRIVAL!

- An ABC affiliate which delivers for the advertiser Ohio's third largest market — the YOUNGSTOWN area!

- An ABC affiliate which delivers that market at a low cost per thousand listeners!

- An ABC affiliate with exclusive play-by-play of all Cleveland Indian Ball Games.

WBBW — the new ABC affiliate in YOUNGSTOWN — a young, vigorous station which can deliver . . .

CONCENTRATED COVERAGE with NO WASTE CIRCULATION
EDITOR:

Thank you very much for your cooperation of the matter of the proposed merger which has been in the wind lately. Through you we would also like to thank the broadcasters, reps and time buyers who have called and written expressing their hope that we continue with our original plan of bringing out our Standard Report of station circulation.

Because of our [belief] that a single measurement of circulation is absolutely necessary, we felt obligated to consider the merger proposals. We could not, however, decide that the merger was practicable for a number of reasons. Perhaps the most important of these is that we feel morally obligated to the 400 stations who have signed with us to produce a circulation measurement which is oriented to the individual needs of all types of stations rather than to the requirements of the networks or a few larger stations. A report which is originally planned and designed to satisfy station needs can usually be built up and processed to produce data of value to networks. The reverse is not always true.

Of course, the final decision as to the correctness of our thinking is up to the industry itself and we are perfectly willing to abide by their choice. We have no qualms in this regard, however, since experience has already demonstrated a wide acceptance of our type of measurement among both buyers and sellers of time.

Kenneth H. Baker
President
Standard Audit and Measurement Services Inc.
New York

Allocations Report
EDITOR:
In all the hurry and trying to read and analyze the Commission's TV allocation plan and order, I suddenly realized how important it was to all attorneys practicing before the FCC that Broadcasting Telecasting was able to come out on the official release date (April 14) with a full and complete printed version of the gantuan document. You and your staff obviously toiled through the long hours of the Easter holiday in order to provide a service that the Commission was not equipped to do. You have our congratulations and appreciation for a job well done. I regret that I cannot express the same sentiments with respect to the contents of the document but recognize that you had no control... over that factor.

Arthur W. Scharf
President
Fairbanks Communications Bar Assn.
Washington, D. C.

EDITOR:

At this late date I want to add my word of appreciation for the extremely fine job you did on getting out the report and order of the FCC lifting the television freeze.

This emphasizes still further my personal opinion that Broadcasting Telecasting is the best trade periodical published in any field.

Richard M. Fairbanks
President and General Manager
WIBC Indianapolis, Ind.

Editorial Comment
EDITOR:

[I was] Perplexed when I read your editorial writer's bland statement (April 21) that no more than a half-dozen AM educational stations remain on the air. Thought maybe he meant those who had been on the air 30 years, but found there are more than three times that number dating to 1922...

Thought also that his statement that "most" educational institutions are under the aegis of government must have been an error of typography, as I'm sure none of your editorial writers would ever stoop to glittering generalities...

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

[E.L.T.'S NOTE: What our editorial writer was referring to was non-commercial educational AM stations, of which not many are left.]

Complete Coverage
EDITOR:

I am sorry that I have not written to you sooner, but I have been rather snowed under since the convention. I did want to express to you my personal appreciation for the very wonderful coverage that you gave to the BAB at the convention and the follow-up story that appeared this week...

It is certainly wonderful to have a trade magazine so thoroughly behind our radio industry in all of its activities.

Charles C. Caley
President and General Manager
WMBD-AM-FM Peoria, Ill.

LOCAL ADVERTISERS "KNOW" THE IMPACT OF FLORIDA'S SWEET MUSIC STATION NATIONAL ADVERTISERS ARE FINDING OUT "FAST"!!!!!!

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

Place your schedule now and watch results come in.

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

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

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BROADCASTING • Telecasting
The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1-KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum cabinet of special, unified, frameless design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
By BRUCE ROBERTSON

IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth $17,805 at a selling cost of 4 7%. A two-day Pomeroy's radio promotion on WPAM Pottsville were only means advertising used in both campaigns.

The two short-term promotions are only the beginning—albeit an auspicious one—of a long-term program of experimentation with the use of radio. Pomeroy's will undertake in the months ahead. Like the year-long radio test made in 1945 by Joske's of Texas, results of the Pomeroy's radio promotions will be available not only to other members of the Allied Stores group, to which both Pomeroy's and Joske's belong, but to other stores and radio stations throughout the country.

The Joske's radio experiment was conducted under the aegis of the NAB Dept. of Broadcast Advertising, now operating independently as Broadcast Advertising Bureau. Pomeroy's broadcast campaigns are being handled by the store, with Samuel H. Cuff, consultant to Allied, acting as general overseer of the store's radio activity.

A medium-sized store, the $5 million volume class, Pomeroy's ratio of advertising costs to total sales is about 2 2%; this is about one-third below the average in the nation. The store is no stranger to radio. Its radio expenditures have been running at the rate of about 16% of its newspaper advertising dollar volume, a remarkably high proportional allocation of advertising funds to radio for a department store to make.

Pomeroy's president, Robert B. Gable, is a full-fledged radio engineer and the author of a book on that subject, and the store has won numerous awards for its use of radio.

Unlike the Joske's radio pattern of "beamcd broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's experiment (under the aegis of an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

"Look at the advertising of a store in a week's newspapers," Mr. Cuff suggested, "and you will find an appreciable variation from day to day, with the largest amount of spending on Thursday and none, or very little, on Saturday. This is not at all like the typical radio pattern of commercial programs broadcast for the advertiser at the same time each day or each week. The reason is that the radio formula was developed by the networks primarily to meet the needs of national advertisers, whereas department stores have developed a pattern of buying space in newspapers based on their own requirements."

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

"Perhaps," Mr. Cuff commented, "the natural resistance of department store buyers to changing their habitual advertising methods may explain in part the relatively small place radio has in the overall department store advertising picture."

Ultimate Benefit Cited

Mr. Cuff pointed out that while station operators and salesmen are understandably adverse to having regular schedules cancelled in favor of short intensive store campaigns, they will be more happy about the situation when they find that over a period of several months the store's radio expenditures have substantially increased as a result of its own increased profits from using radio in its own way.

The coupon book campaign run by Pomeroy's on WPAM started on Sunday, March 30, with 34 spots on that day and the next, and continued through Wednesday, April 9, when 26 spots were used. The complete post-Easter campaign included a total of 285 announcements. Coupon books are a form of advance credit, store money exchangeable for merchandise now but to be paid later. A typical announcement read:

"Waiting for pay day for Easter shop? Your favorite color... style and size may be gone! Come to Pomeroy's second floor credit department... ask for a coupon book... pay nothing down... no red tape... buy anything in the store... immediately! With each coupon book taken out Pomeroy's gives you free... a beautiful Dorset-Rex compact. Don't hesitate... this offer is good for...

(Continued on page 84)

New Radio Format Used by Allied Store

SALE of KPHO-AM-TV Phoenix, Ariz., for $1.5 million by John C. Mullins and associates to Meredith Publishing Co. was announced last week.

Upon FCC approval of the sale, the publishers of Better Homes & Gardens and Successful Farming, headquartered in Des Moines, will hold five broadcast stations—two AM and three TV. Meredith now owns WOW-AM-TV Omaha and WHEN (TV) Syracuse, N.Y.

Meredith is also applying for TV in Albany and Rochester, N.Y.

Included in the contract for the sale of the Phoenix stations is a separate agreement naming Mr. Mullins as managing director and consultant under the new ownership. Also remaining as consultants are present stockholders John B. Mills (owner of Westward Ho Hotel), chairman of the board of Phoenix Broadcasting Inc. (KPHO) and of Phoenix Television Inc. (KPHO-TV); Dr. J. N. Harber, secretary-treasurer of both companies; author Erskine Caldwell, vice president, and Riney B. Salmon, vice president.

Terms of the management and consultant contracts were not divulged.

Mr. Mullins and Mr. Mills were scheduled to fly to Honolulu Friday to further plans for a radio and TV station there.

KPHO, established in 1943, operates on 810 kc with 5 kw. It is an ABC affiliate. KPHO-TV, on Channel 5 with 17.5 kw output, was established in 1949 as KTLX (TV) by Texas oilmen W. L. Pickens, R. L. Wheelock and H. H. Coffield. In 1950 it was sold to Mr. Mullins and associates, including Rex Schepp-KPHO interests. Later that year Mr. Schepp sold out his interests to the Mullins group. It was at that time that Mr. Mullins bought KPHO from Mr. Schepp.

Meredith will apply to the FCC for a license under the present ownership. KPHO is a non-commercial station and the license will be granted, if at all, only to a not for profit educational entity.

Mr. Mullins is president of Meredith Publishing Co. E. T. Meredith Jr. is vice president and general manager. Payson Hall is controller. All three are active in the operation of Meredith-owned broadcast properties.

Meredith to Pay $1.5 Million

Meredith Publishing Co. bought WOW-AM-TV in 1951 for $2,026,000 [BT, Oct. 1, Aug. 13, 1951]. WOW is an NBC affiliate on 590 kc with 5 kw. WOW-TV is on Channel 6 with 17.2 kw.

Meredith-owned WHEN (TV) in west central New York is on Channel 8 with 27 kw.

Fred O. Bohem is president of Meredith Publishing Co. E. T. Meredith Jr. is vice president and general manager. Payson Hall is controller. All three are active in the operation of Meredith-owned broadcast properties.

KPHO-AM-TV SALE
Outpulls Newspaper Ad In Sears, Roebuck Test

Traffic the first day of the test, 39.5% the second day and 49.5% the third day. This showed a sharp growth in radio impact during the three days. On the other hand the newspaper produced 29% of traffic the first day, slightly more to 31.4% the second day and with figures topping back to 17.2% the third day.

Radio traffic was divided rather evenly by source, 63.3% of its total coming from in-city sources and 36.7% from outside the city, with 0.9% unascertained. Of newspaper traffic, 69.7% came from the city and 28.8% outside the city, with 1.5% unascertained.

The radio announcements proved radio definitely superior to newspaper in attracting customers to the North Store and East St. Louis Store. On the other hand, the newspaper attracted nearly twice as much traffic as the South Store.

Comparative Pull

From the standpoint of dollar results, radio produced 47.9% of dollar value of purchases at the North Store compared to only 27.4% for the newspaper. At the South Store, newspaper produced 49.8% of dollar sales compared to 27.5% for radio.

Radio's superiority was most strikingly shown at the East St. Louis Store, where its dollar sales were six times those of the newspaper. At this store radio produced 60.5% of dollar value of purchases against only 10.3% for the newspaper. Radio drew 48.2% of the traffic in this store compared to 10.7% for the newspaper.

Tabulated results of the ARBI tests are shown at left.

Hi-Lite Names Olian

HI-LITE Industries, Chicago (plastic dishes), has named Olian Adv., also Chicago, as its agency. Radio spots will be used.

NEW ARBI GAUGE

Lists Radio vs. Press Pull

NEW system of rating radio stations on the basis of ability to compete with newspapers in attracting business to stores was announced at the Washington State Assn. of Broadcasters April 25 meeting (see story page 46) by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle (see St. Louis ARBI survey, this page).

Awards are given to stations achieving an "ARBI Index" rating of more than 1.0. The ARBI Index was described by Mr. Ward as the ratio of performance at the point of sale of a radio station and a newspaper, based on ARBI surveys in which an equal sum is spent in both media for identical goods advertised simultaneously. If the station and newspaper draw the same number of people, the station gets a rating of 1, the newspaper being the constant factor. A 2 to 1 ratio would give an ARBI Index of 2.0.

Mr. Ward explained the ratings are not comparable to listenership ratings but instead measure effectiveness in drawing traffic. Seven out of 10 stations included in past ARBI surveys have qualified for the certificate, Mr. Ward said.

If a station has an ARBI Index of between 1.1 and 1.5, Mr. Ward explained, its advertising rates on good shape. If the rating is between 1.5 and 2.0, the rates would appear to be too low, with the station giving too much value to the retailer in comparison with newspaper pulling power. If the index is less than 1.0, the station's rates likely are too high, according to Mr. Ward.

Offering several tips on increasing local business, he advised time salesmen to confer with store buyers, who actually make media decisions. He said ARBI surveys show that people who come into retail stores because of advertising buy three times as much as shoppers who come for other reasons.
A SWEEPING proposal that radio and television programs be studied and investigated in the House was approved by its Rules Committee last week.

In a sudden maneuver, a resolution (H. Res. 278) was cleared through the subcommittee and placed before the House for action. If approved by the House, the Interstate and Foreign Commerce Committee or its subcommittee would be empowered to make a full-scale study and investigation of radio-TV programs. It would be in a position to judge the evidence on what it believes to be “offensive and undesirable radio and television programs.”

The study would “determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence, and corruption.”

Under the resolution, authored last year by Rep. A.C. Gathings (D-Ark.), House members would move to remove from the purview of Chairmen Robert Crosser’s (D-Ohio) commerce group and the other media under a specially set up committee.

Five Man Subcommittee

It was expected that a five-man subcommittee will be named, headed by Rep. Lindley Beckworth (D-Tex.) and that it will confer with the recently named NARTB-TV Code Review Board. Greatest complaint, it’s understood, has been against blatant beer commercials.

Wading through the maze of resolutions and recommitting actions by Rep. Gathings and the Rules Committee, the situation in man’s language narrows down to this:

1. Originally, in 1951, Rep. Gathings proposed his investigation of radio and television programs. He wanted the House Commerce group to take it up. [B & T, April 21, 7]

2. This year, Rep. Gathings asked for a select, 15-man committee to look into radio and television. It was at his study comic books, magazines and pocket-size books.

3. The Rules Committee okayed this request. But the House Commerce group objected because if any investigating was to be done on radio and TV, it wanted the say.

4. Subsequently, Rep. Gathings agreed with the Crosser Committee and the House leadership went along. The question then boiled down to the original Gathings resolution directing the commerce group to take full responsibility. The query was, how did the Crosser Committee feel?

The answer was signed, sealed and delivered on Tuesday when Rep. Glen Harris (D-Ark.), representing Rep. Crosser and the full commerce group, stated the committee backed the Gathings request.

What followed was routine. The Rules Committee accepted this as

NATIONAL SPOT BUYS

By FLORENCE SMALL

FOLLOWING on a period of comparative quiet, radio spot business came alive last week as at least nine national advertisers moved into spirited spot action, led by the three major cold-remedy manufacturers.

The most significant features of this cold-remedy activity are: (1) the remarkably early disclosure of plans in this strongly competitive field, and (2) the unusual off-season projects being undertaken by these firms.

Seek and Kade Inc., New York (Pertussin), has placed an unusual three-week schedule on independent stations in about 25 to 30 secondary markets starting this week.

The firm’s agency, Erwin, Wasey & Co., New York, is also preparing a radio spot presentation which will include availability on women’s participation shows in about 100 markets. The radio and TV spot schedule is understood to be a larger one than last season’s. The orders will be placed in mid-June but with starting dates set for next October.

Vick Chemical Co., through Morse International, New York, is currently preparing its radio and TV spot budget. The actual buying of radio spots will start about July 1 for a late September or early October launching.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, is placing a 17-week schedule using one-minute transcriptions in about 150 spots, beginning June 2 in the malaria belt area. For its cold remedies, Grove Labs. is also planning to start buying its fall campaign around July 1.

Hadacol Campaign

Hadacol Inc., Lafayette, La., is understanding to be buying radio spots again. Firm is placing its campaign direct and is buying from 18 to 30 spots per week in 100 cities located in the following states: Oklahoma, Arkansas, western Tennessee, Georgia, Alabama, Missippi, eastern Texas, and Louisiana, effective early this month. All 15 spots are being bought directly by the advertiser the transcriptions were produced by the Erwin, Wasey advertising agency in New York.

Levey Brothers, New York, on behalf of its silver dust, has started a daytime radio spot campaign in 60 markets. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, New York, are for 26 weeks.

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is preparing a spot announcement campaign to start May 5. Schedule will first break in Wisconsin.

Stoppers Inc., New York (Clover, an all-day deodorant), through Donahue & Co., New York, is taking under advisement a spot radio schedule which, if approved, will start late in July or early August. Definite decision should be forthcoming shortly.

Remington Records Inc., New York, through its newly appointed agency, The Bobble Co., New York, effective May 15 will buy spot announcements on nine Good Music stations to promote its “3 Master Work Recordings For The Price of 1” in a nationwide drive to compete for the classical record market.

Contracts are for 15 weeks.

Firm also plans to use film spots to start in about two weeks but the station and market list has not yet been prepared. It will be national.

In addition, Loew’s Theatres, New York, is placing both TV and radio spots in about 25 cities to promote the motion picture, “Sing-ing in the Rain” (see New Business, page 18). Donahue & Co., New York, is agency.
SOME 18 BMI program clinics—attended by an estimated 1,400 broadcasters—were held in various parts of the country within the last fortnight, with another 24 scheduled for the next ten days.

Attendance at the total of more than 40 sessions scheduled for the April 27-May 18 period in the United States and Canada was reported as "continuing to run far ahead" of the similar series held last year.

Twelve traveling teams of three or four speakers each—joined by several local speakers in every city—are making the tour, accompanied by BMI officials and field men.

Nine clinics held last week and one held April 24 in Calgary, Alberta, reported their progress this week, as follows:

PHOENIX, April 28

Radio's meeting the challenge of television was the focal point of 86 station executives who traveled from five states to hear how to get radio "off the spot," prime topic Monday at the first BMI clinic ever held in Arizona.

Keynote was sounded by Murray Arnold, program director of WIP Philadelphia, who said flatly: "Radio is on the spot. Let's get moving now. Radio must have new material, new ideas, new faces and—most of all—new sounds if we are to meet the competition of television. The one big shortcoming is a lack of progressiveness, he charged, hitting at radio programming which has become, in too many cases, "stagnant."

Best way to meet the TV challenge, he advised, is through local color and local talent. The program director proposed that executives stay at home occasionally to listen to their own stations, look for flaws and find errors that can be corrected, even though the valuable experience can also be a "brutal" one.

"A fast buck is not the best buck," according to George Higgins, managing director of KMBC Kansas City, who spoke on the relationship between programming and sales. "Too often a salesman has sold a program which has no chance to sell the particular product it's supposed to sell," he regretted. "There is nothing worse we can do in radio."

Emphasizing personal contacts by salesmen, KMBC, he said, has its representatives accompanied by a continuity writer once a week to visit every client the station has. The big point is cooperation between program and sales departments, Mr. Higgins noted, with the result of fresh and salable material.

Clinic chairman was Ralph Wentworth, BMI field representative, assisted by Glenn Dolberg, BMI station relations manager. Albert Johnson of KOY, president of newly founded Arizona Broadcasters Assn., opened the session, which also featured the following speakers: Wayne Sanders, manager of KOY Tucson, and Lyle Fregoli, president of KROW Colorado Springs, Frank Burke, editor of Radio Daily, Jack Williams, KOY Phoenix program director and Ed Frech, program director, KFRE Fresno, Calif.

HOLLYWOOD, April 29

Murray Arnold, program director of WIP Philadelphia, charged radio with derelictions and said the industry must inject "new program twists and aids" to offset competition and the loss of audience confronting it today.

The Hollywood meeting, co-sponsored by Southern California Broadcasters Assn., had James I. Cox, BMI West Coast representative, acting as chairman. George Higgins, managing director of KMBC Kansas City, advised management to police its "own operations," stressing that every department is important to the station's success and every employee a public relations man.

He said staff members should be sales minded.

Ed Frech, program director of KFRE Fresno, said radio has been "taking quality for quantity and taking easy money for bad programs." It must now correct its own errors and raise its programs and sales standards, he said. "There is nothing worse we can do in radio."

Emphasizing personal contacts by Mr. Frech on the importance of local public service and news programming, saying an NARTB radio index indicates 76.1% of women and 82.9% of men prefer news programs to all others. Yet only 7% of the average station's time is devoted to locally produced newscasts.

Maurice Mitchell, vice president and general manager of Associated Program Service, New York, advised station managements to use sales aids sent them. Alan Torbet, general manager of KROW Oakland, said that his station builds programs for ten different types of audiences daily, and by this means has developed an excellent sales tool. As a result of the activity, besides giving advertisers choice of type of audience they wish to reach. He said KROW sales executives, using charts, are able to show advertisers how to cut down on newspaper space and spend the money on radio.

Mark L. Haas, vice president and program director, KMPC Hollywood, spoke on "Radio's Inferiority Complex," chiding radio management for its fear, because radio is "still the most effective mass influence, greatest advertising medium and foremost exponent and practitioner of public service."

NASHVILLE, April 29

In Nashville last Tuesday, BMI conducted a clinic in cooperation with Tennessee Assn. of Broadcasters. Perry Sheftall, WJZM Clarksville, opened the meeting as TAB president with Jim Sarnon, BMI field representative, serving as clinic chairman.

Bruce Wallace, manager of public service, WMJ Milwaukee, spoke on the topic, "Seek the Right Kind of Public Service Programs". Al E. Hennigott, program director of WKDA Nashville, on "Building Record Shows vs. Playing Records"; Hugh Smith, program service director of KPIX (TV) San Francisco, on "Sundial or StopWatch."

Robert J. Burton, BMI vice president, reviewed the copyright situation. Other speakers were: Carter

BATTLE CREEK, MICH., April 30

Announcement of the Michigan state legislature's approval of a bill lowering radio broadcasting rates from paying 5% sales and use taxes on broadcasting equipment and electricity was made by Dan E. Jayne of WELL Battle Creek, president of Michigan Assn. of Broadcasters, at MAB's joint meeting with the BMI clinic.

He said the tax exemptions will allow savings in operation of existing broadcasting stations and give even greater relief for those entering television.

The action followed a long campaign against the tax by Michigan broadcasters.

Burt Squire, BMI field representative, presided at the clinic.

Speakers and their topics were: Hal Bumpus, new director, KOV Colorado Springs, Col., "Local News Builds Local Interest and Sales"; John McLaughlin, advertising manager, Kraft Foods, Inc., "What the Editor Expects from Radio"; Leonard Kapner, president, W C A E Pittsburgh; "Music Is Exactly What You Make It"; Sydney M. Kaye, vice chairman of board and general counsel of BMI, "Copyright Hints and Pitfalls"; Gus Hagenah, vice president, Standard Radio, Inc., "Music Has Charms"; Robert Tinker, vice president and general manager, WNAX Yankton, S. D., "Programming Begins in the Front Office." A tape recording of a speech made at an earlier BMI clinic by George J. Higgins, managing director and vice president in charge of sales, KMBC-KFMR Kansas City, on "Sales and Programming" was also played.

RICHMOND, Va., May 1

Gordon Phillips, assistant manager of WROV-AM-FM Roanoke, told listeners at the Richmond clinic that intelligent programming is "the answer to sales and profits." Mr. Phillips said: "There is nothing worse we can do in radio."

(Continued on page 36)
NUMBER of radio homes in Vermont rose from 28,253 in 1940 to 98,935 in 1950, or 98.3% saturation, according to final figures just made available by the U.S. Census Bureau. Figures also were made available for Nevada, where the number of radio homes rose during the decade from 22,290 to 45,570, or 93.4% of saturation (see tables this page).

Radio saturation in Vermont was highest, 98.3%, in urban areas. It was 95.7%, 95.7%, in rural non-farm areas. The city of Rutland had the highest saturation, 98.7%. Among counties, Chittenden was highest with 90.0% of all homes having radios.

In Nevada, 1950 radio ownership ranged from 96.5% in urban to 88.8% in rural non-farm areas. Reno had 97.2% saturation compared with 96.8% in Las Vegas. Among counties, Douglas topped the list with 95.5% saturation.

First state breakdown on radio and TV ownership under the 1950 Census covered Delaware [B*7, April 14].

TV In Vermont

Television ownership in Vermont as of April, 1950, when the decennial Census was taken, showed a saturation of 1.7%, or a total of 7,300 television homes. The state has no TV stations but gets some reception from other northeastern states.

At the time of the Census enumeration, nationwide TV ownership was less than a third the current figure.

Nevada had TV saturation of 0.5% in April 1950, or a total of 266 sets, according to the Census Bureau. Only possible reception was from distant stations.

RADIOS AND TELEVISION—1950 U.S. CENSUS OF HOUSING—VERMONT

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Number</th>
<th>Urban Rural Non-Farm</th>
<th>Number</th>
<th>Percentage</th>
<th>Total Number</th>
<th>Urban Rural Non-Farm</th>
<th>Number</th>
<th>Percentage</th>
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<tr>
<td>The State</td>
<td>377,747</td>
<td>105,496</td>
<td>272,251</td>
<td>93.0%</td>
<td>80,893</td>
<td>101,005</td>
<td>29,888</td>
<td>97.6%</td>
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<td>Urban and rural non-farm</td>
<td>796,615</td>
<td>238,981</td>
<td>557,634</td>
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<td>167,349</td>
<td>229,266</td>
<td>69,822</td>
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<tr>
<td>Rural non-farm</td>
<td>159,003</td>
<td>44,901</td>
<td>114,102</td>
<td>71.7%</td>
<td>1,500</td>
<td>27,355</td>
<td>2,145</td>
<td>78.7%</td>
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<td>No Standard Metropolitan Area</td>
<td>31,133</td>
<td>19,151</td>
<td>12,982</td>
<td>59.4%</td>
<td>6,161</td>
<td>5,661</td>
<td>493</td>
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<tr>
<td>Urban Places of 10,000 or More</td>
<td>10,922</td>
<td>3,202</td>
<td>7,720</td>
<td>97.4%</td>
<td>2,180</td>
<td>1,800</td>
<td>380</td>
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<tr>
<td>Bennington</td>
<td>32,155</td>
<td>8,765</td>
<td>23,390</td>
<td>97.6%</td>
<td>1,600</td>
<td>1,100</td>
<td>500</td>
<td>90.0%</td>
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<td>Rutland</td>
<td>17,659</td>
<td>5,239</td>
<td>12,420</td>
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<td>4,235</td>
<td>3,245</td>
<td>990</td>
<td>95.4%</td>
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<td>Counties:</td>
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<td>Addison</td>
<td>19,442</td>
<td>4,499</td>
<td>14,943</td>
<td>91.9%</td>
<td>4,350</td>
<td>3,860</td>
<td>490</td>
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<td>Bennington</td>
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<td>7,086</td>
<td>17,029</td>
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<td>8,795</td>
<td>7,195</td>
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<td>Caledonia</td>
<td>24,049</td>
<td>6,845</td>
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<td>6,845</td>
<td>305</td>
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<tr>
<td>Essex</td>
<td>32,155</td>
<td>8,765</td>
<td>23,390</td>
<td>97.6%</td>
<td>1,600</td>
<td>1,100</td>
<td>500</td>
<td>90.0%</td>
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<tr>
<td>Franklin</td>
<td>29,894</td>
<td>8,074</td>
<td>21,820</td>
<td>95.9%</td>
<td>1,700</td>
<td>1,370</td>
<td>330</td>
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<td>Grand Isle</td>
<td>3,406</td>
<td>922</td>
<td>2,484</td>
<td>96.4%</td>
<td>642</td>
<td>522</td>
<td>120</td>
<td>99.2%</td>
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<td>Lamoille</td>
<td>11,388</td>
<td>3,013</td>
<td>8,375</td>
<td>97.2%</td>
<td>2,345</td>
<td>1,885</td>
<td>460</td>
<td>99.3%</td>
</tr>
<tr>
<td>Orleans</td>
<td>11,388</td>
<td>3,013</td>
<td>8,375</td>
<td>97.2%</td>
<td>2,345</td>
<td>1,885</td>
<td>460</td>
<td>99.3%</td>
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<tr>
<td>Washington</td>
<td>82,670</td>
<td>11,349</td>
<td>71,321</td>
<td>91.3%</td>
<td>21,992</td>
<td>17,063</td>
<td>4,929</td>
<td>90.1%</td>
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<tr>
<td>Windham</td>
<td>28,736</td>
<td>8,404</td>
<td>20,332</td>
<td>95.1%</td>
<td>8,475</td>
<td>6,875</td>
<td>598</td>
<td>98.7%</td>
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<tr>
<td>Windsor</td>
<td>40,883</td>
<td>11,718</td>
<td>29,165</td>
<td>97.3%</td>
<td>9,765</td>
<td>7,425</td>
<td>2,340</td>
<td>99.9%</td>
</tr>
</tbody>
</table>

Andrews Named

NEW Director of the Point Four Technical Assistance Program is Stanley Andrews, former owner of Farm's Music House and 62.9% of homes with TV.

Ghilain Joins WMAL

DUAL role with the Evening Star Broadcasting Co. will be filled by John H. Ghilain May 15 when he joins WMAL-AM-TV Washington as assistant to the director of programs and director of advertising and promotion, both possibly, according to Kenneth H. Berkeley, vice president and general manager. Mr. Ghilain was head of radio-television advertising, publicity and sales promotion for NBC's WRC-AM-FM WNBW (TV) Washington.
PEABODY WINNERS

MERITORIOUS accomplishments in radio and television in 1951 were recognized with distinguished George Foster Peabody awards at the 12th annual presentation in New York last Thursday.

Ten awards were announced at a luncheon meeting of the Radio Executives Club in the Grand Ballroom of the Hotel Roosevelt. They were presented by Edward Weeha, editor of the Atlantic Monthly and chairman of the Peabody National Advisory Board. The citations were divided into five for radio, four for television and one, a combination radio-TV award. Several hundred radio-TV leaders convened for the occasion, which was broadcast and telemcast by most major networks and WQXR New York.

Drawing encomiums in the radio classification were CBS Radio, WQXR New York, NBC for its Bob and Ray, KPOJ (MBS) Portland, Ore. and Alistair Cooke on BBC. WSB-AM-TV Atlanta was cited for "meritorious regional public service by radio and television."

In the video category, top plaudits went to Edward R. Murphy’s See It Now on CBS Television, NBC-TV’s Gian Carlo Menotti, ABC-TV’s Celanese Theatre, and WCAU-TV (CBS-TV) Philadelphia.

The occasion marked the sixth consecutive year that the presentations highlighted a luncheon session of the Radio Executives Club of New York presided over by I. E. (Chick) Showerman, president.

The awards, announced by Dean John E. Drewry, U. of Georgia’s Henry W. Grady School of Journalism, “are designed to recognize the most distinguished and meritorious public service” and to “perpetuate” the memory of the late George Foster Peabody. The awards were set up with the assistance of NARTB and are administered by the Henry W. Grady School of Journalism and a distinguished National Advisory Board.

CBS Radio drew radio educational program citation for its The Nation’s Nightmare, lauded as a "shattering and fearless documentary series on syndicated crime in the United States."

* * *

Winners of George Foster Peabody Awards

Radio and TV

Radio

• Public Service by a Local Station—WSB (NBC) Atlanta, The Pastor’s Study and Our World Today.

• Public Service by a Local Station—KPOJ (Mutual) Portland, Ore.

• Entertainment (non-musical)—Bob and Ray, NBC.

• Educational—The Nation’s Nightmare, CBS Radio.


• Contribution to International Understanding—Alistair Cooke’s Letter from America, BBC.

Television


• Entertainment (Music)—Gian Carlo Menotti (Amahl and the Night Visitors), NBC.

• Entertainment (non-musical)—Celanese Theatre, ABC.

• News and Interpretation—Ed Murrow and See It Now, CBS Television.

(Continued on page 60)
**HOUSE FCC BILL**

**THE HOUSE’s “traffic cop,” its Rules Committee, waved ahead the Senate-passed McFarland bill (S 688) last week with hopes pinned on an early vote in the lower chamber.**

It is now up to House managers to set a definite day for debate, a maximum of three hours to be allowed. That point should be reached within two weeks, Capitol Hill observers agree.

By action of the House Rules Committee, which has been advised that legislation in that body must pass on the way to the floor, the bill to modernize FCC functions and procedures can be further amended during debate.

Once the House passes the bill, it is certain to go to joint Senate-House conference.

Rep. Orrin B. Harris (D-Ark.), who has been acting as chief lieutenant for House Interstate and Foreign Commerce Committee Chairman Robert Crossen (R-Ore.), opened the House Rules Committee Tuesday.

He presented the background, outlining in general the bill’s purposes and provisions, in order to justify the granting of a “rule”—i.e., clearance for formal House action.

Rep. Harris told the committee, under acting chairmanship of Rep. Eugene Cox (D-Ga.), that in the “public interest something ought to be done” to facilitate the processing of station license applications.

First Since 1934

He noted the bill was “rather complicated” and “highly technical” and that he wouldn’t “endeavor to explain technical” portions of the bill “even if I could.”

But, he said, S 688 would be the first major legislation in communications since the Act now on the books was passed in 1934. And that, he said, there has been “much progress and development in communications, particularly in radio and television.”

Rep. Harris said that the Commerce Committee in agreeing on its own version of the McFarland bill, sponsored by Majority Leader Ernest W. McFarland (D-Ariz.) in the Senate for the past four years, found it necessary to consult with the committee’s own staff, the staff of the Commerce Department Committee, with FCC and with the radio-TV industry.

In brief, he said, the key purposes of the bill are: (1) to improve the FCC’s organizational setup, particularly the administrative functions of the FCC and its staff; (2) clarify and improve FCC’s procedure of granting permits for radio and television (a point, he said, of greater importance today because of the freeze in TV); (3) devise a new administrative changes; (4) modify and improve FCC procedures and rules in hearings. (5) Impose special controls upon

**BROADCASTING * Telecasting**

**H CLASSIC**

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**FCC in its exercise of quasi-judicial functions as compared to rule-making.**

The bill of the committee was in accord, Rep. Harris admitted, particularly in the technical phases of the bill. He cited organizational setup as one field of disagreement.

Rep. Harris pointed out that Cox questioned its very existence, bringing up his charges of previous years that it has “brow-beaten and intimidated licenses. Rep. Clare- nce (R-Ohio) was a member of the committee, who once served on the Commerce group, noted that his chief concern has been the "great abuse of power and a great deal of favoritism" allegedly attributed to the FCC.

Rep. Brown said he favored this bill. It is an “excellent piece of work," he declared. "If there is anything left to correct, Rep. Brown continued, the House can do so with "minor bills."

Prodded by Rep. Cox, Rep. Harris asserted the two sides agreed to the conclusion that the FCC has not performed its function... "the staff has been performing the function of what was the Commission’s."

The bill, he said, would correct this.

**POINT-OF- SALE Plan Begun at WTAM**

**VARIATION of the NBC “chain lightning" merchandising plan was set up at WTAM Cleveland by new NBC General Manager Hamilton Shea on his first official day there.**

Two officers present at a point-of-sale promotion with housewives buying regularly in 348 food stores controlling 79% of Cuyahoga County’s food volume, Mr. Shea said.

Advertisers may now reach fourths of potential food buyers in Cleveland with radio and in-store displays, Mr. Shea said.

**Advisers now may reach fourths of potential food buyers in Cleveland with radio and in-store displays, M. Shea said.**

**NBC SPAC MEET**

**Vote Confidence in Network**

**A PLEDGE of confidence in NBC’s network radio plans was issued by the network’s Stations Planning & Advisory Committee after its first 1952 meeting last week, though reports persisted that some members had privately expressed dis- appointment at what they considered a defeatist attitude.**

The formal statement was explicit in its commendation of NBC’s sales, programming, advertising, and promotion work. It was making congratulations to the network for “its realistic approach to the future development of network radio and promotion plans. It is making to broaden radio’s effective- ness and service and increase billings.”

