You don't need

BIG MONEY
in Baltimore

Not when you can buy WITH! A little bit of money goes a long, long way on WITH. The reason is simple: WITH's rates are LOW ... and WITH's audience is BIG. That combination gives you just what you're after—low cost results!

Take a tip from the local folks. Their advertising must pay off immediately. And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town! Get the whole WITH story from your Forjoe man today!

WITH in BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Go where there's GROWTH...
GO WHAS!

KENTUCKY FARMERS SET NEW RECORDS IN 1951!

TOBACCO INCOME
up 24% over 1950 to $223,505,000!

MILK PRODUCTION
... tops 2 billion lbs. annually!

LIVESTOCK
... 3,917,000 head valued at $332,-
769,000, up $25 Million over 1950!
(Increase of $25 million over 1950)

CORN PRODUCTION
... 78,810,000 bushels produced on
2,130,000 acres in 1950!
(86.5% of this corn was hybrid) Total yield 7.76% bushels per acre above average of the 16 Southern States.

WHAS
Louisville, Kentucky

More folks listen to WHAS than to all other Kentuckiana stations combined; seven days a week, morning, afternoon and night.

WHAS Farm programs have an average listenership 329.3% GREATER than that of the next highest rated station! (BENSON & BENSON)
The Benson and Benson survey included the twenty-one cities in the WHAS-market as well as the vast Kentuckiana farm audience.
Practically everyone in Kentuckiana is interested in agriculture...and WHAS.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
IT'S DETROIT TIGER BASEBALL AS USUAL ON WKMH 1310 ON THE DIAL 5000w DAYS — 1000w NIGHTS FOR METROPOLITAN DETROIT LISTENERS

SPORTS • NEWS • MUSIC THAT'S THE FORMAT FOR THIS GREAT MARKET AND FOR WKMH CALL YOUR HEADLEY-REED MAN FOR COMPLETE DETAILS
The Annual Shrine Circus, under the sponsorship of Zembo Temple, Harrisburg, opened at the Pennsylvania State Farm Arena on April 21st. Attending the show, a throng of seven thousand, and, WGAL-TV’s cameramen to lend support to this worthy cause.

But, WGAL-TV’s aid had begun before this. In a half-hour show, Saturday night preceding circus week, Shrine officials appeared before WGAL-TV camera to tell viewers how 6,000 orphaned and underprivileged children would be entertained during circus week — and how crippled children’s hospitals would benefit financially from the proceeds.

WGAL-TV is glad to have contributed to the outstanding success achieved by this year’s Shrine Circus, is glad to have helped attract record-breaking crowds. Public service activities are a regular part of the WGAL-TV operation.

**WGAL-TV**

**LANCASTER**

**PENNSYLVANIA**

A Steinman Station
Clair R. McCollough, Pres.

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York    Chicago    San Francisco    Los Angeles
NEW ROUND of radio network rate skirmishing may be resolved through establishment (on rate cards) of new rate discounts on purchase of contiguous periods, giving large daily strips buyers, like P & G, Lever and Miles Labs, substantial reductions which would not "penalize" them as big buyers. Base rates, under this procedure, wouldn't change, except for necessary and ordinary adjustments based on coverage.

WHILE DECISION won't be reached for couple of weeks, it's learned that Miles Labs is inclined to renew all five of its present programs on same networks. Fortnight ago, Miles had top executives of all four networks at Elkhart, Ind., headquarters, to make pitches, and presumably to ascertain that rates are uniformly applicable.

TRADE TALK these days mainly involves talk of trades. Latest, lacking confirmation, is possible acquisition of WJ-R Detroit by NBC but with parlay that would involve all or part of WTAM-AM-TV Cleveland. These discussions, admittedly preliminary, presumably stem from intermittent negotiations for purchase of KMPC Los Angeles by NBC for million dollars, plus. Ascertained was fact that John F. Patt, president of Richards stations, Bob O. Reynolds, vice president and general manager of KMPC, are increasing minority holdings in WGAN Cleveland and KMPC respectively, but with Richards family to retain 51% control. Richards stations, applicants for five TV outlets (B+T, May 5), also talking acquisitions of existing TV stations in their own right.