Yet some SPAC members were said to feel that an overly pes- simistic attitude was reflected in some officials’ statements, such as one attributed to Harry Bannister, NBC program manager. The SPAC was making its first SPAC appearance as NBC station relations vice president, and who was said to have admonished that radio is up against a trend.

NBC officials for the most part declined to comment on specific reports as to developments at the two-day meeting, maintaining that it was a strictly private meeting whose proceedings should be kept confidential by both network repre- sentatives and SPAC members.

A SPAC meeting gangling that criticism existed, appeared to take the position that their approach was realistic and also ag- gressive, that criticism stemmed from lack of understanding of all network problems, and that the major stations represented on SPAC do appreciate NBC’s position and like its plans.

In the committee elections, F. A. Sugg, manager of WKY Oklahoma City, was named SPAC chair- man and E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, was chosen to fill the committee’s term. Richard O. Dunn- ing, president and general manager of KHQ Spokane, was elected secretary for radio and Lee B. Wailes, executive vice president of Fort Industry Co., secretary for television.

**Summer Presentation**

Elections were held at the opening session Tuesday morning. In the afternoon meeting the com- mittee viewed NBC’s summer radio presentation which, produced under the direction of Jacob A. Evans, manager of the radio advertising and promotion department and unveiled in March [B+T, March 31], has won praise from all seg- ments of the industry.

Then the committee divided into separate radio and TV groups for sessions with NBC officials represent- ing each medium.

The TV session meeting re- portedly went smoothly. Most NBC-TV sponsors are remaining on the air this summer, which was spoken of as a plus. There were said, however, to have been two main subjects of complaint: (1) what was considered a lack of sufficient attention to the quality of morning programming, and (2) shows giving free on-the-air plugs to non-sponsoring products.

Network officials were said to have taken the position that they currently are concentrating heavily on development of their revolution- ary new early-morning Today show and accordingly cannot devote full attention to other morning shows.

Regarding free plugs, it was said that some comics have been called on the carpet, though some SPAC members expressed doubt that net- work officials shared their concern.

The extent of commercialism in coverage of New York’s Easter Parade drew specific complaint, it was understood, with network au- thorities agreeing and pledging that it would not happen again.

Text of the SPAC statement on NBC’s key plans, follows:

“The NBC summer sales plan is a vigorous and well-documented presentation pointing up in dra- matic fashion the greatly increased values of network radio as a sales medium.

“We are enthusiastic over NBC’s expanded advertising and promo- tion plans. We are particularly pleased over the plans for on-the-air and newspaper promotion. We believe these will do much to enlarge the radio au- dience and promote radio’s value to advertisers.

“The NBC summer programming schedule offers an abundance of sensibly priced programs which we

(Continued on page 30)
YOUNG grocer Wyndall Smith had a well-known business problem: His new store just was not grossing enough. But the solution wasn’t quite as simple as the diagnosis. Particularly, when it was considered that Wyndall’s Super Shopping Center was out on Highway 60, east of Owensboro, Ky., away from many potential customers. Then Wyndall Smith turned to radio. That was eleven years ago. This year as he renews his radio, prosperous Grocer Smith has this local success story to tell.

** **

IT DOESN’T take “big money” to advertise your business on radio. But clever and forceful use of radio can pull small business into the big business class.

Back in 1941, Wyndall’s Super Shopping Center, located east of Owensboro, Ky., on U.S. Highway 60, was struggling along, using such newspaper advertising as the firm could afford. The young owner, Wyndall Smith, knew that he had to do something to attract patrons from downtown Owensboro and the surrounding countryside if his store was to prosper.

Trained as a trouble shooter for a national chain grocery, he was accustomed to the use of newspapers. He followed the precepts of that chain and bought newspaper space. Still his store was grossing only $50,000 a year. Something had to be done.

But Mr. Smith was a cautious merchant. He decided to try a limited investment on WOMI Owensboro. Results were pleasing. He increased the budget. Now 40% of his advertising budget goes into radio on both WOMI and WVJS.

Business last year totalled $1,500,-000.

Mr. Smith, who is now only 36, uses announcements for saturation coverage of his market to sell specials and perishable goods but also likes local institutional programs for good will building which he believes has been a factor in making and keeping his store the largest super market with the largest gross business of any similar store in western Kentucky.

He carries a schedule of daily announcements using on each the name of one of the many communities within the Owensboro retail shopping area and asking residents of that community whether they would like to have a free trip to Owensboro at Wyndall’s expense. The announcement then explains that the savings at Wyndall’s will give the listeners a free trip to Owensboro and leave them money in their pockets when they go home.

In addition Wyndall’s uses early evening programs on both stations, featuring recorded and transcribed music and service announcements for civic and church groups. Wyndall’s low prices are also featured on each program.

LeBlanc’s Hadacol Style Emulated

During the period when Sen. Dudley LeBlanc was creating a sensation with testimonial announcements for his well advertised Hadacol, Wyndall’s had announcements transcribed locally which used a similar approach and buzzed them to the extent that they amused the listeners and created much customer comment.

One of these Hadacol-type commercials used a small girl’s voice telling how her mother had trouble making her income cover the cost of necessities before they discovered Wyndall’s, but since trading regularly at Wyndall’s the family was able to eat well and buy the clothing it needed. Another announcement used a woman’s voice with a pronounced Mississippi drawl. Others were done by men, all of whom testified as to Wyndall’s quality foods and bargain prices. They were corny but they did a job for Wyndall’s and radio.

Radio Quickly Moves Unusual Shipments

In addition to his regular schedule, Mr. Smith orders as many as ten extra announcements in a morning or afternoon during the peach or apple season when he brings in fresh fruit from distant points in one of his farm-to-market trucks.

“If it was not for radio I couldn’t afford to gamble on bringing in perishable merchandise in large quantities,” Mr. Smith declared during a recent tape-recorded interview which was presented at the NARTB District 7 meeting at Louisville, “Radio, like gas, is fast”, he agreed.

Results have sold Wyndall Smith on the continued and increasing use of radio advertising. One story he likes to recall occurred during the war-time shortage period. Having received 7,000 packages of cigarettes from a supplier, he called WOMI and ordered one announcement to be used at 11 a.m., advising that the cigarettes would go on sale at 11:30 a.m., with a limit of two packages to a customer. By 1:30 p.m., 3,500 customers had passed through the checkout aisles and all of the cigarettes were gone as a result of that one announcement. One factory located about a half mile from Wyndall’s had to practically shut down when its employees learned directly or indirectly by radio that the scarce smokes were to go on sale.

The ease with which radio can be put to work for a food center is another plus value it has for Wyndall’s. Mr. Smith explains:

With radio and radio alone you can keep the public as near as you can from your telephone. You can pick up your phone, turn in your order and give the station a list of the specials you have to offer. You don’t have to wait for a layout man to draw up his copy, have it set into type and a proof run before getting your news адvertised that afternoon or the next morning. It’s easy for a busy merchant to use radio advertising. Where time is an element and shortage of help is a problem, this means a lot.

Wyndall’s Acceptance Is Radio’s Success Story

With radio repeating it day in and day out over the years, Wyndall’s slogan, “Where prices are born and not raised”, has become a buy word in the Owensboro area and Wyndall’s has become one of radio’s best users and boosters in the food field in Western Kentucky.
FCC COUNSEL continued its probe into the part Paramount has played in the development of television last week during the ABC-United Paramount Theatres merger hearing.

Testifying was Paul Raibirn, Paramount vice president in charge of television. He was quizzed, mostly, on whether Paramount allegedly tried to restrict development through its holdings in Scophony Corp. of America—a conclusion of a line of questioning begun two weeks ago. Commissioner Counsel Arthur Gladstone intro-
duced numerous exhibits tending to indicate that Paramount may have tried to keep TV "under control." In addition, Raibourn was questioned about speeches he made and letters he wrote and received.

A letter, written in June, 1947, by Dr. Allen B. DuMont, was ad-
tressed to Arnold Israel Jr., then a Paramount executive. Initials on the letter indicated it had been sent to Mr. Raibourn's office.

Dr. DuMont lambented the fact that Paramount was only lending more active financial support to his company, and wrote:

...I feel that the [DuMont] management has more than accomplished what it promised to do and we are doing in a very good position at the present time to be an outstanding company in this field. In spite of this we are faced with a situation in which we may not be able to maintain our chairman six months ago to me and again recently by Mr. Stanton Griffis, chair-
man of the board of Paramount, that we would not put a dime in television and could not see any possibility in the near future. Mr. Raibourn was in this council.

In view of these acts, I believe that Paramount should either themselves, or some other company, be put in a position to give up interest in this company so that we could proceed along other lines and give the care of this company to such a person who is interested.

I have tried to carry along for a long period of time and give the impression on this Council that the situation was going along fine and that we and Paramount were interested in the council and in the company and that we would be good and helpful and that if Paramount would do the same it would do the same and that is a spade a spade, and if we cannot become properly financed take the steps I have outlined previously.

Confidential Note Exhibited

Another FCC exhibit was a confidential memorandum from Mr. Raibourn to Barney Balaban, now president of Paramount Pictures.

The January, 1947, note revealed that Paramount had the power to stifle action on any group of stockholders in Scophony Corp. of America through Paramount's control of Class B stock. This note contained a recommendation from Mr. Raibourn that Paramount sell its interest in Scophony.

Scophony was largely controlled by British Scophony and had a number of theatre TV patents. It was also working on such inventions as the dark-trace (Skiatron) TV tube.

In his memo on the Scophony situation, Mr. Raibourn wrote:

...We are minority stockholders in Scophony, although we are in a position to stop action by others which might be detrimental to our interests through the fact that stock cannot be disposed of, or licenses granted.

We are, however, the only one of the group who can dispose of our interest.

Because of our position as a mi-

nority stockholder (1/6 interest in non-management stock) we had to take this kind of interest or patent rights would have probably flowed to RCA, GE and the AT&T, I have been unable to point this situation in the direction in which I would like to see it move. General Precision Equip-

ment has an entirely different attitude on a number of matters than we have.

I should like your permission to sell this interest, providing a satis-
factory profit can be obtained. This recommendation is made in spite of the fact that Paramount apparently have unusually valuable patents and in basically predicated on the fact that I am sure we do not wish to go into the manufacturing and development of equipment necessary to our exploitation of our rights in this situation.

Disagreement between Mr. Raibourn and Arthur Levey, Scophony president, is evident in an exchange of correspondence between the two.

In July, 1945, Mr. Levey wrote to Earl G. Hines, president of General Telecasting Corp., objecting to the way the Class B stockholders acted in their relationships with Scophony. A copy of the letter was sent to Mr. Raibourn. Mr. Levey said:

...The record shows that the "B" stockholders have consistently sought primarily to maintain "exclusive" of their licenses rather than permit the company (SCA) to progress through contacts developed through the man-

agement of the company. This would have resulted in providing very sub-
stantial revenue to the company as well as essential technical advance-

ment. According to the record, "B" stock-

holders have consistently discouraged development, and have developed to bring revenue into the company from "outside" sources, so that stockholders would not have to remain dependent upon them ("B" stockholders).

Near the beginning of his cross-examination last week, Mr. Raibourn went into a complex technical discussion of the German and American approaches to the problem involved with the Skiatron tube and film syndication operations. The Commission counsel apparently was exploring the possibilities of cartel implications in the Scophony situation.

...Preceding Mr. Levey today (Monday) will be Donald A. Stewart, manager of DuMont Television Network's film department. Mr. White, who equivalent to the general manager, may also be called to testify today.

To Take Stand Again

Due to return for re-direct examination in the case, Barney Balaban and a Tri-States Theatre Corp., a U.P.I. subsidiary. He was called to testify last week but an illness in his family prevented his appearance.

Estimates as to how long it will be before the Commission renders its final decision on the merger were being gathered by the Hearst newspaper chain. Hearst Chief Editor Leo Resnick earlier in the hearing

Proposed findings of fact, due 60 days after the hearing, would be submitted.

Hearing Examiner Resnick said he would need about three months after that in which to prepare his decision—which would be no later than April 1. Then, allowing 60 days for oral argument, the Commission could issue its final decision Jan. 15.
CLOSED CIRCUIT TV

Federal Agencies Mull

FULL-BLOWN possibilities of closed circuit television, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies, it was learned authoritatively last week. While details were not immediately available, it was known that at least three government departments—aside from the Federal Civil Defense Administration—have in mind projects involving United Paramount Theatres Inc. on the possible use of this selective communications medium.

Whether a central government coordinating unit was needed or if a blueprint or whether plans were being instigated at the individual agency level was not known.

These departments—Agriculture, Justice, and Labor—have evidently been examining the possibility of using closed circuit television for training purposes involving their agencies. It was learned, however, that FCDA has agreed to defer its next showing (previously set for around May 1) pending the outcome of this multi-agency study.

First Inking

First inking of this new vista came during the 25th annual Institute for Education by Radio—Television at Columbus, Ohio, last month [B&T, April 28, 21]. It was contained in an address by Irvin Sullivant, then representing United Paramount Theatres Inc.

Noting that the theatre industry has been "happy to cooperate" with FCDA on its series of programs, Mr. Sullivant said:

"Other government agencies are interested also in the training and information potentials of theatre television. Our staff has held several conferences with the Dept. of Agriculture and the Dept. of Justice, as well as the State Dept."

As presently envisioned, the plan could provide for the realization of certain objectives by each government agency along the lines demonstrated by civil defense planners.

Official confirmation of preliminary discussions was given last Monday by Charles Jackson, White House special assistant. He acknowledged that there had been early forums and interest by these agencies, which "have been studying the system." He said he knew of no group, however, which may be coordinating the project on a government-wide basis.

The consensus among government authorities who were contacted last week attested to the conviction that closed circuit video opens up a new door to government departments and that, once the movement is launched, a number of departments are prepared to come in and pursue specialized programs.

These objectives would range in nature, depending on the agency involved. Training concepts may be pursued by the Agriculture and Defense Departments, according to this line of thinking, while the Treasury Department presumably would concentrate its programming on savings bond campaigns.

"Through the plan runs a single common denominator: reaching a selective audience during non-regular movie going hours at a reasonable cost. As in the case of FCDA, the government agency would produce the program and rent out theatre facilities and AT&T lines. At present, theatre operators have outlined certain costs for ushers, etc."

Economy Factor Potent

Perhaps the most compelling argument for such demonstrations is the economy factor pointed out by federal CD planners: the agency has shown that it can reach, through two-way communication, some 35,000 people in a one-hour program for $20 per seat or about $7,000. It has generally been conceded, though, that if the project is pursued on a widespread scale, some arrangement would be made with theatre owners on cost factors.

UPT and FCDA authorities also have noted certain limitations: (1) Lack of fund agencies to launch the project on a large scale this year; (2) number of theatres equipped for TV (some 75 in 30 cities); (3) use of so-called "obituary" time set aside by theatre exhibitors (usually early morning or late evening hours); (4) FCC's postponement of theatre TV hearings on specific channels which could be set aside for the medium.

Mr. Sullivant of UPT feels it will be possible "to have a far-flung hookup of theatres embracing the major cities of the nation perhaps with two, three or even four theatres" or limit the closed circuit tie-up to a few cities on a regional basis, thus leaving relatively small seating capacity.

"Closed circuit theatre television complements broadcast television" and "adds the specific approach to the general approach" bridging small groups of thousands of miles apart.

Mr. Suls has pointed out that in any event, United Paramount views the FCDA experiments with enthusiasm—"both from the standpoint of public service and also from the point of view of advancing the art."

A Justice Dept. spokesman told Broadcasting * Telecasting last week that a UPT executive had contacted his agency some months ago on a possible program on delinquency aimed at a juvenile audience. While the Justice Dept. indicated it was willing to foot the bill and that the demonstration would be a great public service vehicle, the UPT official as Mr. Suls but said nothing had come of the idea.

Another possibility held out for the Justice Dept. was a demonstration to reach top-level factory or plant officials to apprise them of anti-sabotage measures.

It also was learned that UPT had approached a State Dept. official with a proposal for a theatre TV showing for public school students involving UNESCO.

The Treasury Dept. is watching closed circuit development with keen interest, but has mapped no concrete plans for its use, according to Elhhu Harris, assistant director in charge of promotion for the Saving Bonds Div. While the Defense Dept. had not had any actual experience with closed circuit TV as yet, both the Army and the Navy have conducted instructional television programs for servicemen. Col. Ed Kirby, chief of the Army Dept.'s Radio-TV Branch, said the medium holds "attractive possibilities" for the military.

Ken Capen, assistant director for radio-TV programs, Dept. of Agriculture, felt his agency would probably experiment in the medium "if it were to develop." He foresees "effective educational use" of closed circuit video for training specialists especially in an emergency." But there was no indication which officials UPT has contacted in this respect.

There was immediate speculation that if the above-mentioned government agencies embark on closed circuit video, others might follow suit. The Office of Price Stabilization, the Office of Defense Mobilization, the Dept. of Labor, Federal Security Agency, etc.

SOUTHERN ILLINOIS broadcasters attending a conference on area cultural-educational programs at Southern Illinois U., Carbondale, I11., last month were, front row (1 to r), Leonard Johnson Jr., WAWA Ave; Walt Schafer, WCIL Carbondale; George Dodds, WGHH Marion; Tom Land, WROY Carmi, and Joy Riley, WHOK Metropolis; back row (1 to r) Boren C. Robbins, Southern Illinois U., Carbondale; Mr. W. Lewin, WBYV Belleville; Charles Cook, WJFP Herrin; Merrill C. Currier, WKRO Cairo; Oscar Hirsch, KEVS Cape Girardeau, Mo., and Charles Lambert, WFRX West Frankfort.

KIRO SEATTLE

Has 25th Anniversary

TWENTY - FIFTH anniversary was observed last week by KIRO Seattle, CBS affiliate. Network programs and personalities saluted the Seattle outlet on its first quarter century in broadcasting. Station was founded April 27, 1927 as KPCB.

Station itself marked the occasion by moving studios and offices to a new location at 1530 Queen Ave. [B&T, Jan. 21].

Full page birthday advertisement appeared in local newspapers April 27. Copy carried statements by well-known personalities of the station regarding outlet's activities and its CBS programming.

NATIONAL NIELSEN-RATINGS ON RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm, Urban Zones and Including Telephone and Non-Telephone Homes)

REGULAR WEEK MARCH 14-22, 1952

Current Radio Ratings

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Broadcasting * Telecasting

"Copyright 1952 by A. C. Nielsen Co.

"ATTRACTIVE poss" for the military.

Ken Capen, assistant director for radio-TV programs, Dept. of Agriculture, felt his agency would probably experiment in the medium "if it were to develop." He foresees "effective educational use" of closed circuit video for training specialists especially in an emergency." But there was no indication which officials UPT has contacted in this respect.

There was immediate speculation that if the above-mentioned government agencies embark on closed circuit video, others might follow suit. The Office of Price Stabilization, the Office of Defense Mobilization, the Dept. of Labor, Federal Security Agency, etc.
Like putting money in the bank

Yes, sir! When you buy WITH in Baltimore, it's just like putting money in the bank! First of all, you don't need big money. WITH's rates are LOW . . . and a little money does a BIG job for you. WITH delivers you more listeners-per-dollar than any other radio or TV station in town. And that means low cost results!

Follow the lead of the local folks! They know advertising media best. And WITH regularly carries the advertising of twice as many local merchants as any other station in Baltimore.

So save money in Baltimore. Let a small appropriation do the job for you. Get all the details from your Forjoe man. And get them today!
RECRUITING

Media Funds Thawed

ANOTHER chunk of cold cash, stiffening until late 1951 in a congressional deep freeze, has been released and made available for additional Army Air Forces recruiting activities, it was learned authoritatively last week.

An estimated $200,000 which had been frozen by congressional whim in fiscal 1951 allocations will be used for additional Air Forces recruiting campaigns involving spot announcements and other media. It was not revealed immediately what radical a step the decision will involve.

The revelation that extra funds now are available for use came less than a month after House action which threatened to suspend virtually all paid advertising after July 1 (B&T, April 14).

Some $95,000-plus has been expended in recent weeks on the interprogram calling for spot drives over some 500 independent outlets, of the National Broadcasting System and 13 50-kw stations for Air Force and Army personnel recruitment.

It was understood Grant Advertising, Inc., is drawing up plans to extend the campaign, now nearing expiration, on a limited scale for broadcast commitments. The campaign is to be paid off during the next few weeks, along with the amount to be derived for broadcast commitments from May 1 possibly through September.

These 1950-51 funds — the $500,000 intermedia campaign also came out of that budget, as did network shows ($200,000) dropped last fall — had been held in reserve since December by the Defense Dept. The freeze was lifted with the understanding that the monies be expended on "directional" campaigns — radio, television, selected magazines and pamphlets, and other "pinpoint" media.

This development will keep Military Personnel Procurement Service officials in business through the summer at least, while efforts are aimed at unfreeze other refrigerated funds.

The House last month voted to cut the $12.5 million 1952 recruiting budget to the bone. The actual slicing was contained in an amendment paring Army maintenance and operation. About $1,050,000 was left for AF-Army for radio, TV and other advertising. The bill (HR 7891) pending before Senate Appropriations subcommittee.

But if it is, so other money still frozen prompted one procurement authority to comment: "Not only is much cold but much is frozen." He referred to an estimated $2 million in the 1951-52 still attached on Capitol Hill.

Of the $2.1 million tagged for 1952 activities, about $400,000 already has been shipped off for radio spots and television production (B&T, March 17).

OVER 200 business and civic leaders last Tuesday attended dedication of the new, $5 million House, Manhattan's newest and most modern structure. Among guests at a dedication luncheon at the Waldorf-Astoria were (l to r): Bernard M. Baruch, U. S. elder statesman; John Hancock, Lever Bros. chairman; Frank Stanton, CBS president, and James A. Farley, Coca-Cola Export exec. 

Pomeroy Plan—New Radio Format

(Continued from page 22)

The compact—a $1.25 item—were given to coupon book buyers at the store’s cosmetic section which did a good business in powder, perfume, etc., with the new coupon holders. More than three-fourths of the coupons were immediately exchanged for merchandise, largely of the high-mark-up variety, the store reported.

A cost analysis of the campaign showed that the spots produced $17,805 worth of sales at a cost of 4.7%. Incidentally, a similar campaign in 1951, when no compacts were given away, produced only $9,905 in sales. The whole question of premiums in connection with radio advertising drives is now being thoroughly tested and carefully analyzed.

The rug campaign was an entirely different affair, two days of announcements (Thursday and Friday, April 24-25) for a two-day sale (Friday and Saturday). A typical announcement explicated the sale:

"As a salute to home furnishings week Pomeroy’s of Pottsville offers . . . for two days only . . . 30 nine-by-twelve room size rugs at less than their 1939 prices.

"In the interest of seamless ... all ... wool ... rich ... pile ... nine ... by ... twelve ... Axminster ... rug ... at a Pre-War Price ... and ... You Pay No Money Down . . .

"This sale lasts only two days ... that’s only two days. Remember, there are only 30 rugs . . . you have a choice of five colors . . . the sale lasts only two days ... Friday and Saturday Only. And You Pay No Money Down. Don’t miss this chance of a lifetime. It’s at Pomeroy’s in Pottsville."

The WPAM schedule for this two-day campaign included 18 announcements. Rug sales totaled $1,451, Monday and the rug buyers also made other purchases totaling $994, making a grand total of $2,415.

In appraising these results," the report on the sale cautiously notes, "it is important to remember that, although former promotions costing very much more than this one, had failed to move the merchandise even though there had been several of these and they had run over a long period of time, it is still necessary to remember that this was a very special value promotion.

"Perhaps the most important point of the test is to show that the right kind of radio commercial will move this sort of ‘dressed’ merchandise when other media will not."

Radio station executives may obtain full reports on these and succeeding Pomeroy’s radio campaigns, including descriptions of the merchandise; the gimmick, if any is used copies of all announcements; a detailed analysis of costs and sales results, and all other pertinent data, from Dept. Store Studies, in care of WPAM, at $15 for each month’s studies. There will be at least two reports each month, Mr. Cuff said, possibly more.

In addition to the Pottsville tests, he said, similar test campaigns will be conducted simultaneously by other stores in the same general area, so that one method can be judged against others.

milestones

► LAST Tuesday marked the 20th anniversary of One Man’s Family, which started as a sustainer on NBC April 24, 1932, got a West Coast sponsor in 1933 and went coast-to-coast on NBC starting May 4, 1934. Program is now on NBC radio, Monday-Friday, 7:45-8 p.m., and NBC television, Saturday, 7:30-8 p.m., with Miles Lab sponsoring radio and alternate weekends on TV.

► CBS Radio People Are Funny, sponsored by Mars Inc., Chicago (Mars candy bars), starring Art Linkletter, enjoyed 10th anniversary on coast-to-coast radio last month.

► "RED" WOODWARD has celebrated his 20th anniversary as staff musician for WBAP Fort Worth. For 14 years, Mr. Woodward has been assistant musical director.

N. J. MEET

Comr. Hyde Speaks Today

TALK by FCC Comr. Rosel H. Hyde today (Monday) leads the two-day agenda for the annual meeting of the New Jersey Broadcasters’ Assn., announced Wednesday by Paul Alger, association president and manager of WSNJ Bridgeton.

Executives from 21 commercial AM and TV stations are expected to attend meetings today in the Hotel Dennis, Atlantic City, for an intensive study of broadcast-management problems.

In addition to Comr. Hyde’s luncheon speech Monday, the meeting’s program will include a report on the New Jersey civil defense test of its state radio network by Geo. Watrous, director of WFAG, Atlantic City and radio-TV director of the emergency network, and Robert Stone, state CD public information officer; a review of the independent films at New Jersey’s Irving Rosenbaum, president of WAAT-WATV (TV) Newark; network plans for radio, by Hugh Higgins, CBS Radio merchandising manager; and an address by Tom Flanagan, managing director of the National Assn. of Radio and Television Broadcasters.

Presentation of young composers’ radio scores by Robert McDougal, WAAT educational director; national radio-TV functions during air raids, by FCC Coordinating Group’s John McKelch; radio, by Dwight Rower, member of the Federal Communications Bar Assn.; “What the Agency Faces in Recommending TV and Radio,” by Walter Enright, radio director of Group Radio, Philadelphia; a trade paper’s place in radio by Norman Knight, vice president of Sponsor magazine; radio from a retailer’s perspective by Murray Klahr, advertising manager of Blatt department store, Atlantic City; and “Political Policies and Prices” by Harry Gottlieb, general manager of WNJR Newark.

Second day of the meeting will be devoted to a BMI program sales-promotion clinic, headed by Bob Fuller as BMI chairman. Talks will include:

Making your station a positive community force, by Tom Biggs, general sales manager of WLK Asbury Park station, the community station, by Seymour N. Siegel, director of WNCT New York; copyright laws, by Sydney M. Kaye, general counsel and vice chairman of the board, BMI; classical music programming, Charles Payne, program director of WAFS Dallas; advertising, by Morris Morris, news director of WMTR Morristown; accounts servicing and sales copy, Sam Carey, service manager of WTVS Richmond, Va.; and continuous block programming, Nat Shoehalter, assistant director of educational activities, WAAT.

Page 34  May 5, 1952
SPOKANE, WASHINGTON

is pleased to announce
the appointment of

WEED
AND COMPANY

as
NATIONAL
ADVERTISING
REPRESENTATIVES

EFFECTIVE MAY 1, 1952

Spokane is the hub of the great
Inland Empire, as large as New
England and rated one of the
nation's top markets. It includes a
large part of 4 states, 37 counties
and a part of Canada.

Over 1 Million People — Over
1 Billion Dollars Buying Power

RADIO STATION KNEW 5000 WATTS 790 KC.

SPOKANE, WASHINGTON

BURL C. HAGADONE,
President & General Manager

C. E. RODELL,
Station Manager

May 5, 1952
more cancerous to the growth of a station than selling without a purpose."

He said program men "must provide sales with vehicles that will produce results not only for the advertiser, but for the station. We are on a long haul—this is not a short subway ride."

BOISE, IDA., May 2

Henry H. Fletcher, general manager of KSEI Pocatello, Ida., spoke on "the long haul,
not Cut to Suicide."

Mr. Fletcher said that "one way in which radio operators can grease the skids for radio's destruction is through unethical, unwise and unprincipled operation of their stations." Broadcasters should "lock beyond their noses," he said, "in realizing that unless results are obtained for the man who buys your station time, that advertiser is not going to come back again and again to hand you his money."

RALEIGH, N. C., May 2

"Radio should balance its diet and budget with women's programs," Mrs. Frances Jarman of WDNC Durham, N. C., told clinic delegates at a Raleigh meeting. "Don't be caught with your kilo-
cycles down—never underestimate the power of a woman on the air of your station!"

COLUMBUS, OHIO, May 2

Walberg L. Brown, manager of WDOK Cleveland, advocated programs of classical music at the Columbus clinic. "Classics can and will be enjoyed by a great many people who do not necessarily have any formal musical background," he said.

Mr. Brown said WDOK programmers have found Beethoven, Tchaikovsky, Wagner, Brahms and Rachmaninoff valuable friends to cultivate. In addition to being enjoyed, they are economical, practical, and valuable allies in the sometimes puzzling competition of local programming."

DENVER, May 2

Ray Perkins, KFEL Denver disc jockey, addressed the afternoon session of the Denver clinic on "Music Is Our Business."

Mr. Perkins, differing in viewpoint from Mr. Brown's sentiments at the Columbus clinic, said broadcasters must recognize the much larger demand for "pop tunes." He said the economy and practic-
cality of pop records or short trans-
scribed library numbers, make this type of musical programming the major undertaking.

He acknowledged "the rising public taste for classical and 'light classical' music," however.

CALGARY, ALTA., April 24

A record attendance was estab-
lished at the Calgary meeting spon-
sored by the Western Assn. of

AMONG 90 Southern California Broadcasters attending BMI program clinic April 29 at the Hollywood Roosevelt were (seated, l to r) Mrs. Alan Torbet; Alan Torbet, KROW Oakland; Frank Burke, editor, Radio Daily; Norman Nelson, SCBA, and Mrs. Jim Cox; second row (l to r) Ed Frech, KFRE Fresno; George Higgins, KMBC Kansas City, Mo.; Murray Arnold, WIP Philadelphia; James Russell, KVOR Colorado Springs; Charles Hamilton, KFI Los Angeles, and Ned Connor, KRKD Los Angeles; third row (l to r) Maurice Mitchell, Associated Program Service; Glenn Dolberg, director, station relations, BMI; Col Smith, KFAC Los Angeles; Jim Cox, BMI, and Mark Haas, KMPC Los Angeles.

Booths, with 126 persons at-
tending from ten Alberta stations, some coming as far as 600 miles.

Other meetings were held as fol-
lows: April 26, Owensboro, Ky.; April 29, Charleston, W. Va.; April 30, Sioux Falls, S. D.; May 1, Omaha and Salt Lake City; May 2, Little Rock, and May 3, Jackson, Miss.

William Hiter Grant

WILLIAM HITER GRANT, 64, vice president of Outdoor Adv. Inc., and manager of the firm's Phila-
delphia office, died April 22 at Bryn Mawr Hospital. He is survived by his wife; a daughter, Constance Joan, and a sister, Mrs. Ruth H. Greene.

NARTB SESSIONS

Board, Code, Dues Groups to Meet

REVIEW agency to maintain the new combination dues plan of NARTB, adopted last February by the joint Radio-TV boards, will start operating next week.

The new unit will hold its first meeting Thursday at NARTB Washing-
ton headquarters, one of a series of NARTB meetings slated to wind up in mid-June. Chairman of the two committees is Harold Essex, WSJS Winston-Salem, N. C.

Under the dues plan, NARTB gives discounts ranging from 10% to 25% provided all units owned and/or operated by the same company are association members. Net-
work dues are not included in this arrangement.

The Essex committee will have the job of reviewing cases where ownership status is in doubt, de-
termining whether or not joint fees should be paid. Operators of two stations get a 10% discount under the plan, covering their total bill. Other discounts: three units 15%; four units 20%; five or more units 25%.

Committee Members

On the committee with Chairman Essex are Clair R. McCollough, WCAI-AM-TV, Lancaster, Pa., and Robert T. Mason, WMRN Marion, Ohio.

Mr. Essex, a radio director for District 4, also is chairman of the board's Finance Committee, which is scheduled to meet June 11 in Washington. Other members are Kenyon Brown, KWPT Wichita, Tex.; Ben Strouse, WWDC

Gard Picks Ross Roy

GARD Industries, Chicago, manu-
facturers of weather-proof sprays for leather goods under its names Ross Roy, Chicago, to handle its advertising. Radio and TV will be used.

BOISE, IDA., May 2

(Continued from page 28)

confident will not only build audience but do an effective job for sponsors.

"NBC action in engaging the Nielsen Coverage Service is a step which will provide up-to-date, com-
prehensive information on the facets of radio listening, including nationwide data, on out-of-home and multiple-set listening which has never been adequately measured before.

"We members of SPAC congratulate NBC on its realistic approach to the future development of network radio and forward-looking plans in making to broaden radio's effectiveness and service and increase billings."

SPAC members, in addition to Mr. Allerton, found that 58% of stations have a quarter-hour day-
time rate amounting to 40% of the one-hour daytime rate, accord-
ing to the NARTB, Radio News letter. "Parenthetically, this 40% relationship to the hour rate would seem to be a normally accepted ratio," he explained.

It was found that 7.3% of sta-
tions set a higher relationship of quarter-hour to hour rate, ranging from 41% to 62%.

On the other hand, 34.7% of the stations have rate cards with quar-
ter-hour time charge that is lower than 40% in relationship to the hour rate. Practically all of these stations range from 30% to 40%, according to the survey, the bulk of them narrowing down to the 30% rate. Mr. Allerton said the survey is not designed to show that AM sta-
tions one-hour rates are high or low. The significant point is: Nearly 5% of AM stations' goods, under-pricing their quarter-hour rate, he added.

CONTEST has been started to name horse owned by Bill Williams, star of Adventures of Kit Carson, TV film series sponsored by Coca-Cola Bottling Co. on KECA-TV Hollywood. Winner receives $100 U. S. Savings Bond.
We are proud to receive the National Headliners Club Award for Outstanding Public Service which cites our sponsorship of Florida's new law making public all political campaign contributions and expenditures.

The record dates back to early days of the century for The St. Petersburg Times and back to the beginning of its teammate, Radio Station WTSP. Here are a few of hundreds of items:

INFORMING VOTERS—Free air time, free newspaper space give all candidates opportunity to tell their story.

GET-OUT-THE-VOTE—WTSP-Times campaigns bring surprisingly high percentages of voters to polls, spur interest in government.

WINNERS-LOSERS PARTY—Each election night all candidates watch vote count in WTSP studio, broadcast comments, go home in spirit of harmony beneficial to the community.