UPCOMING this week will be appointment of J. Leonard Reinsch to executive post with Democratic National Committee. Announcement expected from Chairman Frank McKinney in Chicago. An old hand at political radio-TV campaigning, Mr. Reinsch was radio director of DNC in 1944 Roosevelt campaign and afterward radio advisor to President Truman. It's presumed he will be on leave of absence basis from his post of managing director of Cox radio and TV stations (WSB-AM-FM-TV Atlanta; WIOD-AM-FM-Miami; WHO-AM-FM-Davenport).

DUE OUT SOON: new, identical standards governing 10-second shared station-identification breaks, now in preparation by NBC-TV Spot Sales for eight stations it represents. New standards will eliminate present need to make separate strips for each station. Additionally, standards will specify that advertising copy on station breaks occupy no more than 87% and no less than 76% of screen.

WHILE General Mills yet hasn't disclosed its full list of stations on its "summer saturation campaign", word trickled through last week that it had signed all five Westinghouse radio stations—but at rate card. Campaign covers 19-week run, starting July 15, with minimum commitments, with roughly $100,000 billing. Contract covers equitable distribution of spots among daytime, (Continued on page 6)

PEDLAR & RYAN QUILTS; CAMAY TO B & B

PEDLAR & RYAN, New York agency, to leave advertising business with its prize Frosted & Gamble Camay soap account, estimated at $2.5 million annually, reported Friday as transferred to Benton & Bowles, starting Oct. 1. Agency results from retirement "from the conduct of advertising" by Thomas L. L. Ryan, agency president, who was to announce his resignation today (Monday), also effective Oct. 1. Mr. Ryan's statement said he "resigned to all clients" and offered his congratulations "to all new agencies."

Future handling of other Pedlar & Ryan accounts was not known late Friday. These include Meville Shoe Corp. and Peck & Peck.

ALL BROADCAST STATIONS TO JOIN ELECTION DRIVE

NARTB to participate in three-ply "register and vote" campaign, as instructed at recent Chicago convention, President Harold E. Fel lows announced Friday in naming John F. Patt, WJR Detroit, as chairman of special committee in charge of project.

American Heritage Foundation and Advertising Council are supporting project. NARTB will direct participation of 2,500 stations in program, which will be implemented by material urging citizens to register, material which broadcast clubs encouraging citizens to inform themselves on candidates and issues, and nationwide saturation drive to encourage voters to go to polls.

Robert K. Richards, NARTB public affairs director, will coordinate NARTB activity at staff level, with John Archer Carter, radio-TV director, coordinating for AHR. In last 10 days of fall campaign all stations will be asked to broadcast minimum of ten get-out-the-vote announcements daily. All states to set up citizens' clubs, with state broadcaster associations taking part.

CAMPBELL RENews RADIO ADDS TV PROGRAMS

VOICING faith in radio's continued strength and impressed with daytime TV's growth, Campbell Soup Co. announced Friday it is renewing its network radio and TV programs and adding three half-hours of daytime TV in full expansion of broadcast advertising.

Spokesman said company would sponsor three half-hours weekly of TV version of Double or Nothing on CBS-TV, while continuing sponsorship of quarter-hour Double or Nothing for AFR. Final decision on renewals had not been expected for another 10 days (see story, page 23). Campbell spokesman said "our renewals of evening and daytime radio, with plans to continue sponsorship of Double or Nothing, are evidence of our conviction that radio continues as a potent and profitable purchase. It certainly reaches many markets and many homes we cannot touch on television. Expansion into daytime TV decided upon, it was said, because company is "impressed" with daytime TV's growth and development.

NEW CPP PRODUCT • Colgate-Palmolive-Peet planning to put large advertising budget behind newest product, toothpaste with chlorophyll. Radio and TV spots most likely will be used. Test campaigns being prepared. Agency, Sherman & Marquette, N. Y.

SPOT CAMPAIGN • General Foods, N. Y. (Jello-O), planning 11-week spot radio campaign in several West Coast markets. Agency, Young & Rubicam, N. Y.