GOOD GOVERNMENT—Unblinking spotlight has kept city and county governments free of scandal since Times won divorce of Pinellas County from Tampa-dominated Hillsborough nearly 40 years ago.

RACE RELATIONS—WTSP-Times won referendum for Negro housing project after it was rejected by City Council. Times won top Florida award of 1951 for editorial on touchy subject of Negroes in colleges.

LABOR RELATIONS—WTSP brought leaders together in special broadcast to air both sides of city bus strike, major step toward settlement.

MILLION REFUND—Times crusade for utilities regulation (begun when Florida was one of three states without controls) has brought $1,100,000 refund to electricity users. Current campaign for donation of those refunds to a building fund may provide a long-sought civic auditorium.

HEALTH—Forums by medical society members on various health problems produce overflow audiences, heavy mail.

SHUT-INS—WTSP beams programs at large number of men in Veterans Hospital and high number of elderly shut-ins . . . daily baseball play-by-play . . . golf matches . . . tarpon roundup . . . yacht race . . . high school and junior college events . . . parades . . . meetings.

SENIOR CITIZENS—Two WTSP-Times campaigns under way for removal of $50 a month earnings by pensioners; and for establishment of a craft and handwork program.

F-Y-I FORUMS—WTSP's For-Your-Information forums give community facts on many civic problems. One result: Switch from street cars to buses.

BETTER LIVING—This aim of WTSP adult education clinic has co-operation of YMCA,YWCA, PTA, Library, Junior College, Art Group, Classroom Teachers, Council of Human Relations.

BRIDGES—Since its founding The Times has been leader in drive for better and more and toll-free bridges and highways in Tampa Bay area. Recent result: New Gulf Coast Highway (U.S. 19) and Bay bridge.

REALTORS FORUM—WTSP service to inform home owners and home seekers.

BONDS—Times broke up municipal bond monopoly, saving thousands of dollars in refinancing; won reappraisals for tax equality.

FUN—WTSP-Times support has aided symphony concerts, local operetta, other cultural projects in addition to Halloween parties, treasure hunts, Santa Claus arrivals, amateur sports competition and many other entertainment projects.

Local ownership and a continuing policy of public service have built the WTSP-Times record of performance which now becomes a challenge for the future.
AMA CLINIC

Cott Talks on Sales

"TODAY, all business is in show business, and the competitive system of selling makes every salesman a showman," Ted Cott, vice president of NBC and general manager of WNBC-WNB New York, said Tuesday.

Speaking at the New York American Marketing Assn.'s 1952 marketing clinic held in cooperation with the Sales Executives Club, Mr. Cott, subject was "Factfinding: Merchandising That Makes for Greater Sales," said:

"There must be a marriage of the retailer and the manufacturer, and the advertising medium is an available and vital matchmaker."

Freedom of choice—whether it is between two candidates for public office or two cans of beer on the self-service shelf—is a basic American concept, and it is important for a product to have an extra plus to win the election of the consumer or the voter, he asserted. NBC's "Operation Chain Lightning," he said, is a case in point; by promotional partnerships with 11 food chains, the station is able to give promotional positions to the station's clients, which have resulted in making radio advertising a twin of merchandising.

Research was nominated by Mr. Cott to serve as the best man at the retailer-manufacturer wedding, although "It is too often the handy choice to prove a point without a true realization that it also points a way," he cited the sets-in-use figure for radio which indicates "an untouched audience, a new frontier, an expanding market of 58.6. . . . The sets not-in-use is an exciting opportunity."

Identifying merchandising as imagination, Mr. Cott urged much wider use of ingenuity, with statistics as the starting point for a jump-off into action. "We need more people to take more chances," he concluded, "and the nearest way to get there is on an impulse."

DANCE Educators of America, N. Y. have chosen Patricia O'Connor, alternate star of NBC-TV Colgate Comedy Hour, as TV dancer of the year.

NLRB DECISIONS

NBC, 3 Stations Affected

NATIONAL Labor Relations Board has announced decisions and orders affecting KTKO Oklahoma City; WJPS Evansville, Ind.; WOOD-AM-TV Grand Rapids, Mich., and NBC Chicago. Results of an election at NBC Chicago involving staff newswriters showed that all of the six vote cans were for the National Assn. of Broadcast Engineers & Technicians, CIO. No votes were cast for the Radio Writers Guild of the Authors League of America. In another election, held at WOOD-AM-TV, Local 1296 of International Brotherhood of Electrical Workers, AFL, received 16 votes to 9 cast for NABET. Election involved all broadcast engineers and technicians at the AM and TV stations, including regular part-time technicians.

At WJPS, NLRB granted a request of IBEW to withdraw its petition for certification of representatives, thereby closing the case. An election to be held within 30 days of April 10 was reported ordered at KTKO. All broadcast technicians and engineers at the studios in Oklahoma City and at the transmitter in Moore, Okla., including the assistant engineer, are to vote for or against Local 1141 of IBEW.

TIME QUESTION

Clock Battle in Northwest

NORTHWEST area of the nation, Oregon and Washington, was split between daylight saving and standard time last week. Despite a decision by Gov. Douglas McKay that Oregon would stay on standard time, a ruling that was protested by the Oregon Assn. of Broadcasters and others, the Portland City Council at late week voted to authorize daylight time. Oregon City, Forest Grove and Vancouver, Wash., were expected to follow.

However, Tacoma City Council stood pat on standard time in face of 1,456 signatures on a protest petition. Seattle and other western Washington cities adopted daylight time while the eastern portion and most rural areas retained standard time.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.
May 5: BMI Program Clinic, Bentley Hotel, Alexandria, Va.
May 5: BMI Program Clinic, Hotel Roosevelt, New York City.
May 5: BMI Program Clinic, Hotel Jefferson, St. Louis.
May 5: BMI Program Clinic, Olympic Hotel, Seattle.
May 5: BMI Program Clinic, Onondaga Hotel, Syracuse, N. Y.
May 5: BMI Program Clinic, Hotel Saskatchewan, Regina, Sask.
May 5: BMI Program Clinic, Hotel California, Los Angeles.
May 5: BMI Program Clinic, Hotel Sherman, Denver.
May 5: BMI Program Clinic, Hotel Touraine, Boston.
May 5: BMI Program Clinic, Hotel Claridge, Atlantic City, N. J.
May 5: BMI Program Clinic, Hotel Skirvin, Oklahoma City.
May 5: Broadcasters Assn. spring meeting, including BMI, at Atlanta, Ga.
May 5-6: BMI Program Clinic, Hotel Roosevelt, New York City.
May 5-6: BMI Program Clinic, Hotel Suburban, Erie, Pa.
May 5-6: BMI Program Clinic, Hotel Jefferson, St. Louis.
May 5-6: BMI Program Clinic, Hotel Washington, Atlanta.
May 5-6: BMI Program Clinic, Hotel Pennsylvania, Philadelphia.
May 5-6: BMI Program Clinic, Hotel Santa Fe, Santa Fe, N. M.
May 5-6: BMI Program Clinic, Hotel California, Los Angeles.
May 5-6: BMI Program Clinic, Hotel Sherman, Denver.
May 5-6: BMI Program Clinic, Hotel Touraine, Boston.
May 5-6: BMI Program Clinic, Hotel Roosevelt, New York City.
May 5-6: BMI Program Clinic, Hotel Pennsylvania, Philadelphia.
May 5-6: BMI Program Clinic, Hotel Santa Fe, Santa Fe, N. M.
May 5-6: BMI Program Clinic, Hotel California, Los Angeles.
May 5-6: BMI Program Clinic, Hotel Sherman, Denver.
May 5-6: BMI Program Clinic, Hotel Touraine, Boston.

CBS, Publicists Agree

CLIMAXING four months of negotiations, CBS Hollywood and the Publicists Guild reached agreement last week. Retroactive to Jan. 1, new contract is being submitted to the Wage Stabilization Board for approval, and includes 15% weekly wage increase across-the-board, thereby raising the average weekly salary from $90 to $115. Negotiations next a month or so for the Publicists Guild and ABC Hollywood.

May: BMI Program Clinic, Hotel Canadian Pacific, Vancouver, B. C.
May: BMI Program Clinic, Hotel Roosevelt, New York City.
May: BMI Program Clinic, Hotel Pennsylvania, Philadelphia.
May: BMI Program Clinic, Hotel Santa Fe, Santa Fe, N. M.
May: BMI Program Clinic, Hotel California, Los Angeles.
May: BMI Program Clinic, Hotel Sherman, Denver.
May: BMI Program Clinic, Hotel Touraine, Boston.
May: BMI Program Clinic, Hotel Roosevelt, New York City.
May: BMI Program Clinic, Hotel Pennsylvania, Philadelphia.
May: BMI Program Clinic, Hotel Santa Fe, Santa Fe, N. M.
May: BMI Program Clinic, Hotel California, Los Angeles.
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May: BMI Program Clinic, Hotel Santa Fe, Santa Fe, N. M.
May: BMI Program Clinic, Hotel California, Los Angeles.
May: BMI Program Clinic, Hotel Sherman, Denver.
May: BMI Program Clinic, Hotel Touraine, Boston.

NBC TEAMWORK

Workshop Urges Cooperation

IMPOR'TANCE of close teamwork between NBC and affiliates in promoting and selling radio was stressed last week in the first of four regional Promotion-Press Merchandising Workshops sessions hosted by NBC for its radio affiliates.

Some 48 representatives of 31 stations attending the first meet included Thursday and Friday in New York, heard NBC executive outline plans, problems, prospects and techniques of making the most out of radio as the No. 1 sale medium.

Stressing the "mutuality" of interest of network and affiliates, John K. Herbert, vice president in charge of Radio Sales, told the group that strong promotional activities build audiences for both the network and its individual affiliates, and that proper merchandising produces maximum sales returns.

He asserted faith in network radio and its ability to sell itself or basic values, and deplored what he termed "electronic competition" which causes some advertisers to feel that they must make a choice between the broadcast media, radio and TV.

Charles C. Barry, radio program vice president, emphasized the need for promotional efforts in support of program structures. He stressed the difference in size of the radio and that of TV—105 million sets against 16.5 million.

Public relations activities were outlined by William F. Brooks, public relations vice president, while the problems of "Glamorizing Publicity and Publicizing Glamour" were discussed by Press Vice President Sydney H. Eiges. Henry Casidly, director of news and special events, reviewed "News Coverage for the ABC Year."

Fred N. Dodge, director of merchandising, described merchandising as "the magic touch." After showing NBC's new "summer radio" presentation, Advertising and Promotion Manager Jacob A. Evans reviewed "Promoting Radio in a Television Age" and Audience Circulation Supervisor Clyde Bannister. Mr. Bannister gave a progress report "Up to Now," and, in another talk, presented summer audience promotion plans. "Radio Research for the Future," was presented by Broadcasting and Research Director Hugh M. Beville, while Mr. Evans wound up the workshop's first day by emphasizing "timely" promotion as the keynote for the future.

Friday's meeting was to be devoted primarily to group discussion sessions, after opening talks by Mr. Cott and co-op Sales Manager Ludwig Simmel.

Station Relations Vice President Harry R. Bannister welcomed the group at the opening meeting and Station Relations Director Fred Shaw conducted the Friday session.
We are proud to introduce...

Gayle V. Grubb

Vice-President
and
Managing Director
WJBK-AM • WJBK-TV

Mr. Grubb, the new Vice-President and Managing Director of WJBK-AM and WJBK-TV, was formerly a Vice-President of the American Broadcasting Company's Radio and Television operations in San Francisco. A veteran of 28 years radio experience, he brings to WJBK a vast background in radio and television acquired as manager of Radio Stations KFAB, Lincoln, Nebraska, and WKY in Oklahoma City. Since 1945, Mr. Grubb was in charge of KGO and KGO-TV in San Francisco.

The entire staff of WJBK and the companion stations, owned and operated by The Fort Industry Company, say: "Welcome to Detroit!"

WJBK - AM • FM • TV

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
FCC Awards increase to ... 10,000 Watts

WJBK's signal power will be stepped up to 10,000 watts, (daytime) and 5,000 watts (night time). A terrific plus to Detroit's Best Buy. This is the greatest power signal boost ever granted to any independent radio station in the Metropolitan area of Detroit.

This increased power of WJBK will extend its market coverage, and, in addition, give your sales message even greater concentration among the station's loyal, responsive listeners.

Increase your sales punch in the wealthy Detroit market with WJBK, Detroit's Best Buy!

WJBK-DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
SET SALES

Output of radio and television receivers dropped over 40% below that of the first quarter of 1951, according to a three-month analysis listed last week by Radio-Television Mfrs. Assn. Figures cover the entire industry.

Radio set output was down 44% and TV 40%, RTMA estimated. Output of radio sets totaled 2,357,800 in the first quarter of which 976,800 were manufactured in March, a five-week month. Output of TV sets totaled 1,324,831 for the quarter.

RTMA found that 123,866 radio sets manufactured during the first quarter had FM circuits, with 21,107 TV sets containing FM band tuning facilities.

Receiving tube sales amounted to 85,934,322 units manufactured during the first quarter. Of this total, 9,682 were received for March, of which 1,822 were returned.

Picture tube sales to manufacturers totaled 370,206 units in March, with a value of $8,852,538 compared to 608,206 units valued at $15,064,425 in the same month a year ago. First quarter picture tube sales totaled 1,040,229 units valued at $29,808,653 compared to 1,822,793 tubes valued at $40,832,454 a year ago.

Set production by months for the quarter of 1952 is shown below.

<table>
<thead>
<tr>
<th></th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>406,933</td>
<td>358,723</td>
<td>85,423</td>
<td>199,147</td>
<td>95,132</td>
<td>632,455</td>
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<tr>
<td>February</td>
<td>409,237</td>
<td>312,705</td>
<td>101,722</td>
<td>197,715</td>
<td>106,103</td>
<td>759,453</td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>516,561</td>
<td>357,609</td>
<td>241,019</td>
<td>360,240</td>
<td>361,424</td>
<td>2,367,600</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,324,831</td>
<td>935,117</td>
<td>241,019</td>
<td>959,147</td>
<td>361,424</td>
<td>2,367,600</td>
</tr>
</tbody>
</table>

LOUDSPEAKERS

Larger Inventories Sought

Plea for easing of materials and larger inventories to meet expected demand by set-makers for loudspeakers after July 1 has been placed before the National Production Authority.

Loudspeaker manufacturers told NPA April 24 the current 45-day speaker inventory will be inadequate when radio swings into peak production during the third and fourth quarters. Under present conditions, set-makers would have to wait before receiving these components. Copper wire inventory shortages were reported in particular.

The loudspeaker industry group also asked more data on cobalt and nickel. NPA said there is a "temporaty balance" between supply and demand but pointed out military needs will mount. The industry group conceded it would be "risky" at this time to remove controls on these alloys but said it would face production lags because of curtailed civilian needs.

Certain carbon steel also has figured in NPA actions. NPA removed "second-quality" or rejected steel from controls and told manufacturers they need not file requirements for the fourth quarter.

Applications (CMP 4-B) for materials to make all-type radio TV appliances — receivers, phonographs, record-players, etc.—were sent out to firms last week.

While carbon steel is used for chassis and tubes, industry spokesmen felt the order would have little effect on manufacturers when viewed against other shortages and fulfillment of current civilian demand for sets.

TEACHERS NAMED

For News Internships

TEN university journalism teachers have been selected for the 1952 radio internship program of the Council on Radio-Television Journalism, according to Basket Moos, Northwestern U., council chairman.

They will serve in selected radio-TV stations newsrooms during the summer vacation period. Robert K. Richards, NARTB public affairs director and council secretary-treasurer, said the program will give teachers practical newspaper experience and better prepare them to train students for broadcast service. The interns contribute their services on an "average fee" basis.

"...KLZ does a front line job for Civil Defense"

Lieutenant General Henry L. Larsen, director of Civil Defense for the State of Colorado, says, "KLZ does a front-line job for Civil Defense"...high compliment indeed from this able, combat veteran General of the U.S. Marines. (Ret.)

KLZ contributes time, personnel and facilities in support of the important Civil Defense program in Colorado and works in close cooperation with both City and State Civil Defense offices. Such activity is typical of the comprehensive public service efforts of KLZ, Pioneer Broadcasting Station of the West.
KLBS HOUSTON  
Liberty's Key Station  
LIBERTY Broadcasting System's key outlet is now located at Houston, operating the former KLEE under new call letters of KLBS. Change was effective April 65, with the station joining the network, Ray A. Lewis, general manager of Trinity Broadcasting Corp., has announced.

Trinity Broadcasting Corp. also owns and operates KLIF Dallas and KELP El Paso. It purchased the former KLEE for a price in excess of $300,000, it was pointed out, with sale and transfer approved by FCC [B*T, March 3, Feb. 4].

Change in call letters, from KLEE to KLBS, marks the proposed moving of Liberty's headquarters from Dallas to Houston. That move should be completed on a working basis in early 1953, Mr. Lewis noted. KLBS operates on 610 kc with 5 kw power and is on the air 24 hours daily. Liberty's co-chairman of the board, B. R. McLeod, is also president of Trinity and owner and operator of the Tri-State Theatre chain of the Southwest. Gordon McLeod, LBS president, is an executive of Trinity.

'POLITICAL' ADS  
Humphrey Is Answered  
ATTACK on "political" institutional advertising by Sen. Hubert H. Humphrey (D-Minn.) has been opposed formally by the Advertising and Sales Club of Seattle.

The club has adopted a special resolution calling on the state's delegation in Congress to continue to uphold free speech and a free press by opposing Sen. Humphrey's theories on the function of advertising, which is a necessary tool of business enterprise, and his efforts to hamstring advertising as a medium of free expression of views.

Resolution was proposed by A. F. Moitoret, Seattle manager of Braun & Co. and the club's legislative chairman.

Sen. Humphrey's speech against "political" institutional ads was made in the Senate early last month [B*T, April 7].

CONTROLS STAY

BATTLE royal was fomenting on Capitol Hill last week against the backdrop of the steel industry dispute and walkout which threatened long-range repercussions in the nation's military and civilian economy.

In all, 25 Senate and House hearings were held during the week, although all showed that the Senate and House eventually will vote to extend wage-price controls despite sentiment for their abolition in the wake of the steel dispute. The question was: how long an extension beyond June 30?

Reason for anticipating renewal of the Defense Production Act appeared partly political in nature as both congressional and FTC held hearings on economic controls.

The Senate Banking & Currency Committee resumed sessions after executive deliberations which were side-tracked because of the steel issue. The House counterpart unit opened hearings at the same time.

Still at stake, aside from extension of wage and price ceilings, is the issue of the Defense Production Act's cost allowance formula for advertising; (2) Regulation W governing installment purchases of radio-TV sets and other applications; and (3) exemption for broadcasting and other media from price controls.

Consensus was that the last two would remain status quo, providing, of course, the price controls are extended. There appears to be no organized fight to preserve the advertising cost provision authorized as Sen. Homer Capehart (R-Ind.).

Most manufacturers have had the opportunity to apply for higher ceiling prices on the basis of added expenses accrued before July 24, 1951 cutoff date, though they stand to benefit further if this date is extended.

Mixed Reactions

Demands flew thick and fast last week on the economic front. There was mixed reaction in Congress ranging from cries for abolition of all controls to calls for its extensions.

The U. S. Chamber of Commerce labeled wage-price controls "superfluous and wasteful." Price Stabilizer Ellis Arnall called for a two-year reprieve. Renewal of the act was supported generally by Economic Stabilizer Roger Putnam and Wage Chief Nathan Feininger.

Mr. Putnam backed President Truman in reiterating a demand for repeal of the Capehart amendment. The OPS, he said, is under "continuing all and heavy pressure to raise ceilings on many commodities in vital areas." Steel industry's request for price boosts, if granted, would set off a wave of price hikes and wage demands in other industries, he added.

Former Defense Mobilizer Charles E. Wilson added his own views. He said the U. S. is in a "grave position" and must get its economy "back on the track." Joining production with defense requirements will take "several years" despite the progress made under his leadership, Mr. Wilson told the Senate Banking Committee.

Likely to issue of the steel upheaval is the forthcoming probe of the Wage Stabilization Board by the House Labor & Welfare Committee tomorrow (Tuesday).

The lower chamber was unanimously to conduct the investigation because of WSB's handling of the dispute. Proposal is to revamp the board and eliminate the jurisdiction over such disputes. WSB governs wages in the radio-TV and other industries.

PRISON RIOT

Covered by Detroit Outlets  
DETROIT radio-TV outlets gave full coverage last week to the 98-hour riot staged by 2,600 convicts in the Jackson, Mich., prison. Viewers and listeners throughout the state, and in some cases throughout the country, were kept abreast of developments through facilities of Detroit stations.

After the mutiny began, WWJ-TV's news producer, Tom Sutton, rushed to the scene and within a few hours films were appearing in regularly scheduled newscasts. WWJ used WIBM-Detroit as a relay station for providing direct radio coverage. Programs featured commentary by Bob Leafiled, staff announcer, and interviews with prisoners themselves.

Films made by WJBF-TV were picked up for showing on Douglas Edwards' CBS-TV show. Network commended the station on the fine quality of the film cut-ins, WJBK reported.

After the riot ended, WJBK telecast a panel discussion on the causes, possible remedies and probable repercussions of the uprising. Participants included Attorney General Frank Millard and Detroit Times reporters Jack Pickering, Al Kaufman and Edward Breslin.

Newscaster Ray Girardin, CKLW-Windsor, Ont., aired a taped interview with Earl Ward, riot ringleader, the day after the mutiny began.

Floberg Luas Radio  
ATTEMPTS to pierce the Iron Curtain by radio were described as a "marriage of technical achievements ... and the message of a free world trying to get through" in a speech by John F. Floberg, Assistant Secretary of the Navy for Air, at an Armed Forces Communications dinner in Philadelphia April 24. Floberg described radio-teletext electronics achievements as a "triumph," and the "failure of one-half of the world to establish any reasonable human communications with the other" as a "tragedy.

NOW 5,000 WATTS

ائي

PRIMARY ONLY
813,096 Population
218,870 Homes
200,538 Radio Homes
$763,631,000 Total Sales

LANING, MICHIGAN

SEE RAMBEAU - New York, Chicago, Los Angeles IMPACT RADIO SALES, Detroit
Question:

HOW DO DRUGGISTS RESPOND TO "KYW FEATURE DRUGS"?

Answer:

(and we quote)

"ONE OF THE GREATEST MERCHANDISING IDEAS TO COME ALONG"

"Congratulations on the great job you're doing for the independent retail druggist. 'KYW Feature Drugs' is one of the greatest merchandising ideas to come along and should merit the wholehearted support of every selected pharmacy."

That's how one official of a local drug store association feels about this dynamic KYW program. And we can show you many, many other letters in the same vein!

Hal's Their Pal. With every program, Hal Moore wins new support from the local drug trade as he selects and commends another "featured" store. All this brings effective cooperation, including terrific opportunities for in-store promotions, for participating sponsors. For interesting case histories and for availabilities, check KYW or Free & Peters.

50,000 WATTS NBC AFFILIATE

KYW PHILADELPHIA

WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

West Point," and Warren, 8, "a ham bone from the toenails up." All three youngsters have appeared in movies and commercial films, and Warren has been offered several Hollywood contracts—all of which were turned down flatly. Mr. Kilian uses the same approach with his No. 3 son as with professionals—he guides instead of tells, uses psychology instead of a text book on drama.

Allergic to strenuous exercise, he spurns golf, saying 'I get enough exercise walking down the hall to the media department.'

30TH ANNIVERSARIES

KGY Olympic, Wash., WBAP Fort Worth and WDRC Hartford have just celebrated their 30th anniversaries in broadcasting.

KGY marked its 30th birthday anniversary amid ceremonies marked throughout by cooperation of local merchants and listeners. Olympic merchants contributed $10,000 worth of merchandise prizes which Tom Olsen, president-general manager of KGY, gave away to lucky ticket holders. The tickets were dropped from atop a fire truck extension ladder in downtown Sylvester Park. Some 6,000 persons participated in this event.

Programwise, ceremonies were highlighted by the appearance of Mr. Olsen with Father Sebastian Ruth, of St. Martin's College, who founded KGY at nearby Lacey in April 1922. Father Sebastion operated with 5 w, as a one-man staff, coupling the station operation with his teaching duties at St. Martin's. Today, KGY operates with 250 w on 1240 kc.

Build-up for the anniversary ceremonies began 10 days beforehand when the station began a feature of airing news of 30 years ago. KGY began newscasting in 1922 with Sam Crawford, now in the sales department, doing all of the news-gathering by foot, auto and telephone.

KGY went commercial in 1927 when Archie Taft and Lou Wamer bought the station and moved it from Lacey to Olympia. Mr. Olsen purchased KGY in 1929.

"Quietly and with no fanfare," WBAP celebrated its 30th anniversary last Friday.

During the past three decades, WBAP has grown from a 10 watter to its present status as a 50 kw clear-channel station.

The man who put WBAP on the air in 1922 as The Handicapped, Harold V. Hough, today is director of the Fort Worth Star-Telegram broadcast operation, WBAP-AM-FM-TV.

From the one employe in 1922, WBAP operations have grown to a staff of 160 employes.

Several other "old timers" are still with the station. R. C. Stinson, chief engineer, started with the station in 1926. Ted Graves, Ann Shipp and Al Bowman, all musicians, joined shortly thereafter.

George Cranston, general manager, came to WBAP in 1930 as did Gene Baugh, musical director. A. M. Woodford, production director, began with WBAP in 1929 as an engineer.

WBAP shares assignment with WFAA Dallas: NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on the regional channel and vice versa. Both channels are for combined coverage of the Dallas-Ft. Worth market areas.

Party for Doittle

Party celebrating 30th anniversary of the incorporation of WDRC was arranged by the station staff as surprise for Franklin M. Doittle, president, and Walter Haase, general manager, with each receiving gifts from employes. WDRC was incorporated in April 1922.

The station is licensed to the Connecticut Broadcasting Co. It operates on 1830 kc with 5 kw D.

'AHEADLINERS'

Radio-TV Awards Announced

FOUR achievement awards plus a Valor Medal have been voted to representatives of the broadcasting industry by the National Headliners' Club, which will make presentations to winners of its 18th annual competition in Atlantic City June 7.

Based on more than 1,000 entries from 400 newspapers, radio stations and syndicates, 18 awards are to be given news writers, photographers, radio and television directors for outstanding features and news coverage during the past year.

Radio-Television awards were announced last week as follows:

For consistently outstanding news broadcasting, KFI Los Angeles, cited for its KFI Calling series. The weekly program features recorded telephone interviews with people in world news.

For consistently outstanding radio editorials, KFMB San Diego and executive editor Paul W. White, "for courage in taking an editorial stand on vital issues of local, state and national importance." Judges suggested that "such a program in the public interest might set a pattern for other stations to follow."

For outstanding television coverage of an news event, Charles and Eugene Jones of NBC-TV "for their world beat with a film and tape interview of Robert Vogeler following his release from Communist authorities in China."

For a consistently outstanding job of "radio reporting under danger in their role of providing American audiences with a 'listening post' for their troops in the field": combat radio correspondents from the Dept. of Defense, as exemplified by the work of Lt. Col. John Vesey of Philadelphia, USA, and Sgt. Gene Coons, USMC.

For newsreel reporting of action at the front in Korea, Headliner's Valor Awards to Wade Bingham, television news cameraman for Teleneus Productions; Gene Zenier of Warner-Pathe, and Bang Young Lee, Korean newreel photographer for MGM.

Thirteen other awards were made for best newspaper news stories, features, photographs and editorials. Among those honored for journalistic effort was Cedric Adams, who writes the column, "In This Corner" for the Minneapolis Star Journal and Minneapolis Tribune.

Mr. Adams is also a commentator for WCCO Minneapolis.

Point IV Script

RADIO documentary script telling story of Point IV program through the eyes of available and available request from Public Affairs Staff, Technical Cooperation Administration, McShain Blvd., Washington 5, D. C. The script, of 16 minutes duration, is for radio stations and ins for a minimum of sound effects and basic music.
This is a typical Saturday night at WSM’S world famous Grand Ole Opry. These are five thousand out of the millions who have come to Nashville because a single radio station believed that the music of a region should be kept alive for the world to hear and applaud.

During its 26 year history the Grand Ole Opry has played to countless millions on the air and to a live audience of over 5,000,000 people. During the past nine months, 8 national magazines have featured the astounding Grand Ole Opry story, adding new weight to a program which has become an American Legend in less than 3 decades. Irving Waugh or any Petry Man can show you how to harness the power of this folk music to your product.
WSAB MEET

Confidence in Radio Noted; Northwest Ratings High

LIFTING of the television freeze and the fact that radio is still the best advertising medium were the two principal concerns of the annual meeting of the Washington Assn. of Broadcasters at Pullman April 25-26. Joseph B. Ward, manager of Advertising Research Bureau Inc., Seattle, presented ARB Index ratings to stations in Pacific Northwest markets where radio has outpulled newspapers according to ARBI surveys. Recipients were KIT Yakima, KGPI Seattle, KVOS Bellingham, KPQ Wenatchee, KEA Centralia-Chehalis, KGY Olympia and KKKX Spokane, all Washington, and other stations of the XL group in Oregon and Montana.

New officers elected for the coming year were: President, Leo H. Beckley, president and general manager, KBRC Mt. Vernon; vice president, Loren B. Stone, manager, KBRO Bremerton; secretary-treasurer, Allen Miller, general manager, KWSC Pullman.

Directors elected were Rogan Jones, president, KVOS Bellingham, and Donald A. Wike, commercial manager, KUJ Walla Walla.

Outgoing president, Fred F. Chitty, general manager, KVAN Vancouver, advised the broadcasters to see to it that they are not ignored in their home communities. Carl Berg, a former WSB engineer, told "still the best," and recommended that radio executives "sell with confidence."

Carol H. Hearne, attorney for KLAC-TV Los Angeles and KRON-TV San Francisco, and a former examiner for the FCC, reviewed the history of the television freeze. As reassembly to those business men primarily concerned with the AM side of broadcasting, Mr. Hearne noted that currently in television markets, radio is holding its own, and there is a place for both.

William R. Taft, president and general manager KRKO Everett, lauded WSAB sales clinics, which have been held quarterly for the past year. After two of these meetings, he reported, KRKO had obtained $4,000 in new business.

Loren Stone, manager KBRO Bremerton and chairman of the Washington State Advertising Commission urged broadcasters to back an adequately financed state advertising program.

Tom Olsen, president and general manager of KGY Olympia, and WSAB legislative chairman, described the success of Washington's state law permitting legal advertising on the air.

Carl Downing, WSAB executive secretary, reported on the association-backed Radio News Bureau, which operates from the state capital at Olympia. He recommended that the broadcasters undertake the same special network coverage for the 1953 session of the Washington legislature that they used in 1951.

Awards at Banquet

Saturday night, at a banquet of the National Collegiate Radio Guild attended by more than 175 broadcasters, Gov. Langlie presented two awards to the outstanding men and women students at WSC's radio school. Bruce Berg, a senior, of Helena, Mont., received the Edward R. Murrow Award, named for the CBS newscaster, an alumnus of WSC. The Judith C. Waller Award was presented to Donna Murdock, San Carlos, Ariz.

Dr. C. Clement French, who took office as president of the State College on April 16, extended greetings to the broadcasters at the Saturday banquet. All sessions of the WSAB annual conference took place in the studios and studio auditorium of KWSC. Luncheons and the banquet were held at the Washington Hotel, Pullman.

Attending the WSAB sessions were 55 broadcasters, plus the staff of KWSC and approximately 15 radio students at the college.

The group also heard from Jim Cox, West Coast representative for Broadcast Music Inc., who mentioned the program clinic scheduled for May 6 at the Olympic Hotel in Seattle; and from Lee Jacobs, NARTB director at large for small stations.

NEW WSAB officers and directors include (standing, l to r) Mr. Beckley, president; Mr. Chitty, outgoing president; Mr. Stone, vice president; Mr. Miller, secretary-treasurer; Carl Downing, executive secretary and director of the Radio News Bureau; Mr. Wike and Mr. Jones, directors; (seated) Mr. Mitchell and Mr. Hearne.

ALLIED RECORDING

GETS FEDERAL CONTRACT

FOR the fifth consecutive year, Allied Recording Mfg. Co., through the Bureau of Federal Supply, has been awarded the contract for all recording, processing and pressing of transcriptions for all executive branches of the government. The new contract, effective June 1, continues through May 31, 1953.

Allied will turn out all transcriptions required by the federal agencies at its Hollywood headquarters and at K. R. Smith Div., its New York plant. They include Voice of America shows for the State Dept., Guest Star shows for Treasury Savings Bond Div. and So Proudly We Hail for the Adjutant General's Office of the U. S. Army.

Allied also presses recordings for overseas shipment from West Coast headquarters of Armed Forces Radio Service as well as transcribed public service Navy and Marine Corps recruiting programs.

Under all the contracts, Allied provides federal agencies with recording facilities to transcribed programs in Washington, Chicago, New York and Hollywood, according to Daken K. Broadhead, firm’s president.

D.G. TAX APPEAL

Ruling Affects Engineers

FRANCHISE tax imposed on "unincorporated" businesses by the District of Columbia does not apply to consulting radio-TV engineers. That decision by the D. C. Board of Tax Appeals in 1949 in the case of consultant George P. Adair, former (1944-47) FCC chief engineer, was affirmed two weeks ago by the U. S. Court of Appeals.

Court of Appeals found that even though approximately 30% of the gross income went for salaries, it was nevertheless a fact that more than 80% of the income came from the personal services of Mr. Adair. D. C. regulation uses 80% figure as a cutoff for determining difference between personal service business and "unincorporated" business.

CORNY?

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Page 46 • May 5, 1952

BROADCASTING • Telecasting
SUMMERTIME
—and the hiatus is myth-ing

Amarillo is located on Highway 66, the direct route from Chicago to Los Angeles. The heavy summer traffic can—and does—tune in to KGNC for 400 or 500 miles rolling through our coverage area. We offer exclusive NBC programming to a trade territory which extends at least 140 miles in all directions. As far as listeners are concerned, the summer hiatus is just a myth you read about in the trade press.

People around Amarillo do about the same things in the summer that they do in the winter because there isn’t much else to do. We’re about 900 miles from the seacoast; folks can’t go there for the weekend. The mountains are about 400 miles that way—too far a piece for a fast holiday. There’s only one honest-to-goodness night club in Amarillo and none in other towns KGNC covers. Except for an occasional movie there isn’t much nightlife.

What do folks do with their leisure? Listen to KGNC.

Amarillo

KGNC

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
A WARNING that failure of the courts to review the “substance” of decisions of administrative agencies could result in loss of “the right of every person to have his day in court” was sounded by Brig. Gen. David Sarnoff, chairman of the board of RCA, in an address April 23 before the Harvard Law School Alumni Asso. of New York City.

Speaking on “A Layman Looks at the Law,” Gen. Sarnoff cited the color television case, in which, he noted, “eight of the nine Justices of the Supreme Court obviously agreed... that the administrative agency [FCC] having made its decision there was nothing for the Supreme Court to do.” He continued:

“I would not challenge the necessity of ceasing the strain on our overburdened courts by resort to the expedient of the administrative process. Nor would I challenge the right of a court of law to circumscribe that which it will consent to hear.