REGENCY ON RADIO • Regent Cigarettes, N. Y., in addition to participating sponsorship in NBC-TV's Today three times weekly, is contemplating sponsorship of weekly half-hour radio network show. Agency, Hilton & Riggio, N. Y.

TENDER LEAF TEA • Standard Brands, N. Y. (Tender Leaf iced tea), preparing radio spot campaign to be launched June 1, using daytime minutes. Paid to 52-week basis. Agency, Compton Adv., N. Y.

PICK UP OPTION • American Cigarette & Cigar Co., N. Y. (Fall Mall Cigarettes), has picked up first option on CBS-TV 7:45-8 p.m. period, Tuesdays and Thursdays, which is being dropped along with show Stork Club by Liggett & Myers (Fatima cigarettes). SSC&B, N. Y., is agency for Fall Mall.

FIVE-WEEK CAMPAIGN • Bristol-Myers Co., N. Y. (Mum deodorant), effective June 1 is placing five-week campaign in various (Continued on page 106)

CHICAGO BAR OPPOSES LEGISLATIVE PROBE TV

CHICAGO BAR ASSN. Thursday opposed telecasting hearings conducted by legislative investigative groups, saying such telecasts (1) "violate our traditional concepts concerning proceedings which inquire into an individual's conduct and character," (2) there is and can be no guarantee that telecasting will be continuous enough to give both sides of the matter and (3) there is a tendency for such telecasts to undercut the privilege against self-incrimination. Lawyers in group agreed it was unjust to inquire about guilt or innocence before a national audience, and that legislative hearings are similar to grand jury inquiry, which are always conducted in secret.

CANNON RCA SECRETARY

J. W. CANNON, assistant secretary of RCA for past year, Friday elected secretary of corporation. He succeeds Lewis MacCone who retires after 29 years of continuous service (see story, page 25). Native of Salt Lake City, Mr. Cannon joined RCA in 1945 as attorney in Victor Div. Has served successively in government as business specialist of Bureau of Standards, chief law officer of U. S. Civil Service Commission and director of personnel of Securities & Exchange Commission.

for more AT DEADLINE turn page

May 12, 1952 * Page 5
CALVIN J. SMITH ELECTED PRESIDENT OF SCBA

CALVIN J. SMITH, president-general manager of WBBJ-AM, was unanimously elected president of Southern California Broadcasters Assn., succeeding Austin E. Joscelyn, CBS Hollywood operations director, who continues as SCBA board member.

J. Frank Burke, Jr., co-owner of KFVD Los Angeles, named vice president. Thelma Kitcher, general manager of KGFG Hollywood, named secretary-treasurer. New board members are Kenneth L. Anderson, manager, station KBIG Avalon; William J. Beaton, vice president-general manager, KKWK Pasadena; Robert O. Reynolds, vice president-general manager, KMPC Hollywood.

WKVM CHANGE OF FREQUENCY

PERMISSION to change to 810 kc was granted by FCC Friday to WKVM San Juan, P.R. Staying at present CP for 10 kw, D.A. The same time, FCC denied petition of WGY Schenectady that WKVM's application be designated in same hearing with General Electric station, ABC's KGO San Francisco and WDAE Tampa, Fla. That case involves request of KGO to make changes in its directional arrays, which would require WGY to go directional. Both are on 810 kc. WDAE is involved through its application to change from 1250 kc with 5 kw to 810 kc with 10 kw, D.A. Grant of WKVM's modification of CP was conditioned on it accepting any interference from WDAE, which might result from the KGO-WGY-WDAE case.

FCC RADIO PLAN FAVORED

COMMENTS in favor of FCC's proposal to set up two processing lines for AM applicants in order to give preference to those communities without broadcast service [B*T, April 28, 21] have been received at FCC. Deadline for comments is today. One suggestion, made by Washington law firm of Bingham, Collins, Potter & Kistler, was that Line I processing be arranged so that simultaneous consideration be given to applicants for same city by both lines. Applicant who filed earlier won't get grant first, put other applicant into Line II "freezer." Approvals were on file from Southwestern Arkansas Broadcasters Inc., Dermott, Ark.; Benton Broadcasting Service, El Dorado, Ark.; Knox Broadcasting Co., Rockland, Me.

ABC GROSS UP

ABC had gross sales, less discounts, returns and allowances, of $16,489,121 for first quarter of 1952, as compared with gross for comparable 1951 period of $14,560,345, report showed Friday. Network also reported additional $2,500,000 loan at 6.25% under agreement with bankers' trust which permits drawing of $3,800,000. As of April 30 ABC had drawn total of 82% million under that agreement, including $500,000 borrowed in March.

COURT BARS STANDBY

THEATRE not required to hire standby musicians when it brings in "name" orchestra on hour, Judge Charles C. Simons ruled Friday in Sixth U.S. Circuit Court of Appeals in Cincinnati. Decision reversed ruling by National Labor Relations Board, holding practice in violation of Taft-Hartley Act. Case originated in Palace Theatre, Akron, where AFM Local 24 had refused to allow bands on tour to play unless theatre hired local standby orchestra.

Upcoming

May 14: Public hearing on nomination of Robert H. Hyde, Room G-16, U.S. Capitol.
May 15-17: Canadian Broadcasting Corp. Board of Governors, Chateau Frontenac Hotel, Quebec. (BAB, SMJ Clinics and Other Upcomings page 38)

In this Issue—

Removal of credit controls on sales of durable goods may be handsome windfall for radio stations and television. Manufacturers, distributors and retailers are expected to increase advertising budgets to push durables that have been moving slowly because of restrictions on time advertising payments. Page 25.

Rumors of impending radio network rate reductions are flying as under-the-table deals with advertisers continue. One such deal involves General Tire, majority stockholder of MBS, as sponsor that wants bargain. Page 23.

Auto makers are in high gear in summer advertising drives on radio and television. Page 25.

Talent agencies have struck gold in television, which has created most consistent demand for talent in entertainment history. Here's full story of how ten-percenters are getting rich. Page 25.

Don't be surprised or disappointed if law suits hold up television news. Arthur Scharff, president of Federal Communications Bar Assn., thinks Sixth Report and Order is full of weaknesses and that court action against it is almost inevitable. Page 74.

A new bill is introduced to give broadcasters relief from headaches they get in carrying political speeches. This one would modify existing laws to let broadcasters carry political material out of such broadcasts. Page 85.


Legislation is introduced by Sen. Ed Johnson to give Secretary of Commerce blanket power to remove or prohibit construction of any radio or television tower he considered hazardous to flying. Tall tower issue is getting more controversial every moment. Page 78.

National Collegiate Athletic Assn. announces third study of influence of TV on football gate. Though study is full of contradictions, NCAA swears it means that TV is murder for ticket sales. Page 74.

Relaxation of government's ban against color television manufacturing may come within week, but it won't mean color will suddenly come to life. At best, it will permit only trickle of color equipment. Page 71.

Page 6 • May 12, 1952

Closed Circuit

(Continued from page 5)

nighttime, floating schedule and station breaks. This combination schedule, on rate card, works out to roughly 50% of one-time rate.

GENERAL MILLS understood to be negotiating with ABC radio network for its Hymns of America airing currently running in 900 radio markets and placed on station-to-station basis. If network gets show, renewals on stations will not be forthcoming. Definite word expected next week. Dancer - Fitzgerald-Sample, N. Y., is agency.

REP. MIKE MANSFIELD (D-Mont.) is in no hurry to place bill in House hopper to prohibit "whistle-blowing" for political talks by stations (B&T, April 14). Apparently, he's hoping threat of legislation will forestall broadcaster surveillance. He was impressed with a December 1950 success in prodding NABT to warn member stations on alleged charging beyond card rates. His present plan is to hold off for some weeks.

IN TEMPO WITH TV and radio programming co-ordination, consideration is being given by both national political committees to 12 noon convention sessions from Chicago in May. This would coincide with hour Congress convenes and would give committees opportunities to perform their "smoke-filled room" conclaves prior to noon. Thought is that sessions could be held from noon to 3 or 4 p.m., with committee sessions starting at 9. This would mean minimal of interference with programs during of hours.