Scorched by Sarnoff
In N. Y. Speech

But, I suggest that the growing tide of judicial unwillingness to review decisions of administrative bodies carries many serious implications for business and the public. It may result in a drastic change in our system of courts and law whereby matters of substance would be determined on the administrative level and only matters of form passed on by the courts. Under such circumstances, one of the bulwarks of our form of government—the right of every person to have his day in court—would be swept away.”

Gen. Sarnoff suggested that “this is a problem for the Bar to consider carefully.” He asserted that “unless a reasonable solution is found, the place of the court and the lawyer in the administration of justice will increasingly be subordinated to the growing power of the administrative agency which will speak with an authority and finality for exceeding that of a court of law.” He concluded:

“Looking at the law as a layman, it seems to me that where the public interest is vitally affected there ought to be some place to go where a judicial review of the substance and not merely the form of a case can be secured... Compatibility is essential not only between black-and-white and color television but also between the facts and the law.”

Frank Byrnes
FRANK BYRNES, 63, KCBS San Francisco sales account executive, died at his home there April 20. He joined KQW (now KCBS) in 1942. His wife, Alyse, survives.

The Branham Network

SAN FRANCISCO

LOS ANGELES

DALLAS

ATLANTA

MEMPHIS

ST. LOUIS

CHICAGO

DETROIT

NEW YORK

Branham offices representing Radio and Television Stations

FORD WORKSHOP

Funds Over $90,000 in ’51

EXPENDITURES of the Ford Foundation’s TV-Radio Workshop in 1951 totaled $90,177 out of the project’s overall $1.2 million grant [BT, April 28], according to the first annual report of the Fund for Adult Education, which administers the grant.

The report, released yesterday (Sunday), showed workshop expenditures of $90,017 for production of The People Act, weekly series that was produced by CBS Radio, and $12,933 for Assembly VI, a weekly program that was part of the UN General Assembly in Paris, which was seen on NBC-TV.

Total authorizations for these two programs were $175,000 for People Act and $50,000 for Assembly VI. Expenditures shown were those which had been made up to Dec. 31, 1951.

Workshop expenditures for “other programs and supervision” were placed at $4,527.

Apart from the workshop, the Fund made grants totaling $5,320,223 during the year. These included $155,000 to Lowell Institute for development of programs for the Educational Radio Network; $157,480 to KPFA-FM Berkeley, Calif., for experiments in subscription radio as “another means for providing offerings in adult education”; $160,000 to Iowa State College for development of educational TV programs on its WOI-TV Ames; $35,000 to the National Assn. of Educational Broadcasters for monitoring studies of television programs in three cities, and $90,000 to the Joint Committee on Educational Television for “technical advice to educational institutions applying for television channels.”

The report noted that four series are in preparation for NAEB’s Educational Radio Network: Our Jeffersonian Heritage; The Ways of Mankind; America and the Soviet Union and Discussions of Current Public Issues. They are being taped, will be carried by the NAEB network’s 107 stations, and subsequently will be distributed to commercial stations, it was said.

The Fund had a balance of $1,730,921 on Dec. 31, aside from the TV-Radio Workshop’s balance of $1,106,123. The Fund is headed by Alexander Fraser, as board chairman and C. Scott Fletcher as president, while Robert Saudek is director of the workshop, with John Coburn Turner as assistant director.

‘Tokyo Rose’ Plea

APPEAL by Iva Toguri D’Aquino for reversal of conviction involving treasonable broadcasts during World War II was turned down in a brief order by the U. S. Supreme Court last Monday. Mrs. D’Aquino, known as Tokyo Rose, must serve out a 10-year prison term for her broadcast activities during Radio Tokyo. Court issued the order without any accompanying opinions.
"It never occurred to me that my neckties might be a problem..."

Not only his neckties, but his shirts, gestures and state of health are of tremendous concern to John Cameron Swayze's regular viewers. Swayze, who started as a reporter and newscaster in Kansas City, must choose his accessories as carefully as he edits his scripts. Television's most decorated newswoman, Swayze has won more awards for accuracy than a Swiss watch... including the coveted DuPont award. Formerly Director of News for NBC's Western network, Swayze's phenomenal memory and brisk showmanship first gained national prominence with his TV coverage of the 1948 presidential conventions. Now with his daily Camel News Caravan, television's highest rated news show, Swayze is one of the most-heard newsmen in the business.

As a keen interpretative reporter and knowledgeable showman, Swayze knows that 1952's big story is politics, and his first assignment, like that of 100 other NBC men of news, is to cover the conventions and the elections as they've never been covered before.

Swayze, Pearson, Kaltenborn, Mueller—these are a few of the outstanding reporters who make the NBC News Center pre-eminent in broadcasting. News reaches most Americans first through radio and television, and ratings prove that, day-to-day, more Americans prefer NBC as their primary news source on both radio and television. The reason is simple. NBC's news-gathering facilities are larger and more active, and NBC consistently broadcasts more hours of news, more special events than any other radio or television network.

Politics makes more than strange bedfellows. It makes exciting news, and in this, the most intense political campaign since 1932, more Americans will hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America

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local sponsors report... AP NEWS more profit

"Business doubled in one year... with AP news on WRUF."
Fred M. Cone, Owner
Ideal Laundry,
Gainesville, Fla.

From Mr. Cone: "AP news on WRUF contributed greatly to the increase in our business. AP newscasts give the people what they desire most — up-to-the-minute news. This certainly pays off for us. All of us are sold on AP for results!"

"Listeners more interested than ever in news."
Bernard C. Brazeau, Pres.,
First National Bank,
Wisconsin Rapids, Wis.

Says Mr. Brazeau, whose bank is the biggest sponsor of news at WFHR: "Because news is the listener's greatest interest today, we use AP news over WFHR consistently with maximum results. AP does a real job in promoting good will and business for us!"

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBE
able than ever!

And from WRUF Director Powell: “I had a hard time persuading Mr. Cone to use radio. But after a few experiments he decided on AP newscasts. Within a year he had to double the size of his plant.”

And from WFHR General Manager Frechette: “Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

Associated Press ... constantly on the job with
- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers ... more than 100,000 men and women contributing daily.

PROFIT is the proof ... PROFIT from increased business ... for sponsor and station! AP news produces consistent results ... and top listenership. Keen, precise news coverage compels the listener's attention ... holds him for sponsor's sales message. AP news builds peak buying audiences!

For complete information on how you can achieve results with AP news ... contact your AP Field Representative ... or WRITE
THREE WEEKS have elapsed since the FCC handed down its oft-cited report on television. The questions that have arisen are myriad. The biggest concern is whether efforts will be made to block the allocations through litigation—a course threatened by a number of attorneys representing distraught clients. And, for the most part, these prospective appellants favor the Jones dissent, which would jettison what the Ohio Commissioner described as the "fixed and final" allocation and substitute a wide open procedure following the pattern in AM broadcasting.

There can be no answer to this all-encompassing question until some affirmative legal move is made. But there can be an answer to another question worrying many broadcasters confronted with the necessity of making their plans forthwith. That is the vexatious problem of deciding whether competitive radio broadcasters in a given market should join hands in the quest for a TV facility. The FCC hasn't spoken on the legality of such "marriage." Prospective applicants in a quandary. The inference from the FCC's level ruling, is that such fusions would constitute "duopoly" in radio. Obviously, there would be "monopoly" involved in those 902 markets in which only one TV facility has been allocated to no matter who acquired the facility. (There are 970 markets which have only one AM outlet.)

This whole situation is fraught with trouble. In TV there is the "live" factor, which is a plus in AM or FM allocations. The FCC, admittedly, is anxious to get new television services on the air fast. But by maintaining silence on the so-called "duopoly" issue, the end results could only be further delays.

If an answer to the question posed is to be of any help, it must be made promptly. Therefore, it behooves those applicants who may be contemplating merger to petition the Commission for an immediate "declaratory ruling," permissible under the Administrative Procedures Act.

Non-Kissin' Kin

PROBABLY no profound conclusions can be drawn from it, but it is an interesting fact that most of the leaders of the American Newspaper Publishers Association have been from Wyoming. There are many, and through one corporate arrangement or another are identified with broadcasting stations.

All but one of the newly elected ANPA officers and directors represent newspapers that are affiliated with broadcasting. Here's the list: President, Charles F. McCarl, Cleveland News (WHK-AM-FM Cleveland, WHK Akron, WKBN Youngstown, WHK Columbus); vice president, George C. Biggers, Atlanta Newspapers Inc. (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD Miami); secretary, Richard W. Scolum, Philadelphia Bulletin (WCAU-AM-FM-TV Philadelphia); treasurer, W. M. Timothy, Westchester County Newspapers (WFAS-AM-FM White Plains, N. Y.); director, Franklin D. Schurz, South Bend (Ind.) Tribune (WSBT South Bend). The other newspaper-only representative among the new officers and directors is Director H. H. Cahill of the Seattle Times.

The newly chosen chairman of the ANPA's Bureau of Advertising is Stuart M. Chambers, of the St. Louis Post Dispatch (KSD-AM-TV St. Louis). Mr. Chambers has an even closer association with broadcasting than the others mentioned above. He used to be commercial manager of KSD before he moved to the paper as business manager.

As chairman of the Bureau of Advertising, Mr. Chambers will be in charge of an agency to which publishers have contributed $1,374,000 to finance a free-wheeling, pro-newspaper, anti-radio and TV selling campaign.

In terms of momentum, the newspapers' Bureau of Advertising will out-gun the broadcasters' Broadcast Advertising Bureau which has about $468,000 in sight for its fiscal year to carry on its job of undoing what is done by the Bureau of Advertising.

At first glance it would seem that these publishers who have both newspaper and broadcasting interests are engaged in a somewhat farcical struggle to give their TV outlet the best promotions. Indeed, the results of these competitive selling campaigns will be to add momentum to the whole advertising business and increase the volume which all media share.

Competition between broadcasting and newspapers should be vigorous. Indeed the more vigorous it is, the more healthy both media will be. It would only damage both if the competitive spirit were dampened by the common ownership of some properties.

One-Man Brigade

CHANGE in the high command of Mutual, which saw young, aggressive Thomas F. O'Neill take over the helm from Frank K. White, causes little consternation. That is because the change was amicable and because Frank White remains in the broadcast field. He'll be doing business across the street at NBC--his third network connection in 15 years.

Tom O'Neill represents the ownership of Mutual. At 37, he is the youngest major network chief. In his five years in radio he has infused into the General Tire radio and television properties a new business approach that has paid off. He has a sound business background. And he has imagination. His right-hand man will be Executive Vice President William B. Finshriber Jr., who trained under Mr. White, and who takes on additional duties as an MBS director.

Frank White leaves Mutual in good condition. When he took over the Mutual presidency just three years ago, there were those who had misgivings about the continued existence of four "live" nationwide networks. While network radio was a bedrock of Mutual these three years, Mr. White can look back upon improved business volume and program ratings. He met the challenge.

We have no doubt that Frank White will do more than pay his way at NBC. His rich experience with CBS—in both radio and recording—and with MBS, will serve the network in excellent stead. He's a one-man brigade.

A TWO-DECADE stalemate in radio legislation may be over. The Federal Communications Rules Committee, gate-way to action, sent the McFarland Bill (S 658) to the floor where it should pass this week, despite some features which would wreak havoc in broadcast- ing. But we're told there's no cause for alarm since Senate and House conferences will compose differences and root out the inequities. It should be that or no bill at all. The Rules Committee also okayed an Inter-state Commerce Commission to study radio-TV programming, by reporting out the Gathings Resolution (H. Res. 875). This is a green light to the objectors to broad- casting "nuisance" TV and radio programming and "nuisance" beer commercials. Here's where the new NARTB TV code review board should step in, backed by the new subcommittee.
Best
time buy
on the market

Say “Children’s Hour” and instantly people in and around Philadelphia think of a Sunday
morning program now in its 24th year on WCAU Radio, sponsored by the Horn &
Hardart Restaurants and Retail Shops. Say “Horn & Hardart Herald” and they think
of the long-established news show heard every morning over WCAU, inviting them to
“hear what happened during the night.”

This part played by WCAU in the Horn & Hardart organization’s advertising is best
described in the Company’s own words . . .

“We early recognized the economy of advertising by radio — and more particularly
over WCAU. Our ‘Children’s Hour’ has not only done an outstanding sales job
but has become a most effective vehicle for promoting good community relations.
Furthermore, through our newscast, we have been able to tell our story to our
Philadelphia customers every weekday. The result has been 24 years of uninter-
rupted selling — over WCAU. Today we are finding WCAU just as productive a
sales medium as it has been at any time in our long and profitable association.”

Almost a quarter of a century of consecutive and exclusive advertising on WCAU adds
more proof — proof that WCAU is the best time buy on the market.

WCAU
The Philadelphia Bulletin Station
CBS affiliate • 50,000 watts
Represented by CBS Radio Spot Sales
front office

R. WELPOTT and WILLIAM J. PURCELL named manager of station operations and manager of engineering respectively for General Electric Co.'s AM, FM, TV and international broadcast outlets with headquarters in Schenectady, N. Y.

FRANK V. WEBB, general manager, KFH Wichita, Kan., elected to board of directors and named vice president-general manager of corporation and secretary-treasurer of wholly owned subsidiary, KFH Building Co.


JAMES BAKER, promotion manager, WTRY Troy, N. Y., promoted to sales staff.

Gordon A. Winter, St. John's, Newfoundland, businessman, and Roy J. Fry, Winnipeg department store executive, added to board of governors of Canadian Broadcasting Corp.

Jim Conley, commercial manager, WSHH Stillwater, Minn., to Bolling Co., Chicago, station representative firm.

Carl Hill joins KBIG Avalon, Calif., as account executive in charge of office in Wilton Hotel, Long Beach.

John G. Ponic to local sales staff, WBBM Chicago.


Pan American Broadcasting Co., N. Y., international sales representative firm, appointed by WNEL San Juan, Puerto Rico.

David T. Harris, sales staff, KFBK Sacramento, to KWG Stockton, Calif., as manager, succeeding Howard L. Bailey.

H. Phillip Dexheimer, display advertising staff, Los Angeles Examiner, to Hollywood headquarters, KBIG Avalon, Calif., as account executive.

IN SYRACUSE...

Television Supplements Radio

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

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the coolness howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

<table>
<thead>
<tr>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>1467</td>
<td>986</td>
<td>3.07</td>
</tr>
</tbody>
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The Survey Also Showed:

1—An average of 2.4 radios per TV home.
2—61 radios purchased after the homes had television.
3—Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes—only 30%. Here is PROOF that TV has NOT replaced radio in Central New York—merely provides another means of reaching this rich market.

WSY-D-A-CUSE

570 KC
WSTR-AM-FM-TV—the Only COMPLETE Broadcast Station in Central New York
NBC Affiliate • Headley-Reed, National Representatives

Gordon C. Pentz, assistant manager of KWBE Beatrice, Neb., promoted to general manager. Bill Boyce, staff announcer, elevated to assistant sales manager.

Charles S. Sterritt, director of audio and visual office of public relations, American National Red Cross, named Detroit sales manager of CBS Television Network.

Terry Lee, sales manager, WFAA-TV Dallas, promoted to assistant station manager.

Donn R. Colee, commercial manager, WLOF Orlando, Fla., appointed acting manager succeeding J. Allen Brown [B+T, April 22].

H-R Representatives, N. Y., appointed by WELI New Haven, Conn.

Mr. Sterritt

John Treagle, All Canada Radio Facilities Ltd., Toronto, and Norm Brown, Radio Time Sales Ltd., that city, to sales advisory committee of CAB for station representative firms.

Arthur H. Beckwith, commercial manager, WAL Lancaster, Pa., to WAKE Greenville, S. C., as general manager.

Personals...


J. B. Conley, manager of KEX Portland, Ore., awarded citation by Veterans of Foreign Wars on behalf of station's cooperation with group's radio endeavors. John Hill, salesman, WLS Chicago, and Alvarita Smith, former receptionist there, announce recent marriage. Harry Folts, general manager, WINS New York, hospitalized for two weeks after undergoing minor surgery.

C OF C MEETING

Group Protests Seizure

Strong stand against seizure of property by the President was taken last week by 40th annual meeting of the U. S. Chamber of Commerce, held in Washington. President Truman previously had implied he could seize newspapers and radio stations if he felt this would be in the best interest of the country [B+T, April 21], drawing a storm of protest.

The U. S. Chamber contended the President's seizure of the steel industry "violates fundamental Constitutional guarantees designed to protect every citizen's to private ownership of property."

The Chamber added, "Not to challenge this action is to condone assumption by the executive branch of government of powers which can nullify the American concept of due process of law. To seek justification for such an act in a vague theory of inherent executive power is to foster a compromise of principles that long have stood as the foundation of American justice and liberty."

D. A. Huley, retiring president, lauded the April 29 decision of Judge David A. Pine of the U. S. District Court, District of Columbia, holding the President had seized the steel mills illegally.

Another Chamber declaration reaffirmed the position that all administrative agencies should be required to keep the public fully informed as to their structure, functions and actions.

AFCE ELECTIONS

McNary Voted President

New officers of the Assn. of Federal Communications Consulting Engineers, announced in Washington last week, are James C. McNary, president; Frank G. Kear, vice-president; Franklin H. McIntosh, secretary, and T. A. Craven, treasurer. Mr. McNary succeeds George C. Davis as president.

New members of the executive committee are Millard M. Garrison and Stuart L. Bailey. They replace Everett L. Dillard and Lester H. Carr. Remaining members of the executive committee are John Crouzet and Ronald H. Culver.

SETTELM NAMED

Gets 'Voice' Post

Arthur Settel, public relations chief for the Office of the High Commissioner in Germany (HICOG), has been named to head overseas program information and promotion for the State Dept.'s Voice of America. It was announced last week. He will headquartered in the office of International Broadcasting Services in New York City. Mr. Settel served as HICOG public relations director after a tenure as information chief for the Economic Information Office under William H. Draper Jr., former U. S. economic advisor.
"Look, Pop... all Gold stars"

"Was I proud of the kid! And glad those gold stars weren't red stars.

"Y'see, my youngster's growing up in a country where we teach our kids decent things. Like respect for the other fellow's views. Like fair play and truth. Like government of, by and for us people. In schools, churches and homes we teach them the Golden Rule.

"But take those countries the commies run. Over there, they teach their kids things like mass marching... propaganda... religion-hating. Like spying on their parents. A very nice lot of juniors they're raising... I don't think.

"Our history books are full of the Freedom of worship, speech, press and all that. Our kids learn it early. But maybe that's the trouble! They forget to appreciate Freedom when they grow up... to keep interested in it... to stand up for it. And I'll admit I'm guilty myself about keeping an eye on Freedom... always expecting 'George' to do it.

"Instead I should get what they call 'active'. You know, attend town meetings and forums. Read up on what's what abroad and at home. Learn to tell home-bred socialism from honest legislation. Learn to squawk bloody murder when I see our tax dollars being spent foolishly or hear about corruption by public officials. Talk over important issues with my friends, neighbors and the men I work with down at Republic. Listen to both sides carefully before I vote, instead of the candidates that make vague big promises. And tell off any loudmouth that runs down another race or religion.

"Why let 'George' do it? After all, 'George' isn't Junior's old man... I am!"

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose magnificent hospitals are justly famous throughout the world. Through Hospitals, Republic serves America. Many thousands of tons of Republic ENDURO Stainless Steel are helping these institutions of mercy maintain highest sanitation standards... in operating rooms and laboratories, in instruments, sterilizers, incubators, therapy tanks, wheeled beds, food preparation and serving equipment... and in structural applications such as walls, doors, sunshades and guard rails. Steel—and plenty of it—is a mighty weapon in the relentless fight against sickness and disease. Republic is proud to be part of that fight!

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or teletcast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
Graybar RECOMMENDS

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill — you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar’s nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Our Respects to
(Continued from page 52)

in civic affairs in Des Moines. He has been chairman of the board of trustees for Drake U. since 1949 and also has served as a trustee for the Des Moines Home for the Aged. He is past president of the Greater Des Moines Committee and regional director and vice president of the National Assn. of Manufacturers.

Currently he serves as a director of the following companies: Northwestern Bell Telephone Co., Omaha; Chicago and North Western Railway System, Chicago; National Assn. of Magazine Publishers, New York; Magazine Advertising Bureau, New York; Allis-Chalmers Mfg. Co., Milwaukee, and Central Life Assurance Society, Des Moines.

Mr. Bohen married the former Mildred M. Meredith in 1919. They have a daughter and two grandchildren.

KPRC CENTER
Will Cost $400,000

THE HOUSTON Post Co., licensee of KPRC-AM-FM-TV Houston, last week announced plans for a new $400,000 TV-Radio Center.

It is expected that the new building will be completed within five months. Herbert Voelcker & Assoc. was listed as architect. E. Lee Bond, Contractor Inc., will reportedly do the actual construction.

Final plans for the building are the results of seven months of planning by Jack Harris, vice president of the Houston Post Co., in charge of KPRC-AM-TV; Paul Huhndorff, KPRC-TV chief engineer; Bert Mitchell, KPRC-TV program director, and Harvey Wheeler, KPRC technical director; all of whom cooperated with the architects.

Announcement of building plans was made by former Gov. W. P. Hobby, president of the Houston Post Co., in a special Sunday supplement of The Houston Post.

GROUP TRAINING
CREI Broadens Program

CAPITOL Radio Engineering Institute, on the occasion of its 25th anniversary, last week announced the broadening of its program of Group Training for Industry. As described by E. H. Rietzke, CREI founder-president, the group training can be tailored to individual company needs at a special low cost.

CREI has published a brochure, describing in detail the group training program. This brochure is available on request to the Institute, 3224 15th St., N.W., Washington 10, D. C.

ELECTION coverage for Crosley stations WLW and WLWT (TV) Cincinnati has been expanded to include the attitude of Great Britain. Vincent Evans, Crosley London correspondent, has made the first of a series from the country.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...
MARILYN KAEMERLE, associate director of mass communications, National Conference of Christians and Jews, appointed supervisor for religious broadcasts for NBC New York's radio public affairs and education department. DORIS CORWITH named network's supervisor of talks and radio public affairs.

LARRY PRYBYL, new director, KWBE Beatrice, Neb., appointed business manager-program director.

CHARLES JOFFE joins WTRY Troy, N. Y., as promotion manager.

ANNE DAVIS, WJXN Jackson, Miss., appointed state rep., in active to National Assn. of Women in Radio and Television.

SHELDON N. DODDS appointed to advertising staff at WMRN Marion, Ohio.

JOE S. MAGGIO, Howard G. Moyer, Dale O'Brien, L. A., public relations firm, named assistant to C. MERWIN THRAVIS, sales promotion manager, ABC Western Division.

SAM GIFFORD, WHAS-TV Louisville, Ky., appointed program director of WHAS-AM.

PAT BOYETT appointed chief announcer at KEYL (TV) San Antonio.

JEAN K. IMBRO, continuity staff, KMEX Amarillo, Tex., to KENT Shreveport, La., in same capacity. BILL CORRINGTON joins latter station as music librarian.

MARY HOLT, WEBS Cleveland, named one of nation's top disc jockeys by Color Magazine.

GEORGE BALL, newsmen, WHL Hempstead, L. I., appointed director of public affairs.

PETER BOGHSIN joins KCBS San Francisco apprentice staff.

LYNN MORROW, WTVY (TV) Miami, awarded plaque by Miami Beach Hotel Assn. for work as moderator of Law of the Land, selected by group as "outstanding television public service show of the year."

JERRY HAYNES, KTRU Houston, Tex., to WFAA-TV Dallas, as announcer.

F. TURNER COOKE, program manager, WMAS-AM-FM Springfield, Mass., recalled to active duty as commander in U. S. Navy.

MARY ELY, copywriter, WTNW St. Johnsville, N.Y., to WMTR Morrisstown, N. J., as traffic manager.

NANCY CRAIG, WJZ-TV New York's woman commentator, received special American Society for Prevention of Cruelty to Animals award on her telenaut last Wednesday.

KATE SMITH, NBC-TV star, awarded plaque by American Cancer Society for "noteworthy and distinguished service in behalf of the cancer control program."

JAY WATSON appointed program director at WFAA-TV Dallas, succeeding LAWRENCE E. PORTON, who resigns to devote full time to writing for radio-TV.

RUTH WELLES, KYW Philadelphia women's commentator, presented Headliner Award by city's chapter of Theta Sigma Phi for "outstanding work in field of radio journalism" and WILLIAM HINDMAN, special events staff, WCOL Columbus, to announcing staff, WLWC (TV) that city.

McDOWELL K. STARKEY, continuity editor, KWFT Wichita Falls, Tex., to KTUR Turlock, Calif., in same capacity.

RALPH R. CONNER, former news director, KVOR Colorado Springs, returns to station as director of public affairs.

CHARLES KELLY, new program director, WMAL-AM-TV Washington, awarded certificate of appreciation by Boys' Clubs of America for service to that group.

BILL WRITE added to WIP Philadelphia announcing staff for summer. BERT BAKER, WOLF and WSGT-TV Syracuse, joins WIP announcing staff.

BILL NIES, graduate of Northwest Broadcasting School, Portland, Ore., to KCMC McMinnville, Ore. Other graduates recently placed in radio are: PERC MCKINNON, KWRC Pendleton, Ore.; CHARLES MILAM, KYJC Medford, Ore.; WALLACE COOPER, KFOR North Bend, Ore.; FLOYD NICHOLSON, KWKO Coquille, Ore.; HAROLD HOWARD, KSSL Silver City, N. M., and JAX MUSK, KPKW Pasco, Wash.

JIM WELLS, KRLD Dallas, to KEYL (TV) San Antonio, as production manager.

JIMMY CAPP, WPPT Raleigh, N. C., father of girl, Jane, April 23. SAM BEARD, station staffer, father of boy, Samuel, April 21.

ED VIEHMANN, senior producer, WCCO Minneapolis-St. Paul, father of boy, Thomas Patrick, April 22.

LENORE ALOE, WDWC Washington, and James T. Haight were married April 26.

RUTH BEATTIE, secretary of CAB Teronio, and James Murdock were married April 15.

News...

JIM BORMANN, news and public affairs director, WCCO Minneapolis-St. Paul, and president of National Assn. of Radio News Directors, received award from Minnesota Junior Chamber of Commerce for "distinguished public and community service."

CHARLES SHAW, WCAU Philadelphia news analyst and CBS correspondent in that city, appointed news director, WCAU-AM-FM-TV.

BRUCE ANDERSON, WCCO Minneapolis-St. Paul news writer, father of boy, Stewart Fraser, April 13.

Folsom Scholarships

Set up at Notre Dame

"FRANK M. FOSOM Scholarship," providing an annual grant of $800, has been established at the U. of Notre Dame for undergraduate students majoring in pure science or engineering, Dr. Charles B. Jolliffe, RCA vice president and technical director, announced last week.

For several years, Mr. Folsom has served as trustee and board member of several colleges and universities, and, specifically, as a member of Notre Dame's Advisory Council for Science and Engineering. Candidates competing for the Folsom Scholarship will be selected by Notre Dame officials and recommended to the RCA education committee for consideration, with the first recipient to be named during the fall of 1962.

Other competitive RCA scholarships will be offered additionally to outstanding undergraduate science students at 17 universities throughout the U. S.
MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

Collins ... for broadcast equipment of unquestioned quality

Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

ROBERT J. LEVKUM, supervisor of Majestic Radio & Television receiver plant, Brooklyn, appointed vice president in charge of manufacturing.

ALEXANDER W. GATES, former district representative, CBS-Columbia Inc., appointed sales representative for Tele King Corp. in Massachusetts, Rhode Island, Connecticut, New Hampshire and 19 New York counties.

EDWARD J. KEATING, Western Electric and Ebasco Services, to Andrea Radio Corp., Long Island City, N.Y., as procurement coordinator.

PERCY SAUNDERSON joins latter company as assistant purchasing agent. M. J. McNICHOLAS, assigned to procuring government contracts for Andrea, promoted to manager, special apparatus division.


R. W. FORDYCE, general sales manager, Bendix radio, television and broadcast receiver division, Bendix Aviation Corp., Baltimore, resigns to enter distributing business in Miami where he will handle Bendix radio-TV line in southern Florida area.


ADVERTISE RESEARCH moves New Brunswick, N.J. office to 90 Bayard St. telephone: Charter 7-1564.

GLADYS AUSTEN and ED LINDNER, Film Features Assoc., form radio package firm, Ram Productions, 681 We End Ave., N.Y.

STANLEY BERGERMAN, Jaffe Agency, Beverly Hills talent agency, to reopen own office as TV producer-packager under name of STANLEY BERGERMAN & Co., 141 El Camino Dr., same city.

GRAYBAR ELECTRIC Co., Chicago, appoints Central Television Service, that city's official service organization for Hoffman TV sets in Chicago area.

FRANK SAMUELS, West Coast radio-TV manager, William Mansfield, Beverly Hills, named 1952 radio-TV chairman for United Cerebral Palsy fund.

AMPEX ELECTRIC Corp., Redwood City, Calif., announces new type console for audio magnetic recording in medium price market. Unit includes push button control, built in microphone pre-amplifier and newly styled cabinet giving full interior accessibility.

GENERAL ELECTRIC Co.'s special products division, Schenectady, N.Y., announces production of portable surface-resistance indicator designed to help produce better resistance welding bond by providing rapid and accurate measurement of resistance between pieces of metal to be welded.

ALTEC LANSING Corp., Beverly Hills, announces production of 250 B and 252A consoles. Former is designed for two-station studio use, public address and recording installations. Latter features high quality control in AM, FM and TV broadcasting. Unit has miniature plug-in preamplifiers, line monitors, amplifier and power supplies.

SPRAGUE ELECTRIC Co.'s Herlic division, North Adams, Mass., announces availability of new precision metal-encased tubular ceramic capacitors. Type 2SS, 2ES3, 2ES38. Capacitors extend capacitance range available to circuit designers in close tolerance ceramic capacitors at revised voltage of 500, 1000 and 1500 volts d.c.

ALDEN ELECTRONIC and IMPULSE RECORDING EQUIPMENT Co., Westboro, Mass., announces production of pocket size recorder made up of magazine and driving units. Magazine is self contained unit consisting of recording and reproducing devices, 8 bands and 8 day supply of paper. Driving unit contains synchronous motor with pinion gear to engage and drive one paper reel.

GENERAL ELECTRIC Co., Syracuse, announces production of air-cooled 5 kw VHF television transmitter for channels 7 through 13. Units available for shipment in June.

WARD PRODUCTS Corp., Cleveland, has released new catalog giving complete specifications on Model SPPC-88 describing special mobile antenna used to eliminate frequent breakage that occurs when antennas for 30-50 mc bands are mounted on high vehicles.

Technicians ... 

FRANK DELLE, chief engineer, WFAI Fayetteville, N.C., to engineering staff, CBS Radio, New York.

HOWARD KRUTILER appointed technical supervisor at WAA-AM-TV Dallas, succeeding CARLOS DODD who resigns to become regional communications officer for Civil Defense Administration.

J. P. GILMORE, CBC, Vancouver, appointed assistant coordinator of engineering projects at CBC engineering headquarters, Montreal.

ALTON TRIFFT, studio engineer supervisor at KPTF-FM, St. C., father of boy, David, April 3.
AIR RAID TEST
N. J. Stations Take Part
NEW JERSEY's 20 commercial radio stations, linked together in a civil defense network, were completely successful in relaying instructions and other data in a state-wide air raid test, described as the nation's first, last Tuesday, CD officials reported.

Originating station for the network broadcast in "Operation New Jersey" was WABT Newark. Fred Weber, owner of WPGC Atlantic City, is radio-TV director for the New Jersey CD network. He reported that all of the state's 20 commercial AM stations relayed the quarter-hour official broadcast.

Immediately after the all-clear sirens sounded, WNJR Newark broadcast a half-hour pickup from the control center, with News Editor Tom Costigan interviewing Gov. Alfred E. Driscoll and state civil defense director, Leonard Dreyfuss, who read reports as they were received from points throughout the state, describing local results of the test.

KHQ NEWSBEAT
Foretold Eisenhower Shift

Tail Tripp, KHQ news director, and Robert Wesson, KHQ program director, attested that on Jan. 19, 1953, KHQ broadcast the following information:
"The KHQ news bureau learned tonight that should Gen. Eisenhower resign his command to seek the Republican Presidential nomination, he will be succeeded as NATO commander by General Matthew Ridgway. A Pentagon official, close to the joint chiefs of staff, also told the KHQ news bureau that the Pentagon is still undecided as to whether Gen. Mark Clark or Gen. Maxwell Taylor will go to Japan to head SCAP in Tokyo."

BAIRD NAMED
Succeeds Maier at Pearson
ROBERT M. BAIRD, assistant commercial manager of KRLD-AM-FM-TV Dallas, last week was named manager of the Dallas office of John E. Pearson Co., station representative firm, effective today.

He succeeds H. W. Maier Jr., who resigned to join CBS Radio and Television Spot Sales in Memphis.

Mr. Baird formerly was manager of KTAL San Angelo, Tex. Previously, he was identified with KVOO Tulsa, KGGM Albuquerque, KOME Tulsa, WKZO Kalamazoo and KIXL Dallas.

The Pearson firm also announced last week that Juanita Irene Hall, formerly of Radio Merchandising Co., Chicago, has joined the Pearson staff in Chicago. She was appointed last fall to succeed Kay Fisher who resigned, but was forced by illness to delay assumption of her new duties. Her background includes service with radio stations and radio representative firms.

WFIL BONUS PLAN
Set for 2,300 Druggists
NEW merchandising plan has been put into effect by WFIL Philadelphia for 2,300 independent druggists who are members of the Philadelphia Assn. of Retail Druggists, and who account for 75% of the area drug market. Used are point-of-sale displays, direct mail promotion and weekly feature of one product in a telephone jackpot quiz contest on the Skip Davies disc jockey show.

The plan is a bonus for advertisers who buy the equivalent of six one-minute spots weekly for 13 weeks, with participating druggists mentioned during the quiz show on a rotating basis.

CAB Plans Ad Study
A NEW STUDY by Pat Freeman, sales director of Canadian Assn. of Broadcasters, will list all radio and other advertising by some 400 national advertisers using radio in Canada, plus advertising by non-radio advertisers. Mr. Freeman expects the study to aid in determining radio sales figures next fall and determining TV's effect by fall of 1953 in Toronto and Montreal on Canadian national radio advertising.

NEW RCA broadcast transmitter is now in operation at the Bloomfield, Conn. transmitting plant of WDRC Hartford. New equipment replaces transmitter which has been in operation since 1934.

Ahead of Police
FAST coverage of a finance company robbery almost resulted in jail for Jack Dents, newsman for WCTC New Brunswick, N. J. Acting on a 3:30 p.m. tip-off, Mr. Dents grabbed a tape recorder, rushed to the finance company and interviewed the office manager even before the police arrived. The radio reporter, hurrying back to WCTC studios, was detained by police, suspicious of his rush, until he convinced them he was not involved in the crime.

RCA Vans for Indonesia
FIRST of 40 radio broadcasting vans built by RCA for Indonesia has been turned over to representatives of the Indonesian government in New York for ceremonies. The mobile units are equipped with RCA 150-w transmitters and associated equipment.

CPN-KNX SALES
First Quarter Revenue Up
COLUMBIA Pacific Network regional and KNX Hollywood local sales increased in revenue during the first quarter of 1952 as compared with the same period in 1951, according to Edwin W. Buckalew, assistant general manager in charge of sales.

Locally KNX radio showed a gain of 24% from Jan. 1 through Mar. 31, 1952, over the same quarter last year. Columbia Pacific Network's first quarter sales figures for 1952 were 30.5% above last year's first quarter, Mr. Buckalew reported.

Otto L. Tiedeman
OTTO L. TIEDEMAN, 49, of the WBAL Baltimore sales staff, died April 26 following a heart attack. With WBAL since October 1949, Mr. Tiedeman was well-known in Washington and Baltimore advertising circles. He was a prominent Maryland yachtman and a member of the Gibson Island (Md.) Club.

BOOST Your Sales In HANNIBALAND*
HANNIBALAND—
the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

with KHMO

G ive your sales a big boost—a shot in the arm—in the rich, midwestern farm area around Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

You can do this for the lowest cost-per-listener, and with a guarantee to reach the rural and city buying power by using KHMO. This is true because the majority of the radio families living in Hannibaland* tune and stay tuned to KHMO. For proof and availabilities write, wire or phone KHMO or Pearson today.

KHMO = satisfying results and service

Representative:
John E. Pearson Company
Mutual Network
Hannibal, Missouri

5000 watts day
1000 watts night

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Peabody Winners  
(Continued from page 29)

...commended for an "extraordinary public service" in which the programs permitted the facts to "tell their own story, without benefit of artificial coloration." The series covered narcotics, dishonest sports and "other national maladies."

For "radio entertainment (non-musical)," an award was bestowed on NBC's Bob Elliott and Ray Goulding—Bob and Ray—as "the foremost satirists in radio." Their fare was described as "fast moving, deadly accurate, frequently outrageous and extremely funny." Their stock should rise "although this is their first year of network broadcasting," the citation said.

Teen-Age Program
KPOJ Portland "served its community well during 1951," another citation explained, "through various carefully conceived and well executed programs." As a result, a Peabody award went to the MBS affiliate for "meritorious local public service by radio." Cited were "Careers Unlimited," for aiding teenagers. "Indicative of the high quality and social usefulness" of the program is the fact that it has been rebroadcast for two years over KJOV Portland, owned by the city's public school.

Another example is Civic Theatre of the Air, designed to stimulate community interest in the city's Civic Theatre, a non-profit organization using amateur talent. There were "similar worthwhile enterprises in the nation," the citation added.

WSB Atlanta won a coveted dual honor of "The Pastor's Study on WSB and Our World Today on WSB-TV—the "first time" Peabody handed out a joint radio-television award on a regional basis. They were described as "typical" of WSB enterprise last year.

The Cox Radio-TV properties, licensed to the Atlanta Newspapers Inc. (Atlanta Journal and Constitution), have promoted "the best interests" of the city since the inception of each operation, the award noted. "These stations in 1951, as in previous years, gave a practical demonstration of how radio and television can complement each other in the public interest," it was pointed out.

WQXR New York's citation was issued for "radio youth programs," with a low bow also to Dorothy Gordon, their moderator; Iphigenie Ochs Sulzberger, director of special activities for the New York Times, station licensee and the Liberty network, which rebroadcast the series on tape. It was noted that the Times Youth Forum was aired not only locally but also in other major cities, "coast to coast and over trans-Atlantic facilities." The forum consists of student discussions on varied topics.

Mr. Cooke, C. S., correspondent for the Manchester Guardian, was recognized for his Letter from America via shortwave facilities of the BBC. Mr. Cooke's description of the BBC's "radio environment was labeled "delightful" and "penetrating." He was praised for contributing to international understanding by radio."

Mr. Murrow, CBS distinguished radio-TV commentator, the Peabody citation represented a notable catch—it meant he had followed up his 1950 "Hear It Now" series and his "America Call" trade (citation was made) with a greater honor for "See It Now," the network's video counterpart.

CBS Television's "See It Now" was acclaimed for "television entertainment and interpretation." Mr. Murrow's widely-acclaimed tele-documentary was adjudged as a "simple, lucid, intelligent analysis of top news stories" and cited for a "strikingly effective format for presenting news and personalities... with humor, sometimes with indignation, and always with understanding" of subjects. The citation also commended Fred W. Friendly, co-producer of the series.

NBC received its honor for "television entertainment (music)" in the form of Gian Carlo Menotti's Amahl and the Night Visitors, first telecast last Christmas Eve. It was repeated on Easter Sunday. The citation noted the acclaim accorded the opera and its "great significance to television." As the first operatic work specifically commissioned for this medium, the work "is living proof that television can accommodate itself to greatness."

Fine Direction by Segal
ABC's Celenese Theatre productions were found to be accomplished with "fidelity, intelligence, and scrupulous regard for the intentions of the playwright... its direction by Alex Segal is among the finest on television." This series of American plays also drew an award—for "television entertainment."

Distinction in the television educational programs field was noted to WCAC-TV Philadelphia for What in the World, presented by the U. of Pennsylvania and the University Museum over CBS. Series was lauded for "the stimulating manner in which it brings noted scholars... to the television screen for a delightfully entertaining and informal display of the wits which can sometimes be serious' Added the citation: "... superb blending of the academic and the entertaining."

There were no special awards for 1951, nor for children's programs as such. Entries are submited by individual stations, networks, newspaper and magazine editors, listeners groups and other organizations. The board also takes cognizance of recommendations by its "listening-post committee."

Greatest stir among acceptance speeches, limited for broadcast requirements, was made by Mr. Menotti. After expressing his gratitude for the freedom and opportunity allotted him in composing his TV opera, he said he regretted the tepid reaction of commercial networks and blandly proposed his own personal boycott of products whose commercials featured artistic achievements. While his audience gasped, he suggested it might mean his missing quite a few mild cases.

The composer emphasized that it is up to audiences to fight for better programming, and quoted George Bernard Shaw's remark that if they do not fight to get what they want, they might deserve what they get.

Referring to recent bans on broadcasting congressional hearings and noting that the press has been a more aggressive defender of news freedom than broadcasters have been, Mr. Murrow said a threatening danger is that television might become too complacent. "Television has, in its intrusion to news and to maintain its effectiveness, must not limit itself to the sponsor's investment, but maintain its own integrity and build its own ingenuity."

'Auditory Wall Paper'
American radio listening is a sort of "auditory wall paper," according to Mr. Cooke, whose acceptance noted differences between American and British broadcasting systems, American and British audiences. It is not similarities but dissimilarities—and the understanding of and respect for them—that often make friendships meaningful, he said.

In his survey of television's immediate future, Mr. Weeks anticipated the presentation of good Hollywood pictures on the air and repeats of the better programs to provide continuous and high level consumption. Bowing to extensive plans for coverage of national political conventions this summer, he hoped the issues would be "fairly fought" on television.

Members of the Peabody National Advisory Board are:

Edward Weeks, Editor, Atlantic Monthly, Boston, chairman; Mrs. Elizabeth Ames, exec. director, "Yadda;" Sarazen Springs, N. Y.; John H. Bannan, chairman, Committee on Consumer Relations in Advertising, New York; W. E. Bennett A. Conflit, president, Random House, Inc., ex-officio; John Crosby, radio commentator, New York Herald Tribune; Mark S. Bishop, publisher, Louisvill.com (Ky.); Courier-Journal and Times; J. Glenn, Mayor, Salt Lake City, Utah; Philip, Hamburger, television writer, The Philadelphia Inquirer; J. W. Jackson, literary editor, San Francisco (Calif.) Chronicle; Waldenhaus Kaufmann, science editor, New York Times; Mrs. Dorothy Lewis, Coordinator, U. S. Station Relations, United Nations, New York, Committee on Atlanta station; Paul Porter, former chairman, Atlanta Journal and Constitution, (atlanta); Lewis, chairman, Allied Arts of Georgia, Atlanta, ex-officio, and John E. Dreyer, Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, ex-officio.

Edition of 1965 Publicity Directory has been published by Publicity Adv., Kalamaoo, Mich. Book contains names of over 2,000 consumer, farm and business trade publications which accept free publicity on new products, books, literature and new methods and services.
FLOOD WORK
More Stations Report

FURTHER details on flood coverage and fund-raising for flood relief were reported last week with several more stations recording their services during the emergency [B*T, April 21, 28].

WCCO Minneapolis-St. Paul climax-es its Mississippi-Minnesota Rivers flood coverage with an Emergency Call program April 18 featuring a distress call by Gov. C. Elmer Anderson who reported on President Truman’s allocation of $100,000 in emergency funds for flood relief.

Staffers of KGGI’s Mandan, N. D., broadcast messages of the Missouri River flood until their transmitter was inundated, then relayed their flood information to KGGI’s rival station, KFYR Bismarck. The Bismarck station, after covering the flood, started a fund-raising campaign which brought donations of $5,000.

Omaha stations KMTV (TV), KBON, KFAB and KOWH helped raise $10,674 for three relief agencies, Red Cross, Salvation Army and Volunteers of America. All Omaha-Council Bluffs stations were cited by the National Assn. of Radio News Directors board of directors for their flood work.

WOL Washington reported Mike Hunicutt raised $300 to $400 for the Red Cross for flood aid during his all-night program April 26.

Nebraska Nominations
NEBRASKA’s 23 radio and two TV stations have been nominated for the Ark-Sar-Ben Good Neighbor Award for service rendered in time of disaster. Sam W. Reynolds, civil defense director for Omaha and Douglas County, made the nominations. The award is given annually to the individual or organization making greatest contribution to welfare of the state.

HOBSON SINKING
WCSC Gives Full Coverage

SINKING of the USS Hobson was given unprecedented airing over WCSC Charleston, S. C., as a public service to the large Navy family at the naval installation in that city, many of whom knew and were concerned about the Hobson’s personnel.

At 12:30 p.m. April 27, the first unconfirmed bulletin was aired.

The confirmed story of the Hobson collision with the carrier Wasp was broadcast over WCSC at 1 p.m. Throughout the day, WCSC played the story to the hilt with bulletins and special interviews with naval authorities. At 7:38 p.m., WCSC interrupted the Amos ‘n’ Andy show to broadcast the list of survivors.

WCSC said that other Charleston stations also interrupted their regular schedules to air the latest Hobson developments.

AWARDS luncheon of Virginia Associated Press Broadcasters brought together this foursome at Washington’s National Press Club fortnight ago. Standing (l.) Tony Vacarro, AP White House correspondent, who was principal luncheon speaker, and Fred L. Hart, general manager, WLPM Suffolk, VAPB president; seated (l.) Frank H. Fuller, AP Richmond, Va., bureau chief, VAPB secretary, and Maynard Dillab, news director, WMVA Martinsville. Mr. Dillab succeeded Mr. Hart as VAPB president [B*T, April 28].

WABB ASSAULT CASE
Verdict Is Returned

J. ED TAIT, 43-year-old former official of an AFL motion picture operators’ labor union, was convicted April 23 of a charge of conspiring to assault a radio technician during a strike against WABB Mobile, Ala. In January 1950 [B*T, Jan. 23, 1950], according to reports from the station.

Mr. Tait was fined $450 and given a 60-day suspended jail sentence, WABB said. He immediately appealed the verdict and was released on bond. A grand jury indictment accused Mr. Tait of conspiring with four other persons to assault Dean Durham, former WABB radio technician. The remaining four persons still face trial, it was further reported.

CHNS

HALIFAX
NOVA SCOTIA

THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

BROADCASTING • Telecasting

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WITH EFFICIENT NEW ALTEC CONSOLES

The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and completely self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.

250A console

For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1½” x 4½” x 9″. The line amplifiers and power supplies are 2½” x 4½” x 9″. You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (a) 1 cycle 20-20,000 cycles
Very low distortion
Very low noise level
As many as 12 balanced line mix inputs
(4 max simultaneously)
4 line inputs
4 utility inputs

250A 2 backwards

Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube switching facilities
Compact (36” x 34” x 35”) including desk

230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9½”) provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC
LANDING CORPORATION
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161 Sixth Avenue, New York 13, New York
ONTARIO OUTLETS

Evidence of Copyright

TEN Canadian small-market stations have filed in Ontario Supreme Court to stop collection of copyright fees by the Composers, Authors, Publishers Assn. of Canada (CAPAC). Ontario stations took the action following a two-day meeting of the Canadian Assn. of Broadcasters' Toronto Board of Directors.

CAPAC sought to collect copyright fees on a percentage basis under a new revenue ruling set by the Canadian Copyright Appeal Board at Ottawa. The association was empowered by the board to inspect station books and determine a gross revenue figure on which to base fees for a fiscal year (B	T, April 21).

The 10 stations cite their inability to predetermine what their gross revenue will be for the year on Jan. 1 of that year as provided in the revenue ruling by the board. The stations also maintain CAPAC should not collect on percentage of a station's gross revenue, since that revenue is derived only in part from use of CAPAC music. The stations already have stopped playing CAPAC music and plan to use "only BMI Canada Ltd. and public domain music.

Virtually all Canadian stations are supporting the CAB board stand on the copyright tangle. Stations filing in court action are:

CHML and CKOB Hamilton, CKBB Barrie, CJBY Belleville, CKLB Oshawa, CJOY Guelph, CKFI Port Frances, CFOX Owen Sound, CKTB St. Catharines and CFOR Orillia.

WRITERS' STRIKE

Would Hit Network Shows

SUCH sponsors as Fielt's Beer, Shell Oil, Bayer Aspirin, Metro- politan Life Insurance and Sanka Coffee will be affected when Radio Writers Guild calls a strike of its news and continuity writers, it was indicated last week when the guild announced that more than 100 individual shows would be hit by a walkout of continuity writers.

Services of news writers and editors would be withdrawn from an additional total of 27 broadcast hours per week, with another 14 hours of sustaining news shows also to be affected. RWG figures exclude both radio and TV shows authored by freelance writers, who are expected to join the strike proposed against NBC, CBS and ABC.

Union spokesmen also announced the dropping of the guild request for national negotiations, a major issue in its pay dispute for news and continuity authors.

NXT earnings of $1,515,506, equal to 79 cents per share, by Admiral Corp., were announced last week by Ross D. Siragusa, president, on first quarter sales of $4,970,486 compared to $2,403,344, or $1.25 per share for same period in 1951.

KTRH COVERS 'EXERCISE LONGHORN'

Uses Full-Time Staff in Field for Daily Reports

KTRH Covers "Exercise Longhorn" for its full-time and competent coverage of "Exercise Longhorn," huge joint Air Force- Army maneuvers held from March 18-April 11.

The gigantic military exercise was also an all-out "Operation Broadcasting" for the independent Texas station which will use 71/2 hours of air time and some 1,000 man-hours to broadcast daily coverage of the Texas-staged event. Other independent Texas stations covering the exercise included KTEM Temple and WACO Waco, the latter originating for Liberty Broadcasting System.

KTRH maintained a full-time crew to cover the exercise involving 110,000 men, set up to simulate an invasion by an aggressor nation from Corpus Christi, Texas. The aggressor nation presumably had invaded and taken South America and Cuba and had driven a wedge from Corpus Christi to the borders of Texas to the town of Lampasas.

Covering all phases of the maneuvers with Fort Hood as its base of operations, the KTRH special events crew of six men included Tom Jacobs, program director; Corwin Riddell, news director; Jim Ross of the news and special events staff; Jack Denis of the news staff; Julius Smith, assistant chief engineer, and Jim Byrd, engineer. Daily roundups were broadcast over remote wire.

Pre-Exercise Pickup


Mr. Drake broadcast on-the-scene interviews from the first plane carrying men into the battle area and flew in with the 81st Dixie Division's 8,000-man air lift, interviewing the paratroopers.

Mr. Smith, who doubled as newsman and engineer, and Mr. Drake broadcast to listeners the actual sound of battle after the special lift put into no man's land to record the action. KTRH also secured an exclusive interview with Army Secretary Frank Pace Jr.

KTRH also gave Texans a documentary broadcast of the occupation of Lampsas, including the speech of aggressor Gen. Charles D. W. Lathem, commander of the 82nd Airborne Division, who posed as "Gen. Gustav Muller" of the Aggressor Army.


KTRH broadcast the final critique April 11 with talks by top Army and Air Force officers to the 500 unit leaders of the operation. Mr. Smith drove more than 700 miles in five days getting interviews on recorders and transporting them back as far as 100 miles to Fort Hood for broadcast. In-the-field broadcasts were made by portable tape recorders, then edited into documentary style. Several special bulletins were presented by direct tape feeds. Other special equipment included gasoline-driven motor generators and equipment for converting 24-volt direct current.

BAB Clinic Postponed

The SALES clinic scheduled by BAB for New York last Monday was postponed because of the illness of Vice President Kevin B. Sweeney, one of the leaders in the clinic series. Next clinic is set for today (Monday) in St. Louis. Others this week: Wednesday, Kansas City; and Friday, Des Moines. The series extends through Sept. 19. New date for the New York clinic has not been designated.

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Amateur Effect On 21 mc
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in our 7th year

PROBLEMS?
Are you IN or going into TELEVISION?

With many years experience in all phases of television broadcasting, we offer an exclusive consulting service in selective markets to fit the needs of broadcasters, present or prospective, who require help in preparing and evaluating:

1. Application Data
2. Cash Requirement Estimates
3. Appraisal of Competition
4. Production Facility Planning
5. Studio and Space Layouts
6. Organization and Personnel Requirements
7. Integration of TV with Existing Operations
8. Operating Policies-Practices
9. Programming Policies, Formats and Schedules
10. Expense Budgets
11. Revenue Estimates
12. Coverage Data
13. Market Appraisals
14. Network Affiliation Potentials
15. Rate Cards

AND if you have financing problems, we will be glad to discuss your requirements with you—confidentially, of course.

We are neither lawyers nor radiation engineers, but we will work with the representatives you may now have or may select, in these fields, in the preparation of material for your application and supporting evidence, we will collaborate directly with you and your staff on every other aspect of a complete station construction, fiscal, organizational and operating plan.

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Send for a brochure describing our service in more detail.

Inquiries which will be treated confidentially and acknowledged promptly may be addressed to:

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Phone—Garden City-3-1075

Frank E. Mullen & Associates
121 South Beverly Drive
Beverly Hills, California
Phone—Crestview-1-7191
Dog writes about man!

I'm on WTCN-TV...I'm Rollie Johnson's dog
...not for sale
...not a prize
...not a contest!

It's great to be five months old and the first dog actually raised and trained under TV cameras. My master is Rollie Johnson, Sports Director of WTCN in Minneapolis, St. Paul. He figures more people will understand and own dogs if they see how much fun we have.

This Rollie is a swell master! Even when his evenings include a TV program, a speech, telecasting a sports event, or his Big Brother meeting...he always winds up with time to play with me.

Rollie is starting his TV fishing contest on WTCN soon. Last year the entries, from a one pound sunnie to a fifty pound sturgeon, totaled four tons of fish! Lots of tackle and equipment got sold, too! Rollie travels around a lot, takes lots of movies of folks at their favorite sport, and shows 'em on our programs. Seems like fellows get a kick out of seeing themselves on TV.

Guess I'm just one more in the Rollie Johnson fan club; I know what folks up here mean when they say people like Rollie are old friends instead of announcers. By the way, some spots on some of his sports shows are open for sponsorship. Rollie and I would like to have you "aboard" if we can help you to sell your product.

There's always more on Channel 4! WTCN

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

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ST. PAUL
MINNEAPOLIS

BROADCASTING • Telecasting
VHF PROPAGATION

By EARL ABRAMS

DOES new information on VHF propagation, showing that consistent long-distance reception in those bands is possible, pose a threat to TV? That possibility, banned by newspaper stories last week, had TV engineers searching National Bureau of Standards Report No. 1172 for guidance. It is entitled “A New Kind of Radio Propagation at Very High Frequencies Observable Over Long Distances.”

That report told how a VHF signal transmitted by Collins Radio Co. at Cedar Rapids, Iowa, was received consistently via signal reflection at NBS’s Sterling, Va., receiving station, 800 miles away. Up to now, the theory was that VHF signals are not reflected from the ionosphere.

Consensus of TV engineers is that the facts are significant, and hold out a promise for communication and possibly other special purposes, but are not a threat to TV.

That attitude was summed up by an FCC official in this manner:

- The Commission knew about these tests before it set up its TV allocation table in its final report [B-T, April 14].
- The received signals in this experiment are of such low intensity that they do not seem significant as a TV interference factor.
- The transmitting and receiving antennas are so big, the directional and the receiver is highly sensitive, much more so than is common for commercial TV stations.

Inter-Continental TV

Possibility that the results hold out hope for inter-continental TV was minimized by most observers, at least for the immediate future. Developments of this sort are a matter of decades, one authority commented. He likened this development to that of the atom bomb experience. How to obtain fission was generally known in scientific circles years before it was actually accomplished. But it was not until the U. S. decided it was necessary, that the money and energies were thrown into actual accomplishment. Immense powers necessary to re-

sponses were “fantastic,” according to some consulting engineers. There may be other and less expensive ways of accomplishing the same result, they pointed out.

Only manner in which the new findings may have an impact on TV is if a military or other government agency requires the use of these frequencies for special purposes. That would mean an allocation—unless the world situation degenerated to all-out war—and TV broadcasters would have opportunity to protect themselves if bands involved encompass Channels 2-6.

If the military or other government agencies decided that the band would be used for defense or diplomatic purposes, then the position of the low-VHF band TV operators would be serious, it is believed by some. These observers recall the Commission’s 1945 allocations report that much of the spectrum space available for TV in the below-300 mc region “to make possible a truly nationwide and competitive television system.” They emphasize the FCC’s next sentence: “Such a system, if it is to be developed, must find its lodging higher up in the spectrum where more space exists.”

Former FCC Chairman Wayne Coy in several speeches during his tenure urged the move of all VHF to the UHF frequencies. Fact that the Commission never seriously contemplated such a move was explained by one FCC staff executive after the final TV allocations report was issued last month [B-T, April 14] on the ground that there would not be sufficient room in the 470-890 mc band for a “truly nationwide and competitive television system.”

Tests began Jan. 23, 1951 on 49.8 mc, according to the NBS report. Continuous wave emissions were used. Identical high gain 412-ft. high horizontal rhombic antennas with 500-ft. legs were used at both the transmitting and the receiving positions. Power of 23 kw was put into the antenna. Receiver bandwidth was 5 kc.

Signal Intensity Charts

Included in the report are charts showing signal intensity received in April 1951 and June 1951. They varied from a high of 25 db above one microvolt at about noon to a low of 4 db above one microvolt at about 11 p.m.

Signal was consistently received, irrespective of season, time of day or geomagnetic disturbances. Strength of the signal was actually enhanced during sun spot conditions (which normally cause fading on usual high frequency 3 to 30 mc circuits) and during passage of meteors. The latter phenomenon was accompanied by loud heterodyne whistles.

“Scattering effect from the E layer of the ionosphere was advanced as an explanation of the phenomenon. Doubtless the possibility that the D layer played a part in reflecting the signals.

Future experimentation for frequency and distance dependence is planned, as is a more detailed study of the received signal. During a short period a receiving test was made with a station in Bermuda, 2,300 miles from Cedar Rapids, but reception was erratic and not associated with sporadic E ionization, NBS stated.

Last February NBS reported a new theory of VHF propagation which held that the bending of signals of this band over the horizon—herefore considered in the nature of a “freak” condition—might be considered normal and not an exception to the “line-of-sight” theory of VHF propagation [B-T, Feb. 4]. Tests had shown, NBS reported, that such conditions were too frequent and regular to be considered.

(Continued on page 96)

ALLOCATIONS CHANGES

FIRST requests for changes in the table of assignment in the FCC’s Sixth Report and Order on TV [B-T, April 14] were filed with the Commission last week.

Asking for changes in specific city-by-city instances, the following were made for changes: WMCT (TV) Memphis, Tenn.; WISC-AM-FM, Madison, Wis.; KTEM-AM-FM Temple, Tex.; KXEL-AM-FM Waterloo, Iowa.

The Commission erred when it ordered WMCT to change from Channel 4 to Channel 5. The Memphis station averaged. Error is due to the fact, its petition stated, that the distance from its transmitter to Nashville, Tenn. (also assigned Channel 5) is 187.5 miles —two and a half miles less than the 190 mile co-channel minimum established for Zone II stations. In order to meet the established minimums, WMCT asked that its show cause order be amended to require it to change to Channel 3, which was assigned to Memphis in the final report.

Assignments of Channel 5 to Nashville and Channel 3 to Memphis were not in the proposed Third Report last year, the Scripps-Howard station (Memphis Commercial-Appeal) pointed out. Therefore it had not objected to the requirement that it change from Channel 4 to 5 when comments were invited last fall.

WISC Comments

WISC in comments last week on the Third Report proposals had proposed that VHF Channel 3 be reserved for educational use and the remaining three UHF channels be made commercial—so that all commercial TV stations in the Wisconsin capital be competitive. The Commission had proposed to reserve a UHF channel for educational use, permitting commercial operation of the sole VHF channel and two of the three UHF channels.

Doubt that the Commission judged the Madison situation correctly was expressed by WISC. It called attention to the fact that it had filed two comments and referred to the discussion in the Sixth Report as probably using the wrong comment.

Reservation of VHF Channel 3 instead of a UHF channel would comply with the Commission principle regarding educational reservations, WISC averred. It pointed out that Madison is an educational center and the Commission said in its final report that wherever it could, it assigned a VHF frequency in those communities for educational use. The Wisconsin station also pointed out that in 16 educational centers, the Commission assigned the sole VHF wavelength.

(Continued on page 97)
Post-Freeze Outlook Explored

PROBLEMS and procedures of television station operation, starting with the application to FCC for authority to construct, were appended for some 250 executives from CBS Television and other

stations at a two-day “post-freeze" clinic conducted by CBS-TV in New York last Thursday and Friday.

L. Van Volkberg, president of CBS-Television, told the clinic an aid to both prospective and present TV broadcasters, told the assembly at the opening session Thursday that the TV climate of the freeze means that “television can begin to stretch its muscles and reveal its huge strength."

Retrieving TV's growth since the first CBS Television clinic in March 1948, he pointed out that CBS-TV then provided 78 minutes of network programing, two-thirds were sponsored, whereas today the network is programmed for about nine hours daily, with 6/9 hours of that sponsored. Goodwill TV is estimated to have increased in the size and significance of television," he added, "we know it's still only the beginning."

We meet today at the very threshold of the expansion of a great social, cultural and economic force," Mr. Van Volkberg declared.

TV News, vice president in charge of network sales, cited some 50 national advertisers not yet in TV but who predicted sales would move more and more into this field.

He pointed out that CBS-TV's business in January and February was 95% ahead of that for the same period in 1961, and said CBS-TV leads all networks in total number of sponsored quarter-hours, including all new business on the board. With this pro-
nounced increase in the size and significance of television, we know it's still only the beginning."

Television applications

Digest of Those Filed With the FCC April 25 through May 1

(Indicates pre-authorization re-filed.)

<table>
<thead>
<tr>
<th>Boxscore</th>
<th>Applications filed since April 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF UHF Total</td>
<td>13 7 20</td>
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</table>

Listed by States


†JACKSON, Miss.—Mississippi Publishers Corp. (Jackson Daily News) UHF Ch. 25 (535-542 mc), ERP 197 kw, antenna height above average terrain 207 ft., above ground 207 ft. Estimated construction cost $404,030, first year operating cost $176,000, revenue $125,000. Studio location to be determined. Transmitter location Pascagoula and S. West St. Station location Jackson, 32° 31' 43" N., 88° 44' 48" W., Lat., 70° 11' 59" W. Long. Studio equipment GE, transmitter GE, antenna antenna GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmette, Washington. Principals in TV: Misses D. M. Higginbotham (51%), owner and general manager Frederick Sullens 11 (51%), editor of Jackson Daily News, and Treasurer Walter G. Johnson (25%).

business manager of Jackson Daily News.

†WILKES-BARRE, Pa.—Wyoming Valley Broadcasting, Ch. 34 (580-587 mc), ERP 260 kw visual; antenna height above average terrain 1,004 ft., above ground 248 ft. Estimated construction cost $225,000, revenue $260,000. Studio location 88 N. Franklin St. Transmitter location Penncroft Knob, 41° 10' 58" N., Lat.; 75° 52' 25" W. Long. Studio equipment GE, transmitter GE, antenna Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President Dr. Isaac C. Morgan, M.D. (12½%), and Secretary-Treasurer Dr. Morgan (18½%), general manager of WILK-AM-FM.

ABILENE, Tex.—Citizens Broadcasting Co., Ch. 9 (198-192 mc), ERP 2.8 kw visual; antenna height above average terrain 207 ft., above ground 207 ft. Estimated construction cost $168,635, first year operating cost $140,000, revenue $170,000. Studio-Transmitter location 25th and Butternut, Abilene, 32° 21' 11" N. Lat., 99° 44' 12" W. Long. Studio equipment Motorola, transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Abilene. Consulting engineer George P. Adair, Washington. Applicant is licensee of KWKC Abilene. Principals include: President W. F. Wright (25%), whose interests, in addition to KWKC, include 10% of KRIO Odessa, Tex., automobile distributor, chairman of trustees, retailer, and petroleum distributor; Vice President O. D. Dillingham (25%), whose interests, in addition to KWKC, include a dairy, various investment interests, brokerages, real estate, and A. C. Etter (25%), whose sole interest is KWKC, where he is general manager.

NEW APPLICANTS

Four Submitted

ONLY one new TV application was filed last week, but three were re-submitted under the new TV allocation rules.

New application was filed by KWKC Abilene, Tex., seeking Channel 28 with 107 ant. height above average terrain. Station proposes to spend $60,000.00 for construction.

Re-submitting applications were

J. P. Lovelace, San Antonio, who seeks UHF Channel 25, with 175 kw, 522 ft. antenna height above average terrain. It proposes to spend $404,030 in construction.

WILK-AM-FM Wilkes-Barre, Pa., who is asking for UHF Channel 34, with 250 kw, 1,004 ft. antenna height and plans to spend $304,071. Combination of the licensees of KVOR Colorado Springs and KGHL Pueblo is asking for Channel 11, with 200 kw, 1,816 ft. antenna height. Construction costs are estimated at $304,071. Each licensee owns 50% of the new company.

Among others announcing their tentative plans are WJR Detroit (see separate story this page), WMGM New York (see separate story on page 68) and WTRF-AM-FM Bellaire, Ohio, which announced that they will re-file for construction.

The Goodwill Stations Inc. does not plan to seek a TV outlet for its KMPC in Los Angeles.

PLANS to build four TV stations, linked in programming as a regional network, were revealed last week by WJR Detroit.

John F. Patt, president of The Goodwill Stations Inc. (WJR, WGRD Cleveland and KMPC Los Angeles), said the decision to build the stations followed extensive study of the FCC's Sixth Report & Order [84], April 14.

Mr. Patt said WJR will apply for UHF Channel 50, for Detroit; Channel 11 in Toledo, Ohio; Channel 12 in Flint, Mich., and Channel 6 in St. Clair Shores.

All four proposed stations will be in cities now covered by WJR radio.

Programs for the regional network will originate from all four stations. If plans are approved, educational, farm, special event and entertainment programs of area interest will be telecast over the network.

Cost of the four stations was estimated at $2,200,000. Earnarked is $1,000,000 for Detroit, $600,000 for Toledo, and $500,000 each for Flint and St. Clair Shores.

Tentative location of the WJR-TV transmitter and tower is the Fisher Building with studios in the same building or in the New Center area.

WGRD Cleveland, WJR sister station, is applying for UHF Channel 65 for its city.

Since present FCC rules prohibit one entity from owning more than five TV outlets, it appears that The Goodwill Stations Inc. does not plan to seek a TV outlet for its KMPC in Los Angeles.
HAMS ON 21 MC

Reception Effects Seen

May 3, 1952

FOR the first time in the history of television, a regularly scheduled program—"I Love Lucy"—was broadcast over 10,000 homes.

Home American Research Report for April points out that the April "Lucy" show was seen in 10,000 homes. I Love Lucy, presented over CBS-TV Monday, 9-9:30 p.m., stars the husband-team of Lucille Ball and Desi Arnaz.

"Lucy" Viewers

In a ringing defense of UHF coverage potentials, Comr. R. F. Jones last Thursday attacked what he called "absurdities" in FCC's "firm, fixed and final" TV allocation plan as "not to be considered." The Commission has "tried to legislate instead of regulate" the industry.

"The purpose of the allocation plan being adopted by the Commission is to create a nationwide, competitive television system, but the effect is to deny local television to cities not included in the allocations table," he asserted.

Comr. Jones, dissenting in toto to FCC's final TV freeze lift report, addressed the Ohio Ann. of Radio-TV Broadcasters Management Clinic, meeting at Columbus, Ohio, May 1-2. His speech bristled with criticism of the Commission's findings, some of which were contained in his original dissent [B&T, April 14; Sixth Report supplement].

Harking back to 1945, when a previous Commission handed down TVF assignments to 158 metropolitan centers, Comr. Jones declared:

"Little or no thought was given to efficient use of the channels. Today the Commission tries to justify all of those assignments, which are occupied by amateurs, on the erroneous ground that VHF channels have a greater potential to cover wide areas than UHF channels."

"Faults" Listed

Today, the majority claims that VHF now covers rural areas better from VHF stations in the larger cities and areas, "because VHF was made to cover wider areas than the other," the FCC Commissioner asserted. He said the Commission has attempted to "make the arbitrarily wide minimum mileage separations (of 1945) the bone and sinew of the 1952 firm, fixed and final allocation plan."

Among the "absurdities" and "faults" stemming from "this chain of events," Comr. Jones contended, are these:

1. "Inefficient use of the spectrum," with shrinking of the present 12 VHF channels to the equivalent of four in the northeastern part of the country (New York, etc.).

2. Assumption that "every city and hamlet in the U.S. will use maximum power and antenna heights.

3. The plan "excludes all local television service from every city... except the favored 1,274" and provides 889 cities "with just one local channel" despite the competitive facet.

4. Introduction of UHF is prejudiced, "with no circulation of receiving sets versus the VHF with a circulation of 17 million VHF only receiving sets—a prejudice not confined to the interminister cities."

- Plan "throws the heaviest financial burden upon those last able to pay" (UHF operators).

- UHF service is provided by and for large small cities, thus wasting the "natural potential of UHF over man-made noise in the biggest cities."

Scores Attitudes

Scoring the "UHF is wonderful—you can't beat it!" attitude of one VHF multiple station-owner, Comr. Jones complained that Commission Rules & Standards require 2,000-foot antenna heights at 1,000 kw on UHF "to compete with relative coverage of VHF channels operating at 500 feet at maximum power on the basis of minimum co-channel separation."