CARL HAVERLIN, president of Broadcast Music Inc. and a Lincoln student, author of one-time short run on WDAE, presided over presidential election year to be telecast May 18 on Sloan Foundation's American Inventory via NBC. Produced by Walter Schwimmer Productions, Chicago, show to serve as showcase for projected weekly half-hour live video series from Chicaco. Mr. Haverlin wrote original radio scripts, packaged by Mr. Schwimmer, eight years ago and sold then as network feature to National Assn. of Small Businessmen.

THEY'RE ALREADY talking impending shortages in TV and radio sets for TV season and fall operation, what with licensing of new stations upcoming following freeze-end July 1. Prospective applicants, notably those without radio operations, report difficulty in finding experienced engineers to fill applications preparation and planning. Consequently it's felt that there will be more job opportunities developing, both in television and for their replacement in radio, than at any time since eucharistic World War II shortages.

DuPONT RADIO-TV AWARDS TO BE ANNOUNCED MAY 17

ANNUAL awards of Alfred I. DuPont Foundation for outstanding radio-TV public service to be announced May 17 at banquet in Mayflower Hotel, Washington. FCC Chairman Paul A. Walker to be guest along with Mrs. Jesse Ball DuPont, founder of awards in 1942; O. W. Riegel, foundation curator; and Dr. Francis P. Gaines, president of Washington & Lee U., administering awards.

Plaques and $1,000 awards to be given large radio or TV station, small radio station and newsroom contest winning entries. Money may be used to establish scholarships or fellowships for advanced study by young people at approved American institutions. Other stations to receive special commendation.

for more at DEADLINE see page 106

BROADCASTING • Telecasting
WREC
HAS NO PATENT ON
GOOD PROGRAMMING
★
LOW COST COVERAGE
★
FAIR BUSINESS POLICIES
★
CIVIC INTEREST

But we take pride in that we do deliver them to both Listeners and Sponsors alike.

That WREC does deliver is proved by the facts.... costs are 10.1% less than in 1946 per person reached, and WREC has a higher average Hooper than any other Memphis station.
with West Virginia’s

“personality package!”

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

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.
To the PRESS and RADIO:

Subject: ABOUT THOSE "TWELVE" INCREASES IN RAILROAD FREIGHT RATES

To meet increases in railroad operating costs which have been accumulating since 1949, the Interstate Commerce Commission on April 11 authorized an increase in freight rates estimated to average about 6.8 per cent above the rates then in effect and about 13.8 per cent above the rate levels of 1949.

This increase has been described as the twelfth since the end of World War II, but eight of the twelve have been interim increases, subsequently absorbed into, and made a part of, four basic decisions.

Whether described as twelve increases, or four, all of them put together have raised the level of railroad rates above pre-war levels by only a little more than one-half the percentage by which the major elements of the cost of producing rail transportation -- wages and fuel and materials prices -- have gone up in the same period.

And the average revenue the railroads receive for performing a unit of service -- moving a ton of freight one mile -- has gone up since before the war only about one-third as much as the average increase in prices generally.

Railroad freight rates today -- even after the latest increase -- are a smaller proportion of the cost of most things people buy than they were before the war, and total railroad freight charges are such a small part, on the average, of the cost of producing and distributing most goods that changes in freight rates, either up or down, are not enough to have material effect on retail prices.

Even if all freight rate increases authorized since 1949 -- including the one of April 11 -- were reflected in full in the prices the public pays for goods, the total increase in prices would be something less than one-half of one cent out of each dollar spent -- and that includes the increases in rates on raw materials and everything else that goes into the finished products, as well as in the rates on the products themselves.

The significant thing about the increase in freight rates recently granted is that railroad revenues will be brought more nearly in line with increases in the cost of producing transportation -- so that railroads will be better able to serve the public and to meet the requirements of agriculture, commerce and industry, and the demands of national defense.