UHF does not cover the same areas and relative number of locations as VHF unless 2,000-foot antenna heights are used against 500-ft. antenna heights. These separations are based on minimum mileages, Comr. Jones observed. He also cited lack of information on tube and power costs per hour for comparative size UHF-VHF transmitters—that a 10 kw UHF transmitter only costs $4.90 and a 50 kw VHF $4.70 per hour.

Turning to coverage potentials, Comr. Jones cited the Commission's Third Report of 1952, which indicated that technical efficiency charts "were not distributed to the Commission until one year after the Third Notice was made public and until one of us was told we had been out of time." He traced steps leading to FCC's assignment policy:

- Hard and fast mileage separations based upon a New York sized maximum power and antenna height for the smallest city in the country meant meaningless circles on the maps.

- Relationship to loss of antenna power gear circles around them. These circles have no relationship to service areas. They have no relationship to natural trading areas or the areas of cultural influence of the cities included in the plan. They are related to nothing currently contended in any reasoning connected a year later to defend the plan from an engineering legal standpoint.

- UHF only relationship these circles have to anything in the plan is:

1. (The Commission wants to give VHF to large cities; (2) VHF to smaller cities if there's no good way to transmit within city under the distance between centers of two circles; (3) VHF does not represent an existing transmission or does not represent a minimum height useable for transmission for the national plan; (4) existing assignments have a property right in the channels occupied by them and will not give clearance."

- UHF gives clearance to all channels so these two circles can be made larger; (5) these circles will not be moved even if two circles can be used in two smaller cities in place of one in a larger city.

- These meaningless circles are based upon a New York sized maximum power and coverage potential of the Commission. This assignment point is incorporated into the General Rules and Regulations of the Commission supported by any time of an excuse conceived as an afterthought. In other words, before we had the meaningless circles; then the Commission writes standards to fit the circles.

Comr. Jones told existing licensees that the Commission "staked your claim, assessed the crude ore and delivered a document [the Sixth Report] giving you squatting rights—now you can rock the mine efficiently or rock along with the old machinery. The FCC land office made you masters of all you survey when they assumed... to be a grand policy of rock your channel." He described advantages this way:

(1) "You can squat on your channel..."

(Continued on page 78)
TALL TOWER MEET

Committee Convenes May 6

MEETING of a joint committee of broadcasting and aviation interests to discuss heights and sites of tall TV towers [B+T, April 28] has been scheduled for May 6, 9:30 a.m. in Room 3020, Temporary Bldg., T in Washington.

Basis for the meeting of what is known as the "ad hoc" committee, which also includes representatives of the FCC, NARTB, and the FRC, is a memorandum of two weeks ago which proposes that towers more than 500 ft. high and located outside city limits be considered hazards to air navigation if they are below a plane with a slope of 50:1. Details of this proposal were included in the Transmitting Engineering meeting and are contained in the following.

Joint working committee is co-chaired by John R. Evans, FCC, and K. B. Garfield, NARTB. It includes the following broadcast representatives:

Thad Brown and Neal McNoughten, NARTB; Arthur Scharfeld and Fred Scharfeld, National Assn. of Broadcasters; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers.

The expressed aviation interests are the following:


Full text of the FCC memorandum, which will be used as the basis for the May 6 meeting, is as follows:

PURPOSE

Determination of a method of achieving uniform treatment by the FCC of applications for radio and television antennas located off presently existing airfields.

DISCUSSION

The Sixth Report and Order of the Federal Communications Commission, which encourages high antennas to make the most effective use of the television frequency allocations authorized in that order, television antenna towers up to 2000 ft. high in certain cases, and determines that the ground would require special aeronautical research, is the basis for the joint action. The FCC has established a special subcommittee to study the matter and recommendations are expected to be announced in the near future.

Outlook for CP's

Hyde Sees Slow Start

SOME TV applicants are expected to be granted licenses under the new television allocations before the end of the year, but the number will be limited, FCC Commissioner Rosel H. Hyde said during the Georgetown U. Forum on WTTG (TV) Washington April 27.

Comr. Hyde, appearing with Thad Brown Jr., president of NARTB, and Rev. Daniel E. Power, S. J., program director for the Georgetown U. radio and television forum, representing education television aspirants, said "a few" licenses probably will be granted "in a short time." A transcription of the forum, with the participation of W. S. Blair Jr., was to be broadcast over WOL Washington yesterday (Sunday).

Mr. Hyde indicated many smaller communities might get TV stations before larger ones "because in the smaller communities and markets there might be a stronger community desire to want to undertake the hazards" of constructing stations, leaving "enterprising operators" a clear field in hearings.

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ENCORE FOR B.V.D.

PRODUCED four years ago and on tour for three straight years, coast-to-coast, it's scheduled to return by popular demand: Not "South Pacific," but a B.V.D. commercial featuring dancing-singing figures of the advertising world, "Radio Screen Gems," New York, the 20-second commercial was the object of so many viewers' letters and requests, the Federal Communications Commission was asked to extend it to 5 minutes. The 25-second version is scheduled to return any where within 5 miles of the boundaries of an airway or direct route which are 500 feet below the minimum en route altitude of the airway or route, will not be considered as hazardous obstructions to air navigation. Each object located outside 500 feet in height, or at a point 50 feet below the minimum en route altitude of the airway or direct route, will be considered a navigation obstruction.

Any object over 500 feet high 50 feet below the minimum en route altitude of the airway or direct route normally will not be considered as an obstruction to aircraft en route on civil airways or direct routes. In any case, it will be required that these objects be placed off to the side, and to have an effect on VFR off airways or direct routes.

The suggestions and assistance of the FCC toward the construction of TV facilities is considered otherwise.

A. B. McMullen, National Assn. of State Aviation Officials.

Full text of the FCC memorandum, which will be used as the basis for the May 6 meeting, is as follows:

PURPOSE

Determination of a method of achieving uniform treatment by the FCC of applications for radio and television antennas located off presently existing airfields.

DISCUSSION

The Sixth Report and Order of the Federal Communications Commission, which encourages high antennas to make the most effective use of the television frequency allocations authorized in that order, television antenna towers up to 2000 ft. high in certain cases, and determines that the ground would require special aeronautical research, is the basis for the joint action. The FCC has established a special subcommittee to study the matter and recommendations are expected to be announced in the near future.

Outlook for CP's

Hyde Sees Slow Start

SOME TV applicants are expected to be granted licenses under the new television allocations before the end of the year, but the number will be limited, FCC Commissioner Rosel H. Hyde said during the Georgetown U. Forum on WTTG (TV) Washington April 27.

Comr. Hyde, appearing with Thad Brown Jr., president of NARTB, and Rev. Daniel E. Power, S. J., program director for the Georgetown U. radio and television forum, representing education television aspirants, said "a few" licenses probably will be granted "in a short time." A transcription of the forum, with the participation of W. S. Blair Jr., was to be broadcast over WOL Washington yesterday (Sunday).

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A. B. McMullen, National Assn. of State Aviation Officials.
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
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## ESDAY

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<tr>
<th>Time</th>
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<tbody>
<tr>
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<tr>
<td>6:15 PM</td>
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## THURSDAY

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<tr>
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<tbody>
<tr>
<td>6:45 PM</td>
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## FRIDAY

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<tr>
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## SATURDAY

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<tbody>
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<td>WEDNESDAY</td>
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<td>Mr. Wizard</td>
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### Show Schedule

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### Notes

- Green shows are traditional broadcasts.
- Red shows are network specials.
- Blue shows indicate local programming.

### Additional Information

- The schedule includes a variety of shows from different networks, including CBS, NBC, ABC, and others.
- The programming includes news, drama, variety, and other genres.
- Specific times and days are highlighted for different shows and events.

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**Explanation:** Programs are listed by network, time, and day. The schedule includes traditional broadcasts, network specials, and local programming. The network logos and call letters are used to identify the shows. The schedule is organized by day, with each day's programming highlighted in different colors. The schedule also includes a list of notes and additional information.
It's **WHIO-TV** for Sports in Dayton!

Over 10,000 written “Thank You’s”! Not giveaway-gimmick responses—not fill-in postcards, coupons or box tops. With spontaneous individual letters and multi-named petitions, 10,173 loyal and appreciative viewers thanked the sponsor and ourselves for our recent basketball series!

This is the kind of special sports programming that has built such amazingly loyal community following for our station. The University of Dayton Flyers basketball team qualified for both the N.I.T. and N.C.A.A. tournaments in New York and Chicago. Our boys!—so we cleared our schedules. Then along came a new sponsor who knows opportunity when he sees it—the M. J. Gibbons Supply Co. First time to our knowledge that a plumbing and heating supply house ever sponsored this ambitious a program.

Well, though the team didn’t quite finish on top, Mister Gibbons did—and so did we! Why, besides those letters—besides word-of-mouth appreciation every day—over 1500 people have gone to the slightly-off-the-beaten-path Gibbons showrooms to shake his hand and ask for a plumbing fixture booklet mentioned in a commercial.

Yes sir,—for sports, for entertainment, for public service with a meaning—Dayton stays in tune with WHIO-TV. Soon, for the third straight year, we’re airing the Cincinnati Reds day games exclusively in our territory—and for the first year will carry the Cleveland Indians games. Want action? See George P. Hollingbery Company, National Representative for impressive figures on a great market.
HOOPERADE of TV Stars for March 1952 saw Red Skelton leading in two of the six cities which served 50% of U.S. television sets, with a rating of 65.0 and 699,000 sets in Chicago and 40.3 and 473,000 sets in Los Angeles.

But 1,614,000 New York sets put I Love Lucy at the top with a rating of 52.4, the C. E. Hooper Inc. results showed. Leading in the three other cities were: Godfrey's Scourts on 6,320 Philadelphia sets with 53.0, Groucho Marx on 528,000 Boston sets with 60.9 and Milton Berle on 314,000 Detroit sets with 48.6.

Lucy was fourth in February in New York with 42.8. Martin & Lewis was first there that month with 56.5, largest New York TV rating in several months, and second in March with 50.8. Mr. Skelton was first for both January and February in Chicago (53.2 and 56.5, respectively) and Los Angeles (46.0 and 46.7, respectively).

Godfrey's Scourts was second in Philadelphia in February (47.4), with Lucy first (46.3), second in March (45.8) and second in January (42.4). Boston ranked Groucho Marx, second in February (56.2) and fourth in January (56.2). Philco Playscope was first in January (61.1) and in February (62.1), dropping to eighth in March (46.6). Detroit ranked Mr. Berle second in February (62.2).

Only three shows made the first 15 in all six cities: Lucy, Mr. Berle's and Martin & Lewis. Bob Hope made the list in all but Chicago, Godfrey's Scourts and Jimmy Durante in all but Los Angeles and Red Skelton and Groucho Marx in all but Detroit.

Rorabaugh Report Issued Covers 1952 First Quarter N. C. RORABAUGH Co., 347 Madison Ave., N. Y. 17, last week issued its report on TV advertising for the first quarter of 1952. In addition to the main Rorabaugh Report, which covers network and spot advertising in January, February and March, a supplementary report on local-retail advertising also was issued.

The report covers 64 markets and 108 TV stations. Listed are 6,400 advertisers, tabulated as 188 network advertisers, 1,277 national regional spot users, and 4,245 local-retail advertisers.

Vistascope Showing Set for Hollywood
FIRST demonstration of the Vistascope, a camera device which utilizes photographs for foreground settings with live action, will be staged at the Hollywood section of the Motion Picture and Television Engineers meeting May 20 in Studio Theatre on Paramount lot. Some 500 members of MPTF will attend, according to Ed Tempkin, program chairman.

Equipment, a French invention, is under exclusive license to Vistascope Corp. of America, which is owned jointly by Paramount Pictures and Sol Lesser, independent producer. It will be made available shortly to all film producers and TV stations on a royalty basis.

I Love Lucy Heads Videodex April List VIDEODEX ratings of top ten TV network programs, giving percent and number of TV homes for April 1952, are listed as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percent</th>
<th>TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>64.4</td>
<td>6,855</td>
</tr>
<tr>
<td>2. Talent Scouts</td>
<td>44.4</td>
<td>5,399</td>
</tr>
<tr>
<td>3. Red Skelton</td>
<td>40.6</td>
<td>5,399</td>
</tr>
<tr>
<td>4. Godfrey &amp; Friends</td>
<td>38.3</td>
<td>5,399</td>
</tr>
<tr>
<td>5. Comedy Hour</td>
<td>37.5</td>
<td>5,399</td>
</tr>
<tr>
<td>6. Your Show of Shows</td>
<td>35.4</td>
<td>5,399</td>
</tr>
<tr>
<td>7. Fireside Theatre</td>
<td>33.5</td>
<td>5,399</td>
</tr>
<tr>
<td>8. Philco TV Playhouse</td>
<td>33.5</td>
<td>5,399</td>
</tr>
<tr>
<td>9. Talent Scouts</td>
<td>31.5</td>
<td>5,399</td>
</tr>
<tr>
<td>10. Ken Murray</td>
<td>30.1</td>
<td>5,399</td>
</tr>
</tbody>
</table>

Weekly Television Summary

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOS-TV</td>
<td>14,400</td>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>150,148</td>
</tr>
<tr>
<td>Amarillo</td>
<td>WOD-TV</td>
<td>90,572</td>
<td>Matamoros (Mexico)</td>
<td>-TV</td>
<td>-</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV</td>
<td>183,000</td>
<td>Brownsville, Tex.</td>
<td>E.XEL-</td>
<td>20,300</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WCWS-WB, WMAR-TV</td>
<td>380,000</td>
<td>Hampsh</td>
<td>WNBC TV</td>
<td>91,600</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBFS-TV</td>
<td>60,000</td>
<td>Miami</td>
<td>WTV</td>
<td>12,200</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>142,000</td>
<td>Milwaukee</td>
<td>WVXU</td>
<td>27,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WJAN-CAMC</td>
<td>886,349</td>
<td>Nashville</td>
<td>WSMV</td>
<td>177,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN-TV</td>
<td>364,615</td>
<td>New York</td>
<td>WWSO</td>
<td>186,600</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBCL</td>
<td>146,213</td>
<td>Washington, D.C.</td>
<td>WTTV</td>
<td>91,090</td>
</tr>
<tr>
<td>Chicago</td>
<td>WRC-TV, WGN-TV, WNBO</td>
<td>1,124,000</td>
<td>Chicago</td>
<td>WCBS-TV</td>
<td>539,400</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPG-TV, WRCK-TV, WLVF</td>
<td>348,000</td>
<td>Cleveland</td>
<td>WJW</td>
<td>117,647</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNSB, WNNK, WLEX</td>
<td>603,229</td>
<td>North-Carolina</td>
<td>WKY-TV</td>
<td>177,000</td>
</tr>
<tr>
<td>Cincinnati (Ohio)</td>
<td>WTVN</td>
<td>227,000</td>
<td>Ohio</td>
<td>WCXO</td>
<td>127,454</td>
</tr>
<tr>
<td>Dallas</td>
<td>KLTV-W, WAAB, WFAA</td>
<td>164,000</td>
<td>Dallas</td>
<td>KFWB</td>
<td>40,450</td>
</tr>
<tr>
<td>Dayton</td>
<td>WKRC-TV</td>
<td>235,000</td>
<td>Dayton</td>
<td>WTVG</td>
<td>230,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV, WJW-TV, WJYX-TV</td>
<td>750,000</td>
<td>Detroit</td>
<td>WJW</td>
<td>159,700</td>
</tr>
<tr>
<td>Erie</td>
<td>WCBE</td>
<td>142,284</td>
<td>Detroit</td>
<td>WJW</td>
<td>159,700</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-TV</td>
<td>164,000</td>
<td>Fort Worth-Lwisville</td>
<td>KDFW</td>
<td>40,450</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>217,061</td>
<td>Grand Rapids</td>
<td>WLRB</td>
<td>40,450</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WNBC-TV</td>
<td>109,414</td>
<td>Greensboro</td>
<td>WJTV</td>
<td>40,450</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>132,500</td>
<td>Houston</td>
<td>KHOU</td>
<td>190,200</td>
</tr>
<tr>
<td>Huntington-Charleston</td>
<td>WSAF-TV</td>
<td>84,750</td>
<td>Huntington-Charleston</td>
<td>WSAF-TV</td>
<td>84,750</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFBM-FM</td>
<td>231,260</td>
<td>Indianapolis</td>
<td>WITL</td>
<td>79,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WACG</td>
<td>55,000</td>
<td>Jacksonville</td>
<td>WJXT</td>
<td>55,000</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WAGC</td>
<td>144,116</td>
<td>Johnstown</td>
<td>WJAG</td>
<td>144,116</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KOLMO-AM</td>
<td>290,046</td>
<td>Kansas City</td>
<td>WAFD</td>
<td>290,046</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WGSA</td>
<td>201,844</td>
<td>Lancaster</td>
<td>WJTC</td>
<td>201,844</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>WJTVM</td>
<td>90,000</td>
<td>Las Vegas</td>
<td>WSCC</td>
<td>90,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>WTLA, WKNX, KLAC-TV, KNBC</td>
<td>1,320,330</td>
<td>Los Angeles</td>
<td>WTMJ</td>
<td>1,320,330</td>
</tr>
</tbody>
</table>

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 14,919,628

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Ratings of set estimates are based on data from dealers, distributors, TV circuits and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

BROADCASTING  *  Telecasting

City-by-City Preferences Detailed in 'Hooperade'

Report 214
“SHOCKING” rate at which American television material is being “burned up” will necessitate the opening of Europe as a source of writing and talent for films.

This was the opinion expressed Wednesday by John L. Sinn, president of Ziv Television Programs Inc., as he prepared to leave with Herbert Gordon, Ziv vice president in charge of production, for several weeks of video conferences abroad.

Acknowledging the already heavy burden on American creative people working on TV, Mr. Sinn noted reasons why pressure on writers, actors, producers and directors of film programs will become even more severe:

“It is becoming more and more evident to leaders in the industry that at least 75% of programming will be on film,” he said in listing

FCC RENEWALS

Only KTTV (TV) Pends

RENEWAL of the license of KPHO-TV Phoenix last week by the FCC clears up all but one of the 26 stations placed on temporary license last February [B*7, Feb. 4]. Still remaining on temporary license is KTTV (TV) Los Angeles.

Twenty-three of the 26 stations cited early this year were placed on temporary license because their list of program categories for the 1961 composite week did not show any religious programs or educational time. The last of those were cleaned up two weeks ago when WNHC-TV New Haven was renewed for the regular one-year period [B*7, April 28].

KPHO-TV was placed on temporary license until its ownership was clarified for the FCC. KPHO and KPHO-TV are owned by different companies, which have some common stockholders. KTTV has been the subject of complaints to the Commission regarding direct sales commercials, medical advice and an alleged invasion of privacy. WKRC-TV Cincinnati was put on temporary due to the pendency of the FCC’s study of functional music operations, but was renewed last March [B*7, March 2].

When the Commission placed the 23 stations on temporary status due to their omission of religious and educational programs, it had foreseen FCC Chairman Wayne Coy toldBroadcasting * Telecasting, that neither over-commercialization nor public interest was involved.

In 1961, when all TV stations were renewed, the Commission announced that it would call a meeting of TV operators to discuss the issue.

Subsequently, the NARTB code of good programming went into effect March 1. FCC never rescinded the announcement, nor moved toward scheduling a meeting.

MUNKHOF, MAZZIE

Promoted at WOW-TV

SOREN MUNKHOF has been named program director of WOW-TV Omaha and John Mazzie promoted to production manager of the TV outlet, it was announced last week by John P. Pogarty, general manager of WOW-AM-TV.

Mr. Munkhof joined WOW in 1938 as a local news reporter and subsequently transferred to the TV staff when the outlet went on the air in 1949. He is executive secretary of the National Assn. of Radio News Directors. Mr. Mazzie did television work at the station while attending Creighton U. in Omaha and was added to the permanent staff in 1960.

ASCAP TALKS

All-Industry Unit Meets

ALL-INDUSTRY Television Per Program Committee held its first meeting in several months last Tuesday in the New York offices of Judge Simon H. Rifkind, special counsel to the group, to discuss the status of litigation with ASCAP, now pending in the federal courts.

Described as a session in which research and information in preparation by various committee members were exchanged, the closed meeting was attended by chairman Dwight Martin, vice president of WLWT (TV) Cincinnati; Nathan Lord, general manager of WAVE-TV Louisville; Thomas Dowd, Washington attorney; Eugene S. Thomas of George P. Hollenberg Co., Paul Adanti, general manager of WHEN (TV) Syracuse; Donald McGannon of the DuMont network, and Thad Brown of NARTB.

Mapping trip abroad where they intend to sound out video experts and talent are Mr. Sinn (l) and Mr. Gordon.

advantages of film. "Also, the recent lifting of the freeze will open ... a tremendous new field for programming by film."

"We ... want to maintain our lead ... by increasing not only the number of our films, but also keeping and even raising their level of artistic integrity," Mr. Sinn indicated. "Toward that end we hope to make arrangements with television experts in Europe to augment the products of our American television film writers and producers." Hollywood, he pointed out, will continue as the main source of Ziv films.

The Ziv representatives, planning to visit Europe early this month, will confer with leading European television and film writers, producers and executives, to discuss properties and techniques as well as European production facilities.

CBC-TV PLANS

Sponsored Shows on Sept.

TELEVISION programs for sponsorship by Canadian advertisers will be ready in September on Toronto and Montreal TV stations, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told delegates last Wednesday at the 37th annual meeting of the Assn. of Canadian Advertisers at Toronto.

Rates will be based on station time and production costs of the CBC television organization, starting at $1,600 per hour and $960 per half-hour on the Toronto CBC television station, and $500 per half-hour on the Montreal CBC station, he said. A limited number of spot announcements will be sold, with CBC TV rate cards to be issued soon.

Because of high costs, Canadian video shows will be sold in segments co-operatively if necessary, he said. Advertisers will be able to import their own programs, film or live, if their contents meet CBC program balance.

On CBC-produced live programs, advertisers will pay talent costs in addition to CBC rates. CBC will try to meet the wishes of advertisers who wish to enter Canadian television, he said.

He reported construction at both Montreal and Toronto stations and production centers proceeding on schedule, with opening in late August or early September.

ZIV LOOKS TO EUROPE

For New Writers and Talent in TV Film

San Diego

Has Grown

92.4%

Since 1940

And IS

STILL GROWING!

Wise Buyers

Buy-

KFMB

F or

More

Business!

KFMB-TV

KFMB-AM

550 K.C.

John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Brumton Co.
New smooth action...new stability...new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

The Houston Fearless Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
REPRESENTING LEADING TELEVISION STATIONS:

Davenport WOC-TV*  
(Central Broadcasting Co.—WHO-WOC)

Fort Worth-Dallas WBAP-TV*  
(STER-TELEGRAM)

Louisville WAVE-TV*  
(WAVE, Inc.)

Miami WTVJ  
(Wometco Theatres)

Minneapolis-St. Paul WTCN-TV  
(DISPATCH-PIONEER PRESS)

New York WPIX  
(THE NEWS)

St. Louis KSD-TV*  
(POST-DISPATCH)

San Francisco KRON-TV*  
(THE CHRONICLE)

*Primary NBC Affiliates
4,266,402* TV HOMES IN HIS POCKET!

Whether you want to make a market test in one typical medium-size TV market— or want to cover 4,266,402* television homes using eight of the finest TV stations in America— the Old Colonel is your man!

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 26.8% of all the television homes in America!

Pretty good, eh?

*As of Feb. 25, 1952. There’ll be more by the time you read this!

& PETERS, INC.
Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
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, Hennock's, and Jones' opinions, zoning and mileage separation. You'll want library cop-
ies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING  •  TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ............ copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME
COMPANY
STREET
CITY   ZONE   STATE

UHF Defense by Jones
(Continued from page 67)

nel and never invest another nickel .

(2) "Unfortunately, you can select transmitter sites, power and heights which will forever keep competition out of each other's service areas . . .

"Touching on the latter, Comr. Jones said measuring distances
"from post office to post office or post office to transmitter site as a
sole criterion for excluding or including channels in the plan is absurd when we know television transmitters will not be built
"there."

Comr. Jones described as "the real control that this firm, fixed and final allocation plan delivers to you. As a group of exist-
ing licensees you can support the arbitrarily wide separations . . . and keep VHF competition to an artificial minimum in your cities.

If all the VHF channels in your city are not occupied, you pioneers can still be enthusiastic supporters of fixed final plan, because you can continue without further competition for a period of one to five years while new applic-
ations are made from the Commission to the Supreme Court.

Noting few UHF-only cities outside Grade B service areas (at 600-
ft. antenna heights), the Commission felt the interference prob-
lem in Ohio is not confined to UHF-VHF mixture cities but is "almost blanketed over Ohio."

"You who are outside the Table of Assignments because the Com-
mision dropped you by chance in arithmetical regression by employ-
ning spacings much higher than the minimum of 170 miles . . . have a real problem on your hands in spite of the evanescent promises that your case can be considered in one year," Comr. Jones stated.

No Plausible Excuse

FCC buttresses its separation argument, he continued, by claim-
ing it is necessary in view of the limited amount of propagation data now available. Yet, he contended, if the separations are to be fixed, there would be no plausible excuse for the so-called "safety factor"—
even if the Commission should modify its table and assign chan-
nels at closer spacings.

"This seems a plausible solution on the surface," Comr. Jones said. "However, the Commission completely destroys any hope that more assignments will be made in the VHF portion of the spectrum by its admission that it has not been able to remove existing operations which do not comply with its mini-
imum separations because 'it has not been possible to remove these cases without unwarranted dislocation.'"

Comr. Jones wondered whether the Commission would dislocate the industry after 108 stations "have improved their facilities to ap-

proach the low level of efficiency in the allocation plan." He also
asked whether dislocations will be "easier after 108 stations have
built a second time and 100 or 200 more stations are on the air?"
The answer: "Obviously not."

But, by contrast, he noted, the Com-
mision failed to put in the "safety factor" in its general rules for co-channel spacing of UHF-stations—
and UHF propagation data is "al-
most nonexistent." The Commiss-
ion, he added, has thus been "much more harsh" with UHF than VHF in this respect.

Speaking generally, Comr. Jones remarked: "Congress created the FCC as an instrument for the exer-
cise of continuous discretion under law in the regulation of a dynamic industry. Instead of keeping itself flexible on the basis of the day-to-
day changes characteristic of such a dynamic art as television, the Commission has tried to legislate instead of regulate."

Comr. Jones Warning

The FCC allocations plan, Comr. Jones felt, poses a "critical" period immediately following the effective date of the order (each in June). If new and better methods arise, the blueprint could be changed without "undue stress," he felt.
But he warned: "The longer this plan stands and the more authorizations we grant under it, the more difficult and ex-

pensive it will be to change it. And in that most important first year the Commission has determined that it will refuse to consider any proposals for any change of any consequence."

The Jones address topped the first luncheon session of the two-
day meet, held at the Deshler-Wal-
lack Hotel. A BMI Clinic was held Friday concurrent with the Ohio Assn. of Radio-TV Broadcasters.

DuMONT SPONSORS
Three Increase Outlets

THREE DuMont network sponsors have added more outlets to their current programs, Director of Sales Ted Bergmann reported Wednes-
day, with two of the advertisers making their second such coverage-
crease within recent weeks.

American Chicle Co. (Clorox chlo-
erine) and Paris, through the Fitz-
gerald-Sample, have added two stations to the "Rocky King, Detective: WHEN (TV) Syracuse and WMCT (TV) Memphis. Program now has a 29-station network. Curtis Pub-
lishing Co., through BBDO, has added WHEN (TV) Syracuse to its list-up for Keep Posted, making a total of 14 outlets for the panel program. Boyle-
midway (Auto-Wright), via Earl W. Botswell, has added WNBW (TV) Binghamton, N. Y., to the 13 stations previously carrying Sports Showcase. American Chicle and Curtis Publish-
ing added outlets only increased the net-
works for their programs within the past few weeks.

TODAY'S RESULTS

NBC-TV Gives Report

NBC's early morning network television show, Today, featuring Dave Garroway, has just completed its first 13-week cycle with the follow-

ing results reported by officials:

• Advertisers have increased from three at its inception to 18 currently, with more coming in on the show almost every day.

• Rating has gone up from 4.8 at the beginning of the program to 7.6 now.

• More than one-third of the time available has been picked up commercially.

• At least 1,500 pieces of un-
solicited mail are received weekly, of which an average of only five could be described as non-favorable.

More than one-third of the time has been sold to national adver-
sizers, A. A. (Abe) Schechter, ex-

ecutive producer of the program, said. "Bookings are in for the sum-
mer and are also coming in for next fall," he added.

The three initial advertisers on the program were Kiplinger Letter, Magikote and Excello Corp. (Pure Pac). Since then the following have been added: Florida Citrus Com-
mision, Bauer & Black, Knox Gela-
tine, Regent Cigarettes, Time magazine, Newsweek, Beacon Wax Co., Doekin Tissues, Mystic Foam Rug Cleaner, Jackson & Perkins (rose bushes), Chase & Sanborn, Florist Telegraph Assn., Dial Soap, Kaiscr-Frazier, International Sil-
ver, Pepperell Sheets, and Curtis Publishing Co.

The format of the program has been and is continuously changing. Compositor Dave Garroway is as-
sisted by such newscasters as Jim Pleming, who, this week, will re-
port on world events from Europe via shortwave and also will film special interviews with European leaders for later showing on Today, and by Jack Lesconile, among others.
Philadelphia tunes to WPTZ more than any other TV Station

When ARB measured the TV viewing habits of Philadelphians for the entire year of 1951, WPTZ led in 48.9% of all the 15-minute periods. That’s nearly as much as Philadelphia’s other TV stations combined!

WPTZ—Philadelphia
NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOCust 4-5500 or NBC Spot Sales
MOVIE SLUMP
Said to Have Begun Before TV

The movie industry was losing its grasp on the family's recreation dollar before television came on the scene, according to an article in the April 26 issue of Boxoffice, motion picture industry magazine.

The article is based on findings by Albert E. Sindlinger, Philadelphia, whose research firm has been conducting extensive research into the impact of video on motion pictures.

According to Mr. Sindlinger, the average family in 1941 was spending 23.9% of its recreation budget for movies. This had dropped to 19.5% in the pre-TV year of 1947, and further to 7.4% in 1951, which he calls the "TV saturation year."

Household expenditures for recreation increased 111% from 1941 to 1947, and 39.7% from 1947 through 1951, he said. He indicated that TV is not the direct cause for the downward trend of the movies' share of the recreation dollar. Other forms of entertainment were cutting into the percentage as early as 1941, he said.

Mr. Sindlinger said if the motion picture industry is to regain its share of the recreation dollar it must begin to examine the reasons why the average family is slowly whistling down its movie budget.

Three encouraging factors to movies, he said, are that population is on the increase, family income is rising and recreation budgets are up. The overall gross decline has been held to 11% since 1947, he said, because of the weight of population gain and increased admission scales.

WLTW (TV) DIRECTORS
Two Board Members Added

Broadcasting Inc., owner of WLTW (TV) Atlanta, last week announced the election of two new members to its board of directors. They are William T. Lane, who has been vice president-general manager of WLTW since its beginning in September, 1951, and George E. Johnston Jr., president of the Johnston Broadcasting Co. (WJLD WJLN FM) Bessemer, Ala.

Officers of the corporation, all re-elected, include Walter C. Sturdivant, president; John O. Chiles, vice president; Mr. Lane, vice president-general manager; Clement A. Evans, treasurer, and Alfred Kennedy, secretary. All officers are board members. Other members of the board include Arthur L. Montgomery, Harris Robinson, James D. Robinson Jr. and Robert B. Troutman Jr.

CARRIED in 22 markets, John Eliot's Kaleidoscope, 15-minute United Artists TV series, has been renewed for fourth year in Philadelphia by Camden Trust Co. and in Pittsburgh by La Prentita Macroni.

Tuners for UHF

TV TUNERS produced by Standard Coil Products Co. Inc. always have been compatible with the needs of UHF and can be readied for UHF by substitution of coil strips for about $10 including installation, according to the firm's president, Glenn E. Swanson. No additional expense for structural modification or a converter is needed, he said.

CHARLES H. CRUTCHFIELD (II), vice president and general manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., explains latest-type TV camera to Marius Ploritis, drama director, National Radio Institute of Greece. Mr. Ploritis, visiting America under auspices of the Dept. of State, met Mr. Crutchfield when the WBT executive was in Greece last summer on State Dept. special assignment.

FILM SCANNER
DuMont Speeds Output

"UNPRECEDENTED demand" for Allen B. DuMont Labs' new "film-scanner pickup system"--newly developed method of bringing TV viewers clear, sharp pictures on film or recorded programs--has resulted in accelerated production schedules in order to make the equipment available for delivery to broadcasters within 12 months, Herbert E. Taylor, TV transmitter and vision manager, announced last week.

When new model was introduced at a demonstration during the NARTB convention in Chicago last month, delivery date was set at 18 months to two years. Due to increased demand since then, Mr. Taylor reported, "DuMont has revised drastically its time schedule for introducing it commercially."

The transmitter division has obtained a priority manufacturing rating, and a special section has been set up to handle production.

Engineers are already completing final plans for model's commercial production "so that it will be available...at a time when a large number of new broadcasters are preparing to go on the air," Mr. Taylor said.

Advantages of new pickup are: (1) Long life and low cost; (2) no operator is required, and (3) the "greatly simplified system" reduces wear and tear on film and is easily adaptable to any color TV system.
CUBAN VIDEO

Two Firms Engage Philco

TWO CUBAN firms have engaged
Philco Corp. to equip and install
Television microwave networks in
that country, Philco announced in
Philadelphia last week.

For Cuban CMQ, operator of the
leading radio and TV network
in Cuba, Philco will build the
largest TV microwave relay
network outside the United States, it
was stated jointly by James D.
McLean, general sales manager of
Philco Government & Industrial
Sales, and Goey Mestre, president
of CMQ and head of the Inter-
American Assn. of Broadcasters.

CMQ plans call for a 16-hop
microwave system over a 500-mile
route from Havana to Santiago
de Cuba, with first installations to
be seven stations linking Havana
and Santa Clara. Three channels
will be provided for television and
radio program service and three
others for general communications
use. The contract signed by
William T. Tait, sales manager, in-
dustrial products, of Philco Inte-
national Corp., schedules the equip-
ment for immediate delivery with
network operation to begin late
this year.

Agreements with the Radiotele-
vision "El Mundo," S. A., Havana,
approve plans for a 5-station, 4-
hop TV microwave network ex-
tending 110 miles from Matanzas
to Santa Clara, with intermediate
relay stations at Jovellanos, Los
Arabos and Manacas, and one
channel for TV programming and
another for general service com-
munications. Agreements with
Philco were concluded by Senor
Ventura Montez, technical director
of the El Mundo firm, with almost
immediate delivery scheduled, and
network operation to begin next
winter.

FILM INVESTMENT

New Lushane Firm Formed

LUSHANE Investment Co., 450 S.
Beverly Drive, Beverly Hills, Calif.,
has been organized to finance tele-
vision and motion picture projects,
headed on a partnership basis by
Maxwell Shane, motion picture pro-
ducer-director, and Sidney and
Alfred Lushing, Beverly Hills in-
dustrialists.

First TV venture is a series of
104 quarter-hour films, Art Lush-
letter & The Kids, featuring inter-
views with children, under the ban-
er of John Guedel Productions,
Hollywood.

Title Dispute

RIGHT to use of the title, "Fraud,"
is being contested by Marcay Sapin,
publisher of magazine, Frauds and
Answers, and Kenneth Herts, who
has readied production on a pro-
posed TV film series bearing the
title of Frauds. Mr. Hertz, in an
exchange of letters, claims that
the word is a common English noun
and is public property.

TV Aids Newspaper

FOUR-COLUMN photo of
the first public atomic explo-
sion, photographed from the
20-inch TV screen at
WLWT (TV) Cincinnati, was
printed in that day's final edi-
tions of the Cincinnati Post.
Station carried the blast tele-
cast in place of Ruth Lyon's
Fifty Club TV show, which
goes to NBC via WLWT
(TV) facilities. The show's
regular audience of women
watched the blast over three
studio video sets.

U. S. ECONOMY

To Absorb TV—Richards

THE United States economy will
absorb television in stride and sup-
port the medium along with radio
and other forms of advertising.
Robert K. Richards, NARTB pub-
lic affairs director, told the Na-
tional Capitol Forge, American
Public Relations Assn., at its lunch-
cheon last Monday.

Noting that there is one business
to every 40 persons, Mr. Richards
said broadcasters are holding their
own except in areas with too many
stations.

Calling attention to public mis-
understanding of NARTB's atti-
dute toward educational TV, he
said the association, during FCC
hearings, warned against waste of
TV facilities because of the prac-
tical problems facing educators
planning to build TV stations, but
said it is actively in favor of ed-
uational programming.

If state universities go into tele-
vision, he said, taxpayers will be
supporting the stations. Broadcast-
ning and TV should be kept as free
of government restrictions as pos-
sible, he suggested, since any such
restriction cuts into individual
liberties. He recalled that only a
half-dozen educational radio sta-
tions remain of the 150 AM sta-
tions once on the air. He said
broadcasters are doing an out-
standing educational job.

Mr. Richards explained the FCC's
recent TV allocations and
warned that the United States
"will not sprout TV towers
overnight."

Trident Film Series

TRIDENT Films, New York, is
preparing production of 13 fairy
tales featuring the Salzburg (Aus-
tria) Marionette Theatre for film-
ing in Europe and ultimate release
both to television and theatres.
Previous puppet films by Trident,
formerly James & Schwep, include
"Night Before Christmas" and
"The Nativity," shown nationally
on TV last December. Salzburg
Marionettes are TV veterans, too,
having had a repeat spot on the
Ed Sullivan show (CBS-TV) after a
50-city "in person" tour of the
U. S. last fall.
CANCER DRIVE AID

RADIO and television were responsible for a large part of the success of the American Cancer Society's 1951 campaign for education in cancer detection, according to the society's 1951 report, just published.

The report indicated a total of butted and exhibited or broadcast to audiences all over the country. Two transcribed educational programs used on radio included 889 sets of Music for Lew and Lew, a series of musical programs with short talks on cancer, and 372 sets of Life's Fuller Measures, a series of dramatic sketches presenting cancer as a human program to be surmounted by timely action. Among visual features aired via television was Worry and Doubt, a short motion picture stressing the futility of worrying and doing nothing about cancer.

Individual stations not only carried transcriptions but also went all-out promotion-wise on behalf of campaign funds. Typical of the reports received by Broadcasting * Telecasting as of last Thursday were these:

A "Lights On" cancer drive capped efforts in the Troy-Albany-Schenectady area, with WTRY Troy, N. Y., participating. Program Director Randy English produced a one-hour program featuring members of the touring Movietime USA troupe—Greer Garson, Audrey Totter and Victory Jory—in taped sequences. Vern Cook interviewed the stars on tape, later incorporated as background for the program.

WHAS-AM-TV Efforts

WHAS Louisville, Ky., set up a large display at the Merchants Home Show at the Jefferson County Armory, with photographs of WHAS-CBS-TV stars. This provided a natural tie-in with the Kentucky Chapter, American Cancer Society, which occupied adjoining booths. WHAS interview program booths attracted large crowds near the display and cancer contribution boxes.

WHAS-TV designated April 26 as C-Day, featuring a nine-hour teletthon of local programming designed to stimulate donations. Setting a goal of $11,000 in pledges, WHAS television turned telephones over to police, sports and celebrities. Special feature was a dramatic film, Victory, and a presentation of the society's award to a Kentucky woman for the outstanding contribution.

WXK-TV Oklahoma City telecast an interview with a local cancer victim (whose larynx had been removed) on its daily Guest Room. Also appearing on the program was a physician who performed the operation, a specialist-board chairman of the Oklahoma Cancer Society and the director of the society's volunteers.

KIST Santa Barbara, Calif., went to bat for the cancer society with a show highlighting the talents of several Hollywood stars and celebrities from other radio sta-
every housewife's kitchen shelves. This was accomplished, to a large degree, through advertising on such AM pu... (Continued from page 12)

Strictly Business

promoted to general sales manager of the division in February 1949.

In September 1950, he was sent to New York as associate sales manager, Jell-O Division, to be appointed sales and advertising manager of the same division in January, 1951. Then, two weeks ago, Mr. Cleaves was named marketing manager for Associated Products: Jell-O, Minute Rice and Minute Tapioca, Calumet Baking Powder and Certo products.

Mr. Cleaves and his wife, the former Barbara Morrison, live in Darien, Conn., with their family of three children—Deborah, 16; Craig, 12, and Linda, 11. Given a chance, the whole family will rush to New Harbor, Me., for beach life, fishing, and—under paternal direction—"the finest clam bake you ever saw."

NEW TV TUBE

Allows Two-Band Tuning

TV RECEIVING tube permitting construction of television tuning units for both present VHF channels and the ultra high frequency channels to be used in the future was reported Wednesday as developed by the General Electric tube department.

The tube makes possible a combined tuning system for both bands of TV channels, according to GE tube engineers, who said a combined tuner should include an oscillator tube, a radio-frequency amplifier and mixer tube, the type GE is announcing.

GE engineers said production began on the oscillator tube last fall and that the radio-frequency amplifier was displayed for the first time in March at the Institute of Radio Engineers national convention in New York.

The new mixer tube, like its predecessors, they said, covers with its frequency range the entire band of television frequencies. All three tubes will be built at the firm's Owensboro, Ky., receiving tube plant. The new mixer tube has designated type 6AM.

Cantor's Blood Drive

NBC radio and TV comedian Eddie Cantor has been commended for helping the American Red Cross blood plasma drive by New York's Acting Mayor Rudolph Halley. In urging that New Yorkers support the blood donor program, Mr. Halley cited the network comedian for "personally extending himself to bestir public apathy" about military needs for plasma. Mr. Cantor scheduled a series of one-man shows, for which a blood donation will serve as admission, starting in Boston last Tuesday, followed by daily performances in Baltimore, Cincinnati, Cleveland, Buffalo and Chicago.

A TV FILM PRODUCER IS KNOWN BY ITS CLIENTS

Here are a few of the 125 national advertisers using Alexander-produced television film commercials:

- Borden
- Community Silverplate
- Continental Air Lines
- Dreyfus
- Elgin
- Frigidaire
- Fritos
- Haggar Slacks
- Lincoln-Mercury
- Magic Chef
- Motorola
- Philco
- Purina
- T-Up
- Sterling Silver
- Supreme Bakers
- Union Pacific
- Youngstown Kitchens

Since 1919, the world's largest producer of short length film commercials

NBC JONES TWINS

Cameramen Cover Turkey

PERIPATETIC James Twins, globe-trotting NBC television cameramen, are currently extending their chain of film exclusives, latest of which was shown on the April 20 edition of the NBC tele-documentary, Battle Report—Washington.

The twins, Gene and Charles, and Genes wife, Natalie, now overseas, sent back 4,500 feet of film depicting activity along the Turkish-Russian frontier, filming of which has never before been permitted. The Jones trio accompanied the Turkish army in maneuvers through snow-capped mountainous terrain.

From Turkey, the Jones trio flew to Rome where they covered Easter ceremonies. Films shot of the political situation along the Suez Canal also were shown on Battle Report.

Jones twins may be remembered for their film of Robert Vogeler in Vienna just after his release from Hungary, and their Easter 1951 of Pope Pius XII addressing the multitude in St. Peters square.
Jerry Fairbanks Productions, Hollywood, now shooting The Greatest Mother, a special half-hour TV film for Mother's Day presentation by the Family Theatre, has added Ethel Barrymore and Ruth Hussey stage-film stars, to cast also headed by Loretta Young and Gene Lockhart. Miss Barrymore, signed for series by Interstate Television Corp., will make this her TV film debut and read from the Scriptures. Miss Hussey, for the fourth time for Family Theatre, will portray Mary, Mother of Jesus.

Don Ament Productions, Hollywood, is now filming half-hour TV fairy tale series, Once Upon a Time, the first of which is Goose Girl. Each film is laid in the home of a woodcarver who, as he carves figures, relates stories to two children. Already cast are Lois Butler, young film actress, and Don Jones, director of the Sadlers Wells Ballet; Maurice Cass, film actor, and Mary Scott (Mrs. Cedric Hardwicke). Muriel Brown, children's short story writer, is adapting the scripts and A. Barr-Smith, English producer-director, is directing. Don Ament, Southern California artist, is the executive producer; Richard Aronzo, is the producer, and Leonard Cheoluck is production supervisor.

Reynolds Productions, Beverly Hills, has consummated deal for Screen Televisio Productions to film the first series of half-hour TV programs for the du Pont Co.'s Cavaledge of America on NBC-TV. Production is to begin within few weeks.

Allegro Pictures Inc., North Hollywood, Calif., and Bernard Tabakin, Beverly Hills TV program package, have concluded arrangements with Jacques Gauthier, head of Enterprises Generale Cinematographique, Paris, for a half-hour TV film series to be produced in France. Allegro Pictures and Mr. Tabakin will supply the star, director, scripts and writer. Allegro will handle distribution in the U.S.

Werner Janssen Productions, recently formed in Hollywood to produce 100 three-minute color TV films, has filed incorporation papers listing Stanley Neal, industrial film producer, as president; Werner Janssen, composer-conductor, vice president, and Sohey Martin, TV film director, secretary. The firm is capitalized for $150,000.

Sol Lesser Productions, Culver City, acquires 1,010,000-foot film library of Burton Holmes' travelogues to be re-edited and released as TV short subjects and theatrical features. The library also includes 26 features in color and represents Mr. Holmes' career as an adventurer-with-camera. His associate, Robert Mallett, joins Mr. Lesser to write and deliver narration for the re-edited releases.

Edward Lewis Productions, Hollywood, will begin series of 26 half-hour TV films on CBS-TV May 30 for Joseph Schlitz Brewing Co., Milwaukee. Featured will be Irene Dunne as narrator-m.c. and Dan Duryea, Eddie Albert, Jane Wyatt and Teresa Wright among others in leading roles.

Hal Roach Jr. and Carroll Case, co-producers of Showcase Productions, Culver City, signed by Philip Morris & Co. for 26 more half-hour TV films in Racket Squad series. Shooting started last week.

Spratt's Patent Ltd., Newark (dog biscuit) has started Crusader Rabbit, TV film series produced by Jerry Fairbanks Productions, Hollywood, on WCAU-TV Philadelphia for 13 weeks trial run preceding national distribution under the same sponsorship, scheduled for September. Agency is Paris & Pearl, Philadelphia.


Film People

Edward Arnold, film actor and star of Mr. President, on ABC radio, and Diana Lynn, film and TV star, have joined forces with Screen Downtown Inc., Hollywood, on a partnership basis. The company is producing TV films to be released by Interstate Television Corp.

George Stevens, motion picture director and 1952 Academy Award winner for Paramount's Place In the Sun, has been signed to direct the first TV film for Hal Roach Studios, Culver City, The Dramatic Hour series.


Ring Crosby Enterprises, Los Angeles, signs James Agee, co-author of the screenplay for African Queen, to adapt script of pilot film for Treasure, a half-hour Hal Roach Studios series. Original story, The Chase, was written by Bernard Girard and Richard Dororo, producers of the series.

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures Corp., has signed Arthur Franz, stage and film actor, for leading role in Government Is Your Business, second in series of TV films which company is producing for the Christ- phers, Catholic study group. Featured in film are Tom Powers, Douglass Dumbrille and Minna Gombell. Teleplay is based on writing of Father James Keller and was adapted by David Dortort and Cyril Hume.


Allan Miller, vice-president, MCA (Beverly Hills talent agency) mo- tion pictures department, and George Stern, radio-TV department, transfer to Revue Productions (subsidiary MCA), in charge of produc- tion.

Clayton Moore, star of Lone Ranger TV film series produced for General Mills by Jack Chertok Productions, assigned a role in Columbia Pictures Corp. feature film, "Son of Geronimo."

SAG-ATFP Pact

Negotiations Continue

WHILE collective bargaining negotiations continue for a new contract covering actors in TV film Screen Actors Guild's new daily and weekly free-lance minimum salaries of $70 per day and $260 weekly, will be put into effect May 8 in an agreement worked out between the guild and the Alliance of Television Film Producers. Eastern ATFP members, in agreement also are Hal Roach Productions, Roland Reed Productions and Cascade Productions. Previous salaries were $55 and $175. Additional money agreed upon will be held in reserve by the producers until Wage Stabilization Board approval is obtained. Bargaining continues on all SAG proposals including rates for weekly free-lance actors in multiple pictures, and additional payment to talent for re-use of television films in which they appear. Present SAG contract with these producers expires June 24.

Actor Retains Rights

RADIO and television rights to his own services are retained by Brook- erick Crawford, in a new contract negotiated by the actor with Col- umbia Pictures Corp. New agreement replaces his original seven year contract. Under agreement worked out by his representative, Al Melnick, the film star is to make two Columbia pictures yearly for the next seven years and also available for one outside movie per year, but retains all radio and TV rights for himself.
POLITICAL PUNS

AAAA Hits Comics' Gags

SPONSORS backed by the American Assn. of Advertising Agencies, alarmed by the growing trend of TV comedians to poke fun at prominent political figures, plan measures to curb the practice.

The culmination came April 27 on NBC-TV's Red Skelton Show, when the comic made an indirect reference to President Truman presumably causing viewers to tie in the phrase, "Number One Idiot," with Mr. Truman.

Fear has been growing for some time that if talent and writers refuse to adhere to codes established by networks, sponsors and their agencies, the government might set up control measures in the form of censorship or legislation.

Canadian TV Sales

SALES of television receivers in Canada climbed from $12,948,000 in 1950 to $20,830,000 in 1951, according to data released by the Dominion Bureau of Statistics at Ottawa. At the same time, radio receiver sales fell off from $59,160,000 in 1950 to $51,452,000 in 1951. There were 754,000 radio receivers sold in 1951, compared to 759,000 the previous year. Television sets sold in 1951 totalled $9,200 compared to 22,600 in 1950. Practically all television receivers were sold in southern Ontario.

Baltimore Sports

TV Aids, Not Hurts Gate

Baltimore experiment April 21 indicated video helps rather than hurts sports gate receipts there when the Squires Club staged the Coliseum boxing card without radio or TV coverage, according to Robert B. Cochran, WMAR (TV) Baltimore program director.

Mr. Cochran said Sports Editor Jesse A. Linthieum's column in The Sun reported the night's receipts, normally averaging $400, with television sponsorship running the figure up to between $1,500 and $1,800, totaled only $207, an all-time low, with no other local sports competition that night. Wrestling, too, is being aided by TV, he said, with 1951 attendance double that of 1950 and current figures above those of last year.

Kaltenborn Awards

THE KALTENBORN Foundation, established to promote scholarly activities in the communication of ideas through radio, television and the press, has announced one or two fellowships are now open for the 1952-53 scholastic year. Application blanks will be forwarded upon request to the Foundation, 167 East 64th St., New York City 21. Recent fellowships went to students at Miami U., U. of Munich, and Free U. of Berlin.

FEABODY 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.
SET SALE FRAUDS
RTMA-BBB Fight
ACTION to protect the public from fraudulent methods in the sale and servicing of television sets has been taken by Radio-Television Mfrs. Assn., in cooperation with the Assn. of Better Business Bureaus. The two associations have jointly prepared an 11-page booklet titled, "Things You Should Know About the Purchase and Servicing of Television Sets." It was prepared by the RTMA Service Committee in cooperation with the Television Service Bureau of BBB, developing from an idea first carried out by the New York BBB.

Television sets are complicated and need some servicing from time to time, but the prudent person should suffer few headaches when buying and using a TV receiver, according to the consumer booklet.

"Remember these basic points," the consumer is reminded: "First of all, what are you purchasing is television reception. Your responsible dealer wants you to have it. He will demonstrate for you at his place of business. Many dealers also will arrange for a home demonstration prior to purchase. The set probably will perform better in your home than in the dealer's place of business, if you are in a favorable location."

"Get it in writing. The grandest promises may not do you any good unless they're down in black and white."

"Read before you sign. This means your bill of sale, installment contract if any, manufacturer's warranty and service contract. Know what you are getting and how you are covered before you buy. Retain your bill of sale—it is important should the buyer establish warranty status in respect to date of receiver purchase."

"When in doubt, find out. If still in doubt, call or write the local Better Business Bureau or the manufacturer's distributor in your area." Noting that television is probably the nearest thing to a miracle that most persons will see in their lifetime, the booklet notes: "A television set is also a commodity when you're buying one or having one repaired or serviced. Amazing as they are, they are sensitive instruments and they have limitations. Because of some misunderstanding concerning these limitations and concerning the proper method of approach to the purchase and operation of a television receiver, RTMA and BBB have put out this booklet."

There are a few irresponsible operators in TV, as in every business, the booklet warns, explaining it is designed to protect the public from such organizations. Topics covered in the booklet include antenna, manufacturer's warranty, service, service contracts and types of service contractors. In addition, there is background material covering TV signals, equipment and types of interference.

Radio commercials of two New York City appliance dealers, offering to "store" TV sets and washing machines in listeners' homes and to pay $1 per week for the privilege, provoked action from the local Better Business Bureau, according to its April report.

Offer was made, according to the commercials, due to an urgent shortage of warehouse space in New York. After investigation, BBB reported the space shortage as "exaggerated" and that, regardless of any real shortage, just one TV set was "stored" in each household, with the purpose of making a sale. On these grounds, BBB requested the advertisements be discontinued, and one dealer, Bedford Radio Sales & Service, stopped the commercial immediately while the other, Sunset Appliance Stores, withdrew its ad within 24 hours after the bureau issued a public statement condemning the promotion.


BOOK PUBLISHERS
Enlist TV as Sales Aid
GROUP of 18 national publishers and 27 Southern California retail book stores in a cooperative deal combined forces to have television, often blamed as their main competition, sell books for them.

KNXT (TV) Hollywood's The Valley Book Parade, weekly half-hour program which started two weeks ago, features Lorita Baker Valley, book reviewer and lecturer of 25 years experience, and her daughter, Pat, leading discussions on books with writers, commentators and literary authorities.


Agency is Jack Case Adv. Counselor, Los Angeles.

WARD in Johnstown is TOPS
—for the Listener
—for the Advertiser
in Central Pennsylvania Market.

WARD in Johnstown is TOPS
—for the Listener
—for the Advertiser
in Central Pennsylvania Market.
NU-NBC INSTITUTE

ON-JOB training will be given for the first time this year to students attending the annual Northwestern U.-NBC Summer Radio Institute in Chicago. Advanced students will be eligible to enroll for the seminar-internship in broadcast production during the six-week session of professional courses.

Those selected must have backgrounds, aptitudes and interests which indicate "a capacity for achievement in that area of study," according to the co-directors of the institute, Judith Waller, director of education and public affairs at NBC Chicago, and Donley Feddersen, chairman of the department of radio and television at Northwestern. Interns will spend 30 to 40 hours weekly as observers in an NBC Chicago radio or TV production department with on-the-job training in their selected field.

Twelve regular courses will be offered during the institute, covering programming, production, writing, sales, management, public service, news and announcing, with both radio and television included in most of the courses. Television alone will be studied in television station organization and television directing and production, which will be taught by, respectively, George Heinenmann, TV program manager at NBC Chicago, and Ben Park and Don Meier, producers-directors there.

Other courses and instructors:

Radio and Television Today, a symposium conducted by Mr. Feddersen with broadcast experts; Radio and Television Announcing, Louis Roen, announcer; Radio-Production Procedures, Homer Hech, radio program-production manager; News in Radio and Television, Ralph Knowles, radio production-director.

Sales and Management, Richard Fulkner, local radio sales; Dramatic Writing, Martin Maloney, assistant professor of radio, Continuity Writing, Lyle D. Hambright, assistant professor of radio; News and Special Events Broadcasting, Basketto Mosse, assistant professor of radio, journalism school; Program Planning, Charles Hunter, assistant professor of radio and the Service Broadcasting, Miss Waller.

Enrollment is limited to persons with experience in broadcasting or related fields and to "especially talented newsmen," Miss Waller said. Classes will be at NBC studios in Chicago and on the NU campus at Evanston.

PARTS SYMPOSIUM

Set in D. C. May 5-7

CAMPAIGN of electronics manufacturers and users to improve quality of the parts that go into equipment is arousing widespread interest in industry and government, according to Radio-Television Mfrs. Assn. Registration for this three-day symposium on quality of components is running far ahead of the rate last year.

Sponsoring the symposium, to start today (Monday) at the Interior Dept. auditorium, Washington, are American Institute of Electrical Engineers, Institute of Radio Engineers and RTMA, with active support of the National Bureau of Standards and Dept. of Defense.

Some two-score representatives from other countries are expected to attend. Sessions will be held during the day, except for an evening discussion on transistors. Symposium headquarters will be the Roger Smith Hotel.

WLSB Okays Guild Pact

NEW minimum wage agreement between Radio and Television Directors Guild and CBS Television in Hollywood, retroactive to Feb. 1, 1951, has been approved by the Wage Stabilization Board. Contract, affecting about 35 persons, calls for floor managers' starting rate to be $85 for a 40-hour week, progressing to $100. Directors start at $125, receiving $145 at the end of the first year. They receive additional fees for commercials.

NEW restaurant is being opened by Larry Finley, disc m.c., KFWS Hollywood, on Sunset Strip in that city. His programs will originate from there.

KWK is the radio buy in St. Louis!

You'll find KWK's LOW — low cost per 1000 radio homes delivered gives you results for a song!

Your Katz man has the facts — based on Pulse reports!

GATE'S QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8536
WASHINGTON, D. C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

BROADCASTING • Television

May 5, 1952 • Page 87
ACCORDION folder promotion piece, released by CBS Radio, declares "It's no secret that the Housewives' Protective League proved the most sales effective participating program in all broadcasting." Cartoon characters whisper this message from ear to ear with 16 success stories given as examples of show's pulling power.

GUEST APPEARANCES
WELL known civic leaders and personalities in the Atlanta area are invited to be "disc jockeys of the Day" on new program, It's Your Mike, on WSB, there. Guest is encouraged to tell his personal story or give information on a current community project or drive as well as introduce his favorite music.

UN INTERVIEW PROGRAM
INTERVIEW program, Spotlight on the UN, is being carried by Liberty Broadcasting System in cooperation with United Nations Radio daily from 8:30-8:45 p.m. EDT. Show features discussion with UN delegates and corresponds and celebrities, and highlights UN activities in various field.

MERCHANT SALUTES WCHS
QUARTER-PAGE advertisement in both local Sunday newspapers was used by a Chevrolet dealer to salute WCHS Charleston, W. Va., as a good advertising medium. In the ads, the dealer pointed out that Chevrolet and WCHS made a good team.

FREE JELL-O CUT-OUT
FREE cut-out puppet show with the purchase of three Jell-O Puddings is being offered as part of give-away series planned by the Joseph Jacobs agency, N. Y., for concentrated promotion in the New York Jewish market. Puppet cut-out features Menasha Shakunik, leading Jewish comic, and star of the Jell-O Pudding show over WEVD New York.

NEW POLITICAL WRINKLE
AMONG special guests to be heard in WMT Cedar Rapids' special convention coverage in Chicago are winners of WMT's high school essay contest. More than 300 Iowa schools participated in the contest, with pupils writing on the topic, "Why I Would Like To Attend the Republican (or Democratic) National Convention." Two winners are to be selected from each party. Together with their teachers, the young winners are to air their views from Chicago. This political convention coverage will climax WMT's 20-program package, Politics Is Your Business.

RADIO-MOVIE TIE-IN
CONTRACT with Pacific Drive-In Theatres has been signed by KLAC-AM-TV Hollywood calling for reciprocal plugging of theatres' motion pictures and station's radio programs. Disc jockeys have recorded programs describing their show which will be played before first feature and during intermission. KLAC will drive-in feature between 5:30 and 7 p.m. daily spotting it twice in the afternoon and three times in the evening.

WDAK Version
"THE REAL facts about Appomattox," according to a trade bulletin circulated by Allen M. Woodall, president of WDAK Columbus, Ga., have been slightly twisted in history books. Mr. Woodall said Gen. Robert E. Lee was taking a rest after chasing Gen. Grant's army all over the country and just prior to taking over Washington. When a man walked in the court house "Gen. Lee took him to be his orderly" and gave him his sword to polish. Actually Gen. Grant came in to surrender, according to the Woodall version. Having handed Gen. Grant his sword, Gen. Lee, "being a true Southern gentleman, couldn't go back on his word."

TRANS-ATLANTIC TV
FIRST STEP toward trans-Atlantic telecasting was achieved April 27 by WTVN-TV Columbus, Ohio, and BBC in London, when the produced Youth Has Its Say, regular WTVN weekly junior town meeting show, with the audio portion of the broadcast. Questions and answers relayed live via radio-phone and the video portion comprising pictures shot in advance in London. Planning took more than a year, station reports.

AIMED AT HOUSEWIVES
DAYS AND TV show for a housewife audience was aired for first time April 26 by WTCN-TV Minneapolis-St. Paul. New show is telecast Monday through Friday, 1:30-1:45 p.m. Format combines consumer information, community activities, exercise demonstrations, hit tunes and guest speakers.

CHURCH CHOIR SERIES
SERIES featuring choirs of area Protestant churches has begun at WCCG Hartford, Conn. Greater Hartford Council of Churches and American Guild of Organists are cooperating with station to present The Church Choir Series. More than fifty choirs are expected to participate. Programs will be taped during the three so singers will be able to hear themselves at broadcast time each Sunday.

WTJN SHUT-IN BROADCASTS
PROGRAM designed to reach community's shut-ins is being aired by WTJN-AM FM Jamestown, N.Y. Radio coverage has been provided for weekly visits made to homes of invalids by members of city's Good Neighbor Society. Station reports many who have enjoyed great success in giving participants a sense of belonging to the community and a new interest in things which surround them.

WRFD'S RADIO ACTIVITY
FOLDER announcing "you don't need an Atomic bomb to be Radio Active" has been sent out by WRFD Worthington. Effectiveness of station's open house at new studios and radio farm is theme of the piece, which tells the story with pictures of those who attended to substantiate the station's claims.

'SHOA, BOY'
KTO Oklahoma City is airing a special gimmick for a used car dealer. A "cowboy-type" voice is heard over the sound of horse's hoofbeats, saying, "Whoa, boy... this is where I trade you in for a good used car." Stunt had an unexpected turn when an old fellow walked in to buy "that horse the fellow traded in here.

SCORES AND MUSIC
ALTHOUGH baseball games will not be aired this season on WCAV Norfolk, Va., station has launched Green-Wood Bandstand Shows which offer music and two five-minute complete scorecards every hour. Cards to keep pace with the baseball scene will be mailed to listeners on request. Three and a half hour show, handled by Joe Guidi, is sponsored by Munta TV and Personna Blades.

"THE HUMAN HEART"
COMMUNICATION Materials Center, a division of Columbia U. Press, 413 W. 115th St., New York 27, has announced completion of a race series of eight dramatic reports on progress in the treatment of heart disease. Characters in the radio series include many top media stars.

TV STAGES BOXING
STUDIO-STAGED Thursday boxing featuring four round bouts lasting from 6:15-7:30 p.m. and broadcast exclusively for television by KNXT (TV) Los Angeles is being promoted by the station with mailing pieces showing a montage of newspaper and magazine articles and pictures about the events. The CBS-TV station stages the amateur boxing program from a sound studio with Tom Harmon, sports director and former U. of Michigan football star, calling the blows. Invited guests number 250.

Immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will tell community programs throughout your coverage area

HORWAY J. MCCOLLISTER COMPANY
66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061
PAUL W. MCCOLLISTER, General Manager

Broadcasting • Televasting
NEW BASEBALL PACTS REACHED
WMCA, WPIX (TV), WGN-TV, WXEL (TV) Set Plans

MORE baseball agreements, spon-
sorships and broadcast schedules were announced by radio and video outlets in three major league cities after the season got going.

WMCA New York reports it sold all baseball adjacencies and availabilities for its broadcasts of the 1952 Giants schedule.

WPIX (TV) New York, sched-
uling telecasts of 154 Giant and Yankee games, has surrounded the events with six live shows and 1,088 spots.

Identified by WPIX as "the largest sports package in the his-
tory of television," the sale is backed by some 19 national ad-
vertisers.

Station is featuring Joe DiMag-
gio on his "Yankee Previews" program 10 minutes before and after all Yankee games for Philip Morris cigarette promotions, through Biow Co., New York.

Laraine Day, before each Giant game, is presenting her quarter-hour "A Day With The Giants" for Metropolitan New York Dodge Dealers, through Ruth-
rauff & Ryan, followed by Win Elliott's 10-minute "Clubhouse In-
terviews," with half sponsorship by White Rock Beverage Co., through Kenyon & Eckhardt, the other half by Beacon Wax Co., through Allied Advertising Agency of Boston.

After-Game Buys
After follow-ups for both teams, Guy LeBow and Hal Tunis are conduct ing 10-minute baseball specials for Bed ford Stores, through Al Black Productions.

Bristol-Myers Co. for Bufferin and Champion Spark Plug Co., has taken all eight-second spots; Wi-
llys-Overland and Zipko Mfg. Co. backs three-fourths of the second-
dary 20-second announcements alter-
nately, and the primary 20-
second spots alternately by New York Multiple DeSoto group of dealers, Colgate-Palmolive-Peet, Citites Service Oil Co. (Pennsylvania oil) and Dwight Edwards Co., a divi-
sion of Safeway Stores.

Remaining quarter of secondary 20-
second announcements was pur-
chased by Excelor Quik Frosted Meat Products, through H. W. Hauptman, New York.

WGN-TV Chicago is feeding all Saturday Cubs and White Sox games to WOOD-TV Grand Rapids, with same sponsors as Chicago, Hamm's beer and Chesterton.

Station sent April 15 telecast game back to the strictly daytime working pigeons who brought game results after each inning to sports-
caster Jerry Palmer.

WPTR Albany, N. Y., announced that George Miller, sports director, handles play-by-play broadcasts of all the Schenectady Blue Jays' Eastern League games this year, with Ed Lange, former Siena Col-
lege basketball star, handling color. Tobin Packing Co. is sponsor.

WWPA Williamsport, Pa., sports director, Bill Gardner, announces the major part of the Williamsport Tigers games in the Eastern League this year. Sponsors are Clark & Hoag, Philco TV dealer, and E. Ferranti, Ballantine beer and Ale distributor.

CULMINATION of plans for carrier pigeons to serve as medium by which KVX Venture, Calif., received and transmitted description of baseball game played by Ventura Braves and Fresno Cardinals in Ontario are set by (1 to 7) Harry Engel, owner-general manager, KVX; Lloyd Warren, president, Warren General Tire Co., Ventura; Don Johnson, racing secretary, Ventura Racing Pigeon Club. Telegraphers' strike prevented normal transmission of play-by-play reports.

the weight of a magazine . . .

is nothing to be com-
pared in ounces or postage rates. The true measure is this:
"How much weight does it carry in the field it serves?"

BROADCASTING • TELECASTING

May 5, 1952  Page 89

NETWORK CLIENTS
Up In Radio and TV
ADVERTISERS active in TV net-
work programming totaled 166 as of April 1952 compared to 153 as of January 1952, while 132 adver-
tisers were sponsoring regularly scheduled radio network shows as of April, compared to 124 in Jan-
uary.

These listings appear in the new edition of The FACTuary, pub-
lished quarterly by Executives Ra-
dio-TV Service, Larchmont, N. Y. Totals show 168 regularly sched-
uled programs sponsored on TV networks, compared with 202 spon-
sored radio network programs. This represents a drop of nine TV programs and a gain of two radio programs from the January totals of 167 TV and 200 radio shows.

Currently active advertising agencies in network TV number 90, with 82 agencies in network radio, FACTuary listings showed.

3. In 1951—as for 20 years past—
BROADCASTING • TELECASTING

is published more radio and more television news and business features than all other industry publi-
cations combined.

No . . . the weight of a magazine can best be determined by the intense loyalty of its readers. That's why it pays to put the weight of BROADCAST-
ING • TELECASTING behind your mes-
gage. It will carry you further, deeper, more productively to your best custom-
ers than any other approach.
APRIL 24 Through May 1

FCC Actions

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 85.

APRIL 24 APPLICATIONS

AM-1360 kc
KWSP Waseca, Minn.—Requests CP to change frequency from 1360 kc to 1360 kc. Change of D to un., with 1 kw power.

AM-1380 kc
KDAS Malvern, Ark.—Requests CP to change frequency from 1380 kc to 1380 kc. (Ty., Ch. 13)

WHO-TV Dayton, Ohio—Requests CP to change ERP from 24 kw VU, 13 kw aur., to 56.42 kv vis., 28.23 kw aur.; transmitter location to U.4, Steeplemont Ave., to 3258 Gervastown St., Dayton, and change ant., etc., height above average terrain 1149 ft.

KRLA Burbank, Calif.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

WKLJ FM San Antonio, Tex.—Requests mod. CP, as mod., which authorized new FM station for extension of completion date.

WFLC FM Erkens, III.—Requests mod. CP, which authorized changes in existing non-commercial educational FM station, for extension of completion date.

KFBZ Cheyenne, Wyo.—Requests mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

WJNW Ridgecrest, Calif.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

WKOW Poplar Bluff, Mo.—Requests mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

WJLW Urbana, Ill.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

WKOD FM Poplar Bluff, Mo.—Requests CP to change ERP from 1 kw to 5 kw. Change of trans. location and field strength.

WJWU Columbus, Ohio—Requests CP to change from 1900 ft. to 217 ft., and change trans. location.

WFDB Athens, Miss.—Requests renewal of license.

APPLICATION RETURNED

KTMK-KB Farmersville, Ohio—Application for CP, as mod., which authorized new AM station, for extension of completion date.

KDFO San Francisco—DISMISSED APPLICATION for assignment of CP, as mod., to Columbia Broadcasting System Inc.

WJGB Jackson, Miss.—DISMISSED Application for CP to change frequency from 1460 kc to 1390 kc, increase power from 250 w to 5 kw D. 1 kw N, etc. (Contingent upon WJDX relinquishing 1300 kc.)

April 25 Applications

ACCEPTED FOR FILING

AM-599 kc
WJLS Beckley, W. Va.—Requests CP to increase power from 1 kw D to 5 kw D.

AM-1290 kc
KTKM Ketchikan, Alaska—Requests CP to increase power from 1 kw D to 5 kw D.

AM-1290 kc
KRPW Portland, Ore.—Requests CP to increase power from 1 kw D to 5 kw D.

AM-1290 kc
KJNY Juneau, Alaska—Requests CP to change frequency from 1460 kc to 1390 kc.

License for CP

WBNL-FM Columbus, Ga.—Requests license for CP, which authorized new non-commercial educational FM station.

FIGHT TO FREE ALBANIA

WGAC Undertakes Campaign

CAMPAIGN to remove Albania from Iron Curtain control is promoted in a program series by WGAC Augusta, Ga. It is based on interviews with Foreign Hugh Grant, Dr. Nuci Kotta, member of the Albanian legitimist movement, and other Albanians. Mr. Grant, a retired U. S. diplomat, served as American ambassador to Albania from 1935 to 1939.

Mr. Grant is a close friend of the exiled King Zog of Albania. The campaign, which started on Fridays at 7:30 p.m., is sponsored by Morgan Truck & Tractor Co. and International Harvester Co.

WTV Application Returned

WTV, Inc.—RE-REQUEST FOR application for new TV station (WTV Roundup, April 21): channel requested (CH. 38) was out of order. APPLICATIONS DISMISSED

KSO-TV for new license—APPLICATION for change in station.

Johnston in Stanfords, Conn.—DISMISSED APPLICATION for new FM station.

April 29 Decisions

BY FCC BROADCAST BUREAU

Grant AM License

WARK Albein, S. C.—Granted CP for new AM station: 1306 kc, 1 kw D.

Grant FM License

WLOK-FM Luling, La.—Granted CP for new FM station: 1063 mc.

Change Studio Site

WACO—Waco, Texas—Granted CP to change location of studio.

Change ERP

KPIX (TV) San Francisco—Granted CP to change ERP from 39.5 kc vis., 1.8 kw aur., to 110 kv vis., 1.8 kw aur., change trans. location, ant. system and make CP effective.

Completion Date Extended

WTVI Christursted, Virginia—Granted CP for extension of completion date to 5-13-54; cond.

KWMU Kalona, Iowa—Granted CP for extension of completion date to 5-9-54.

11-hour Broadcast Day

WMUS Muskegon, Michigan—Granted CP for extension of completion date to 5-10-54.

License for CP

WA2Z Zarephath, N. J.—Granted CP for change in location and field strength.

Permit for CP

WKYO OE-1.2, D.—Granted license covering change of hours, days, etc., for approval of transmission and main studio locations.

Woodbury, N. J.—Granted CP to change trans. and main studio locations.

KOTTA (TV) Columbus, Ohio—Granted CP for extension of completion date to 10-24-54.

On Motions

By Comr. George E. Sterling

CRK Morristown, Tenn.—Granted petition for assurance of its late appearance in proceeding re application of telecasting Best Co. to Radio Music Shows Inc.

April 30 Decisions

COMMISSION ON BROADCASTING

Granted License Renewals

Following are granted renewals of licenses for regular period:

KWBX Bay City, Tex.: WCCQ, Columbus, Ohio; WMMB North Adams, Mass.; WPLS/Mayaguez, P. R.; KDLN Rio, Tex.; KBMN Bozeman, Mont.
<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N. W., Washington, D. C.</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Blvd., Wash. 4, D. C.</td>
<td>Telephone District 1205</td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>280 BANKERS INVESTMENT BLDG.</td>
<td>SAN FRANCISCO 2, CALIFORNIA</td>
</tr>
<tr>
<td>ROBERT R. LUBCE</td>
<td>CONSULTING TELEVISION ENGINEER</td>
<td>2443 CRESTMAY WAY</td>
<td>HO 9-2366</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio &amp; Television Engineering</td>
<td>MUNSEY BLDG., REPUBLIC 2347</td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>MILLARD M. GARRISON</td>
<td>Consulting Radio Engineers</td>
<td>1319 Connecticut Avenue</td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Quarter Century Professional Experience</td>
<td>Radio-Television-Communications</td>
<td>1313 M ST. N. W., Wash, 6, D. C.</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>815 E. 33rd St.</td>
<td>HILLARD 7010</td>
<td>KANSAS CITY, MISSOURI</td>
</tr>
<tr>
<td>VANDIVERE, Cohen &amp; Wearn</td>
<td>Consulting Electronic Engineers</td>
<td>612 Evans Blvd.</td>
<td>NA. 2698</td>
</tr>
</tbody>
</table>

**CONSULTING RADIO & TELEVISION ENGINEERS**

- **Established 1936**
- **Paul Godley Co.**
- **George C. Davis**
- **Gautney & Ray**
- **Weldon & Carr**
- **A. Earl Cullum, Jr.**
- **Robert M. Silliman**
- **William E. Benne, Jr.**
- **Raymond M. Wilmette**

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License and extensions granted temporary extension of licenses for period ending August 1, 1952:
- KXWJ Eastwood, Idaho, and WYXJ Newark, N. J.

Further License Extensions Following stations granted temporary extension of licenses for period ending August 1:

**Granted Renewal**

KSWA Quincy, Ill. — Granted renewal of developmental station license for regular period.

**Set for Hearing**

WMVO Aurora, Ill. — Designated for hearing application for renewal of license and granted temporary extension of license for operation until conclusion of this proceeding or until Dec. 1, 1952, whichever is earlier.

WLAP Lexington, Ky. — Designated for hearing application for renewal of license and granted temporary extension of license for period ending August 1.

(Continued on page 95.)

May 5, 1952 • Page 91
Help Wanted

Managerial

Experienced general manager, willing to take over $10,000 interest and management of small radio station, time share. Financial backing available. All information mail particulars first letter. Box 133P, BROADCASTING • TELECASTING.

Salesman

Salesman who can sell and sell hard. Southern or Florida station has already demonstrated his ability in radio sales. Needs a break off millions future unlimited. Rush details and references. Box 134P, BROADCASTING • TELECASTING.

New England network affiliate in pleasant, prosperous college community needs hard working salesman. Area plus commission. Background and references. Box 135P, BROADCASTING • TELECASTING.

Wanted immediately. Engineer for sales position. Full or part time. Experience under needs. Send details to Box 136P, BROADCASTING • TELECASTING.

Salesmen: Good opportunity in Illinois broadcasting. Experience needed. Send details to Box 137P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Top combo man. Pacific northwest major market. LSB affiliate. Emphasis on sales. Must have experience. Permanent. Box 139P, BROADCASTING • TELECASTING.

Early morning man desired by progressive Indian station. Must be able to read dialogue and do straight announcing. Write Box 140P, BROADCASTING • TELECASTING.

Announcer with first class ticket. Starting pay $77 for experienced man. Pennsylvania independent. Box 141P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network affiliate. Emphasis on announcing but must hold full class license. Applications confidential. Box 142P, BROADCASTING • TELECASTING.

Combination man with first phone. Must have opportunity to develop as present owner plans to expand to full time operation. Immediate. Please do not contact unless you are ready to start at once. Starting salary $65.00. Air mail wire Box 143P, BROADCASTING • TELECASTING.

Experienced combo man immediately. Positions good and high salary. KRLW, Walnut Ridge, Arkansas.

Adding combination man to staff. Announcing duties and permanency most important. Send audition and details WHUT, Butler, Pennsylvania.


Vacation replacements — announcer-engineer photo engineer six weeks. Send resume and audition, Ed Eckert, Program Director, WKNY, Kingston, N. Y.

Vacation replacements — announcer-engineer. Six weeks. Send photo.


Florida east coast independent needs first phone man with accent on announcing. Part time or full time. Send particulars and details to Box 139P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)
Announcer

Radio announcer. Program man. Only graduate, desires position any location. Veteran, 2 years experience. Good voice with emphasis on news or evening, or market to suit desires location in New York. Veteran, desires position any location. Veteran, draft exempt. Write

48 P, BROADCASTING TELECASTING.

RCA graduate. Veteran, married, car. FM, low-watt AM. Four years same company. Control, transmitter. Prefer transmitter, Box 38 P, BROADCASTING - TELECASTING.

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages on full time, preferably in Mo., or Ark. Will consider anywhere. Have had radio college and correspondence courses, but this year experience. Reasonable wages while learning, Box 38 P, BROADCASTING - TELECASTING.


Experienced engineer-announcer with selling experience, at present chief deserts permanent job with future in midwestern market. Box 37 P, BROADCASTING TELECASTING.

Chief engineer to take complete charge of broadcast and television station. Excellent experience at 5 kw directional and thorough knowledge of television technique. State salary and location. Box 38 P, BROADCASTING - TELECASTING.

Chief engineer. Thoroughly experienced, handle anything in technical department. Box 38 P, BROADCASTING - TELECASTING.

First phone technician. Past experience includes radio-TV repair and chief of small station. Married veteran with car. Minimum $50 per week. Box 37 P, BROADCASTING - TELECASTING.

Chief/engineer. 16 years broadcast experience (installation, directional arrays). Telecasts desires responsible position with progressive station. Box 37 P, BROADCASTING TELECASTING.

Production-programming, others

Edgar C. Lobdell

Broadcast Management Services Co.

Edward C. Lobdell - Licensee

17 East 48th Street
New York 17, New York
Southern California

$30,000.00 down

Very profitable fulltime independent stations in market providing ideal living conditions. Now operating under absentee ownership. More than $20,000.00 in net quick assets included. Excellent financing for qualified buyer.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Ray V. Hamilton

Lester M. Smith

Walter A. Swanson

325 Monarch Bldg.

623 First National Bank Bldg.

735 Washington St.

Sterling 4341-2

Delaware 7-2153-6

EX3-2-3072

For Sale

Equipment, etc.

192 continuous coil Andrew soft drawn 75' coaxial line. Make offer. BOX 13P, BROADCASTING • TELECASTING.

Festo 8-N recorder 1-C head, 90-A amplifiers, like new. Associated equipment $75 F.O.B. BOX 75P, BROADCASTING • TELECASTING.

1 professional receiver RCA type 73-B, $50, 1 playback turntable, RCA type 5-D, $450. 1 Western Electric studio microphone type B, $180. All in perfect condition. BOX 71P, BROADCASTING • TELECASTING.

Radio Station KCH in Houston, Texas, announces the sale of a Presto model disc recorder... with a 1/2 cut head, containing with turntable, in high cabinet. Priced at $315.00 when new. For sale at $30.00. For further information contact your Chief Engineer, Station KCH, M. & M. Building, Houston, Texas.


Wanted to Buy

Stations

Wanted—One medium or small FM station. One-hour daily spot. Will consider complete details. Box 988M, BROADCASTING • TELECASTING.

Interested in buying bankrupt, rundown or sick radio station. All letters considered, confidential, no broker. BOX 399P, BROADCASTING • TELECASTING.

Equipment, etc.

3 kw or 1 kw FM transmitter, also 1/8 transmission line. Box 999P, BROADCASTING • TELECASTING.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, unit new. Box 117P, BROADCASTING • TELECASTING.

Will pay cash used dual channel console and limiting amplifier. Address Box 27F, BROADCASTING • TELECASTING.

Wanted: Forty foot tower section for new KFLO, Burlington, Iowa. Contact Chief Engineer. KBLO, Burlington, Iowa.

Wanted. One Collins 6-ring FM antenna, 400 feet of 1 /4 inch coax transmission line, 1 kw AM transmitter, used condition. Contact J. V. Sanderson, WSGN, Birmingham, Alabama.

Transmission line, 15/8 inch. Advice required. BOX 80P, BROADCASTING • TELECASTING.

Help Wanted

Announcers

TOPFLIGHT NEWSCASTER

Top disc jockey, draws over 5000 fun letters a week, sells all products like mad, available for right price. BOX 1P, BROADCASTING • TELECASTING.

Television

Salesmen

WANTED

Old established Radio selling talent, programs, etc. Want Central West representative for TV films.

W. M. Elsworth

Lincoln Tower

75 West Driver Drive

Chicago 1, Illinois

Help Wanted

Announcers

TOPFLIGHT NEWSCASTER

wanted by 50,000 watt network affiliate in Midwest market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have to be a well-known voice, he will however need to be a good spokesperson. If you think you fit this description, send picture and full information.

BOX 10P, BROADCASTING • TELECASTING.

NEW TV STATIONS

Soluble, amenable, high-rated program structure planed for your association. Justified at hearings, later put into practical operation by heavily experienced executive producer-director. Make low down from 8 years with small, farm TV station. 1250 air-hours; exceptional background includes radio, film, stage, public relations, scripting. Available for preliminaries, plans, m.g. offer after CP, or both. Full details from BOX 16P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Com- pany and Program Manager; Chief Engineers, Disc Jockeys and other specialists. All offers are free of cost. All inquiries strictly confidential. Delays costly; tell us your needs today.

HOLGER & FANKAHN

TV & Radio Management Consultants

747 Broadway, New York 3, N. Y.

School

"NBS GRADUATES are in DEMAND"

NBS has more requests for trained radio help than it can fill! All jobs are waiting right now for NBS-trained engineers. Get your first class license in a few months; complete combination course in only 18 months. Course includes announcing, writing, selling, drama, commercials, production, program planning, broadcasting - no dancing. 100% Placement of Combination Men\N

"One of the Nation's Great Radio-TV Schools"

531 S. W., 1st Ave., Portland 5, Oreg.

AUDEIENCE ANALYSTS

Expands Mail Service

EXPANSION of mail research facilities has been announced by Audience Analysts, a division of the research division of Lee Ramsdell & Co., Philadelphia advertising agency.

Audience Analysts specializes in obtaining a comprehensive picture of the listener through mail questionnaires which have run as long as 72 questions. Gerald F. Selinger, member of the American Marketing Assn., is director of the firm.
May 1 Decisions

COMMISSION EN BANC

W. A. Blee, Avco Mfg. Corp. vice president and Crosley general sales manager, said Wednesday when the Crosley Div. demonstrated a product model of its "Ultratuner"—an ultra high frequency TV converter.

The revolution, which will emphasize sales rather than distribution, is originating by its organization, Mr. Blee said, by a split of its home office into two parts with separate sales forces for electronics goods and appliances. These sales emphasis, in turn, will lay on two separate areas: Pioneering selling and replacement selling, a distinction that may prove "quite a trick" to teach dealers to follow consistently, the executive said. In spite of the current situation, he predicted that the television business will continue to grow "bigger and bigger."

The Ultratuner, demonstrated at the Westchester Biltmore Country Club in Rye, N. Y., will enable all the set manufacturers to receive all VHF and UHF channels. The unit is designed and ready for immediate shipment to dealers, the small unit—measuring an approximate 8 x 8 x 6 inches—is priced at $59.85. Special features, in addition to reception of all channels, include a built-in antenna, which is said to preclude use of an outside UHF antenna within reasonable transmission range, and simple installation, which can be managed quickly and easily by the set-owner without service help.

Projection Tube

RCA Tube Department has an new, seven-inch projection-type kinescope capable of providing a 20-by-15-inch picture when used with a suitable reflective optical system having an 80-foot projection throw. The new tube (RCA-TV2M) measures approximately 1/4 inches in length and seven inches at its greatest diameter.

FCC Actions (Continued from page 91)

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The Ultratuner, demonstrated at the Westchester Biltmore Country Club in Rye, N. Y., will enable all the set manufacturers to receive all VHF and UHF channels. The unit is designed and ready for immediate shipment to dealers, the small unit—measuring an approximate 8 x 8 x 6 inches—is priced at $59.85. Special features, in addition to reception of all channels, include a built-in antenna, which is said to preclude use of an outside UHF antenna within reasonable transmission range, and simple installation, which can be managed quickly and easily by the set-owner without service help.

Projection Tube

RCA Tube Department has an new, seven-inch projection-type kinescope capable of providing a 20-by-15-inch picture when used with a suitable reflective optical system having an 80-foot projection throw. The new tube (RCA-TV2M) measures approximately 1/4 inches in length and seven inches at its greatest diameter.

FCC Actions (Continued from page 91)

May 1 Decisions

COMMISSION EN BANC

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FCC Roundup

(Continued from page 95)
dor, director and owner of 84 out of 104 shares of WHOT, Allentown, Pa. Granted April 18.

WNAI-WL, New Rochelle, N. Y.—Granted assignment of license from United Broadcasting Co., to William T. Killough for $30,000. Mr. Killough is general manager and sole owner of WLW APOLLO, Pla. Granted April 18.

WDGJ Minneapolis, Minn.—Granted transfer of control from Stuart Investment Co., to Herman J. Lange, George T. Mauck, Michael J. Callahan and Clarence W. Levy for $625,000. Mr. Lange is owner of Minnesota electronic welding firm and San Diego auto supply business, and is husband of his wife, who is owner of Minneapolis coffee shop chain, having former management control of Great Western Stores, Inc., which operates two retail furniture stores in Minneapolis-St. Paul.


WDOR Ononta, N. Y.—Granted assignment of license from Otsego County Radio Co., Inc. to Ottawanda Stations Inc. for net book value of assets on condition of sale of $25,000, on February 29 such value was $43,844. Principals in Ottawanda Stations Inc. are president James H. Ottoway (46%), and treasurer -secretary Ruth Ottoway (54%), who are controlling officers, directors and stockholders of Empire Newspapers Radio Inc., which licenses WJIO-AM Station Inc.

KYVL-AM-FM Fulton, N. Y.—Granted assignment of license from Poughkeepsie Newspapers Inc., to WKIP General Managers Inc., for $10,000. Poughkeepsie Newspapers retain WJUW. Who are controlling officers, directors and stockholders of WJUW are George W. Ringham, V. F. W. Davis, S. Seims, chief engineer; Richard A. Davis, treasurer; and Arthur Kuhn, and Mabel Meurer. Granted April 18.


WFMF Chattanooga, Tenn.—Granted assignment of license from General Managers Inc. to WMSO Inc. for $20,000.

New Applications . . .

FM APPLICATIONS

Griffin, Ga.—Radio Station WKEU, 106.1 mc, 44 kw. Estimated construction cost $24,261. Filed April 18.

WKEU Griffin. Filed April 15.

KRVN Scottsbluff, Nebr.—1,000 kw, 66.0 mc (ch. 245), 1 kw. Estimated construction cost $1,575,000. Granted April 15.

KJLA Los Angeles, Calif.—1,000 kw, 91.5 mc (ch. 246), 1 kw. Estimated construction cost $4,500,000. Filed April 15.

Transfer of control from WJHT, New Rochelle, N. Y. to WJIO, Melville, N. Y.Filed April 15.

Applicant is owner of WMOU Berlin.

Transfer of control from Q. A. Brackett and L. B. Reed to Ruth W. Brackett and Mr. Brackett's initials, for a nochange of ownership or control. No monetary consideration. Filed April 15.

WQDE-FM Detroit, Mich.—Assignment of license from WQCT, Westerly Boro, R.I., to WQDE, Westerly Boro, R.I. Filed April 15. No change of ownership or control. No monetary consideration.

KBBR-LV-TV Albuquerque, N. M.—Assignment of license from KYTV to PYTV, for $900,000. File d April 15. No change of ownership or control. No monetary consideration.

WJIC-TV Canton, Ohio.—Assignment of license from WMJ-JTV to Wmsc, Canton, Ohio, for $5,455,455. Filed April 15. No change of ownership or control. No monetary consideration.

WJIZ-AM Shaker Heights, Ohio.—Assignment of license from WJRT, Cleveland, Ohio, to Wciz, Cleveland, Ohio, for $75,000. Filed April 15. No change of ownership or control. No monetary consideration.

WHDF-AM Detroit, Mich.—Assignment of license from WJIB to WHDF, Detroit, Mich., for $48,840. Filed April 15. No change of ownership or control. No monetary consideration.

KXDK Studio City, Calif.—Assignment of license from WSDJ to KXDK, Studio City, Calif., for $5,029,500. Filed April 15. No change of ownership or control. No monetary consideration.

KXFM-AM Hollywood, Calif.—Assignment of license from WAKB to KXFM, Hollywood, Calif., for $48,595. Filed April 15. No change of ownership or control. No monetary consideration.

TSTC-AM Sedalia, Mo.—Assignment of license from WJIM to TSTC, Sedalia, Mo., for $29,000. Filed April 15. No change of ownership or control. No monetary consideration.

KXBR-AM Shafter, Calif.—Assignment of license from KDSP to KXBR, Shafter, Calif., for $10,000. Filed April 15. No change of ownership or control. No monetary consideration.

KEAT-AM San Francisco, Calif.—Assignment of license from WATF to KEAT, San Francisco, Calif., for $48,000. Filed April 15. No change of ownership or control. No monetary consideration.

KQDR-AM Los Angeles, Calif.—Assignment of license from KQDR to KARD, Los Angeles, Calif., for $30,000. Filed April 15. No change of ownership or control. No monetary consideration.

WJLL-AM Fort Myers, Fla.—Assignment of license from WJLL to WJLL, Fort Myers, Fla., for $15,000. Filed April 15. No change of ownership or control. No monetary consideration.

KWOX-FM Muncie, Ind.—Assignment of license from WORZ to WORZ, Muncie, Ind., for $10,000. Filed April 15. No change of ownership or control. No monetary consideration.

WJMA-AM Milwaukee, Wis.—Assignment of license from WJMA to WJMA, Milwaukee, Wis., for $29,000. Filed April 15. No change of ownership or control. No monetary consideration.

KMWU-AM Cleveland, Ohio.—Assignment of license from WKMB to KMWU, Cleveland, Ohio, for $29,000. Filed April 15. No change of ownership or control. No monetary consideration.

KXNB-AM Hollywood, Calif.—Assignment of license from WAKB to KXNB, Hollywood, Calif., for $15,000. Filed April 15. No change of ownership or control. No monetary consideration.

KQXR-AM Beaumont, Tex.—Assignment of license from WJIM to KQXR, Beaumont, Tex., for $25,000. Filed April 15. No change of ownership or control. No monetary consideration.

KFDR-AM Shreveport, La.—Assignment of license from WJRT to KFDR, Shreveport, La., for $75,000. Filed April 15. No change of ownership or control. No monetary consideration.

KZBU-AM Des Moines, Iowa.—Assignment of license from WJIM to KZBU, Des Moines, Iowa, for $25,000. Filed April 15. No change of ownership or control. No monetary consideration.

KGWD-AM East St. Louis, Ill.—Assignment of license from WJIM to KGWD, East St. Louis, Ill., for $15,000. Filed April 15. No change of ownership or control. No monetary consideration.

KXST-AM San Antonio, Tex.—Assignment of license from WJIM to KXST, San Antonio, Tex., for $25,000. Filed April 15. No change of ownership or control. No monetary consideration.

KQBE-AM Santa Ana, Calif.—Assignment of license from WJIM to KQBE, Santa Ana, Calif., for $10,000. Filed April 15. No change of ownership or control. No monetary consideration.

KOB-AM-TV Albuquerque, N. M.—Assignment of license from KYTV to PYTV, for $400,000. Filed April 15. No change of ownership or control. No monetary consideration.

transfer of control to Andrew B. Letson through sale and assignment of stock from Central Florida Bstg. Co., licensee of WZOR, for $18,000. Mr. Letson is general manager of WZOR, and already holds 25% interest in station; he is also applicant for new Assignment in Pensacola, Fla. Filed April 15.

Another AM "Pin Up" Hit—Published by Alphonii

When It's BMI It's Yours

On Records: Don Cornel—Coral; Eddie Fisher—Victor; Four Aces—Decca; Tony Arden—Columbia.

FCC Propagation

(Continued from page 65)
sidered aberrations due to tropo- 
spheric ducting. For FCC and NBS engineers pointed out at that time that these facts were known and taken into account in formu- 

Last year, Collins Radio Co., in cooperation with NBS, bounced a UHF signal off the moon (B.T., Nov. 19, 1961). Collins used a 20 kw transmitter on 418 mc, pul- 

During the VHF tests, the Col- 

ins signals was monitored by FCC monitoring stations, "ham" opera- 
ors, Bell Telephone Labs, and by Cornell U. Operation was under an FCC experi- 

made it clear "that the difference between television and motion picture production is more than the obvious one of being separate and distinct media." TV, he asserted, "must place greater stock in efficiency and time-saving devices [in its production facilities] than was necessary when motion picture studios were planned." 

"When Television City is completed," Mr. Luckman said, "we feel that CBS-TV and the general public will be satisfied that something new and revolutionary has been done—that a television production center has been devised which can accommodate any of the infinite number of changes through which television will undoubtedly go."

Oscar Katz, CBS-TV director of research, appraising the potentials for expansion of set ownership, said that "one-third of the population now own sets; another third live in TV areas but do not have sets, and the last third live in non-TV areas—thus, there is as much room for growth of the medium in TV areas as there is in non-TV areas."

John Cowden, operations director of CBS-TV advertising and sales promotion, advised new TV stations to "be prepared to meet their promotional problems head-on with a solid advertising program from the minute they go on the air." He cited the promotional activities of CBS-TV's Los Angeles station when it changed its call letters to KNXT (TV) and at the same time moved to a new site and boosted power.

These activities, he recalled, included-on-the-air promotions, newspaper ads, full-page advertisements for the first broadcast followed by 14 days of intensive advertising after the change; billboards throughout the market, and counter cards and window streamers.

He advised TV stations to stress, in their promotion efforts, the extent to which they generate their markets, size of potential audience, TV's sales effectiveness, and success stories of specific clients. He regarded film trailers as the simplest, most logical and dramatic tool of TV promotion.

David J. Jacobson, director of public relations, saw two main publicity problems confronting new stations: (1) Integration of the station into the community, and (2) capitalizing locally on solid integration with the network. A good publicity operation, he said, combines necessary manpower, knowledge of publicity techniques, and imagination capable of utilizing all opportunities including those offered by the network.

The CBS-TV Network's own growth was sketched early in the meeting by Herbert V. Akerberg, vice president in charge of station relations, who also gave his views on future expansion and development.

Friday's session (see AT DEADLINE story page 99) was slated to feature a luncheon address by CBS President Frank Stanton, with morning and afternoon sessions devoted to studies of such diverse subjects as acquiring a construction permit, by Engineering Vice President William B. Lodge; construction costs, by Chief Engineer A. B. Chamberlain; staff and operation costs in a major market and in a secondary market, by James C. Hanrahan of WEWS (TV) Cleveland and Glenn Marshall Jr. of WMTR-TV Jacksonville; radio structures and income expectations, by Fritz Snyder, CBS-TV director of station relations, and a wind-up panel session with Mr. Akerberg presiding.

A dinner was held Friday night, and on Saturday the guests were invited to WELI New Haven to view UHF television reception.

It was said that TECSTRON Inc., Providence, R. I., announces sales for first quarter ending March 31, were $22,177,000 compared with $26,053,000 for first quarter of 1951.


to RADIO STATIONS—TELEVISION STATIONS AND NEWSPAPERS

Confidential Inquiries Invited

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New York 22, N. Y.

BROKERS and FINANCIAL CONSULTANTS

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May, 1952 • Page 97
NBA HOLDS ELECTIONS
LENWELL NAMED PRESIDENT
LEROY LENWELL, KBRI, McCook, late Fri-
day was elected president of Nebraska Broad-
casters Assn., at 38th annual meeting in Omaha.
Others elected were Gene Ackerley, KCOW
Alliance, vice president; Bob Thomas, WJAG
Norfolk, secretary; Todd Storz, NARTB
representative, and Jack Yeager, KGFW
 Kearney, and Hap Anderson, KOIL
 Omaha, board directors.

Resolutions endorsing Horan Bill (HR 7062)
giving broadcasting right from libel responsi-
bility and expressing interest in unattended
transmitter operation were adopted by NBA.
E. K. Hartenbower, KCMM Kansas City, new
NARTB District 10 director, read report of
William B. Quarton, WMT Waterloo, Iowa,
retiring district director, who was unable to
attend.

Speakers included Bill Martin KMMJ Grand
Island, retiring president, and Bob Thomas,
secretary; Virgil Sharp, KOIL, who discussed
work of Nebraska Network Todd Storz,
KOWH, on unattended transmitter operation;
George Round and Ken Keller, representing
U. of Nebraska, expressing university's ap-
proval for cooperation of stations. NBA
committee will confer with university on re-
duction of fees for multiple-station sport picks.

BMM clinic Thursday included talks by Ed
Mason, KMMJ; Jim Bormann, WCCO
Minneapolis, president, National Assn.
of Radio News Directors; Gene Ackerley, KCOW;
Charles Siverson, WHAM Rochester; Grover C.
Cobb, KGVO Grand Bend, Ill.; Bill Kalana, WNEW
New York; Joseph Connolly, WCAU
 Philadelphia; Carl Haverlin, BMI president.

PILOTS PROTEST TOWER HAZARDS
ALLEGED hazards of high TV towers to air
navigation was taken to public by Airline
Pilots Assn. in a press release issued in Chi-
cago Friday by President Clarence N. Sayen.
Matter was subject of meeting two weeks ago
[B*T, April 28] which was scheduled to be gone
into at working committee meeting May 6
(see earlier story on page 88).

At a meeting of Chicago Airspace Subcom-
mittee, ALPA submitted recommendations
restricting heights and sites of TV antennas
[B*T, April 7]. Pilots' organization is a
member of "ad hoc" committee comprising broad-
casting and aviation interests, as well as repre-
sentatives of FCC and CAA.

FCC ATTACKS HOUSE VERSION OF McFARLAND BILL
FCC opposes House version of McFarland bill
(S 658) chiefly on two key sections B*T
learned Friday. Commission expressed dis-
pleasure of bill to remodel its functions in let-
ter Thursday to House which is near debate
S 658 (see story, page 29).

Among sections criticized are 52, 15 (c)
and 8. Former two would divest staff from
Commissioners' orbit. Reason cited for opposi-
tion was that separation would slow down FCC
work and that actions must act expeditiously
on TV applications. Same FCC reason applied
for Sec. 8 which would require 30-day notifica-
tion before applications are set for hearing or
grant, would be issued without hearing.
Sections cited would impose unnecessary burden
on Commissioners, agency noted.

TRUMAN FOLLOW
SPOT announcements immediately fol-
lowing President Truman's 4-6 p.m. Sat-
urday TV tour of White House were bought
at West Coast by 17 TV stations by
Kefauver National Campaign Com-
mittee. Stations were WTOP-TV Wash-
ington and WBN's-TV Columbus, Ohio.

Account handled by Robert J. Enders
Adv., Washington; chairman Sessions stated,
"You are the landlord of the White House.
Soon you will decide who will be the next
occupant." Rest of continuity promoted
Kefauver candidacy. Account had been
accepted by at least one station which later
withdrew on ground of station policy,
according to agency. (Early story, page 82).

Business Briefly
(Continued from page 5)
to start May 19, using two five-minute trans-
scribed shows five times weekly for six weeks.
If successful campaign will be expanded
through agency, Hirshon-Garfield, N. Y.

ENVELOPE FILM SPOTS Self-Seal Div.
, Union St., New York, has been in spot

P E O P L E...
CHARLES PHILIPS, sales manager and ex-
cutive administrator NBC's WNBC
New York, was named to network-owned WNBR (TV)
Cleveland as sales manager, effective May 12.

JOSEPH H. MCCONNEL, NBC president, will
be honored by Alumni Assn. of Davidson
College at Army and Navy Club, Washington,
at dinner May 9th. Other distinguished alumni
of college will be present. Mr. McConnell
will speak.

WILLIAM B. ROHN, sales manager with WINS
New York since 1949 and earlier with Burm-
Smith Co., station representatives, appointed
assistant general sales manager, WINS.

JACOB RUPPERT Brewing Co., N. Y., on
Friday reported four promotions among exec-
utive personnel: J. J. TAYLOR JR., named
director of marketing; HERALD FRISCH
serve as general assistant to vice president
for sales & marketing Herman Katz; BEN
M'ELCHIE JR. named manager of distributor
sales, and J. L. CONNER appointed manager
for metropolitan package sales.

HELLEN SALTER AYERS, Irving Serwer Adv.,
N. Y., to copy staff, Robert W. Orr & Assoc.,
N. Y.

FEHLMAN NEW PRESIDENT OF OHIO ASSOCIATION
NEW NAME adopted by Ohio Assn. of Broad-
casters at Thursday meeting in Columbus.
Group now known as Ohio Assn. of Radio &
Television Broadcasters.

In absence of officers Robert C. Fehlman,
WHBC Canton, was elected president. Other
officers elected were Adna Korns, WCOL
Columbus, vice president, and L. A. Pixley,
WLOK Lima, secretary-treasurer.

Ray E. Fellows, NARTB president, was
speaker at meeting along with John H. Smith
Jr., NARTB FM director. William T. Stub-
blefield, NARTB station relations director, also
attended.

Friday session was programmed by BMI.

UHF, VHF Equipment Costs Noted

<table>
<thead>
<tr>
<th>City Population</th>
<th>VHF Equipment Costs</th>
<th>UHF Equipment Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 50,000</td>
<td>$111,700 - $119,550</td>
<td>$119,550 - $135,550</td>
</tr>
<tr>
<td>50,000 - 150,000</td>
<td>$136,700 - $155,550</td>
<td></td>
</tr>
<tr>
<td>150,000 - 500,000</td>
<td>$160,000 - $200,000</td>
<td></td>
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<tr>
<td>500,000 - 1,000,000</td>
<td>$195,000 - $250,000</td>
<td></td>
</tr>
<tr>
<td>1,000,000 - 5,000,000</td>
<td>$225,000 - $300,000</td>
<td></td>
</tr>
<tr>
<td>Over 5,000,000</td>
<td>$250,000 - $350,000</td>
<td></td>
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</tbody>
</table>

Cost differences between VHF low band,
VHF high band, and UHF stations are "in-
fluenced more by site, location, construction
conditions, building construction, antenna
height, and type of tower (whether guyed
or self-supporting)", then by differences in
equipment costs, Mr. Chamberlain's report
said.

Meanwhile, in discussion of rate structures
for potential advertisers, Fritz Snyder, CBS-
TV director of station relations, recommended
careful study of gross operating costs per hour,
saying equitable rate structure can then be
devised on basis of set saturation in market.

William L. Lodge, CBS-TV vice president
in charge of engineering, sketched steps to
be followed in getting FCC authority to con-
struct station, summarized new FCC rules,
outlines factors to be considered in picking
transmitter site, and discussed transmitting
facilities.
Forerunner of today’s big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.
LATEST INFORMATION ON AUTO RADIO CIRCULATION IN DETROIT

- 83 out of every 100 cars in Metropolitan Detroit have auto radios
- There are 837,036 auto radios in the Metropolitan Detroit area
- The average number of passengers per car in Detroit is 1.8
- 51,084 passenger cars counted at 172 different locations
- Auto Radio Circulation in WJR's primary coverage area is greater than the circulation of many national magazines!

WRITE FOR YOUR COPY OF WJR'S AUTO RADIO SURVEY TODAY. ADDRESS YOUR INQUIRY TO WJR, DEPT. 50, FISHER BUILDING, DETROIT 2.