Sincerely yours,

William T. Faricy
Junior's too young to worry much about sharing a platter with french fries and onions. Mother is hopeful he'll escape his predestination and get a job posing for Borden ads, but chances are next time you see Junior in print it'll be on a menu.

Radio can be like that. You hopefully buck destiny by placing a schedule on a lightweight peanut-whistle and the results are hamburger instead of Chateaubriand. Avoid that error in Oklahoma City by going first class . . . buy KOMA, the only 50 kw CBS outlet in the state . . . the merchandising minded station in Oklahoma City

KOMA Avery-Knodel, Inc.
50,000 WATTS • CBS RADIO
J. J. BERNARD Vice-President and General Manager

“I ACTUALLY welcome the kind of campaign that other agency men would hate to stick their neck out on,” says Al Charles, account executive for Washington’s Kal, Ehrlich & Merrick Adv. Inc.

“I mean the kind of a campaign where immediate results are wanted; the kind where your clients want the telephone to start ringing as soon as the announcement is over,” Mr. Charles explained.

“It’s a game with me,” he added. “Each account has its own advertising problems. I welcome the tough ones because if it clicks through my ingenuity, I have a real sense of accomplishment.”

Apparently advertisers have noticed Mr. Charles’ good batting average because he now has 25 active accounts for which he places about $500,000 a year.

Radio is paid high compliment in the way Mr. Charles selects his advertising vehicle. He estimates that about 90% of his placements go to radio, with the remaining 10% divided equally between television and printed media.

“I have the advantage of choosing my media,” Mr. Charles explained. “And, in all modesty, I can say that I know more about local radio than any other man in the country. A lot of people don’t know how to use radio.”

What would you say are basic rules for a successful radio campaign? A reporter queried.

Mr. Charles flicked the ashes from a cigarette, and reflected a moment.

“Well, first, domination. By that I mean get on all the stations. Second, try to sell only one idea at a time. Third, repetition.”

Then speaking generally, and not for radio specifically, Mr. Charles said that gimmicks were invaluable and that when he has a piece of copy that clicks, he doesn’t change it. He said that he once used the same copy for two years.

Speaking of copy, Mr. Charles said that there is a value in having copy so poor that listeners get sick and tired of hearing it. He explained further:

“If you hit the nail on the head with a catchy commercial, the whole country is talking about it. If your copy is purposely so poor that listeners can’t stand it, they talk about that kind of a commercial too. If, however, you’re in between, it doesn’t make much of an impression at all. I try to

(Continued on page 64)
HERBERT CLAASSEN, timebuyer, Ruthrauff & Ryan, N. Y., named manager of spot radio-TV timebuying.


ALLAN H. KELLY, formerly with BBDO, N. Y., and ANDREW P. SAYLES, Kenyon & Eckhardt, to copy department of Geyer, Newell & Ganger, same city.


ELIZABETH L. ROBINSON, director of advertising and sales promotion, Helene Rubenstein Inc., N. Y., to Ruthrauff & Ryan, same city, as account executive.

BRISACHER, WHEELER & STAFF have temporarily discontinued Hollywood office.

BILL DOYLE, Newell & Ganger, N. Y., to D'Arcy Adv., that city, as radio-TV writer.

DAVID MATHEWS, writer-producer, American Film Producers, N. Y., to Ruthrauff & Ryan, Hollywood, as supervisor of TV films.

ROBERT A. NAUSER, assistant to advertising manager of RCA Victor home instrument dept., Camden, N. J., to executive staff, Roy S. Durstine, N. Y.

MONTE J. CURRY, co-partner, Curry-Risley, N. Y. (art director services), to Rockett-Lauritzen, L. A., as art director and account executive.


HERBERT W. WARDEN, who recently completed 17 months as reserve officer on active duty in U. S. Marine Corps has rejoined Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as account executive.

REMUS HARRIS, Doberty, Clifford & Shenfield, N. Y., to Blow Co., that city, as account supervisor.


DAVID MATHEWS, producer, Universal-International, Hollywood, to Ruthrauff & Ryan, that city, as executive TV film producer on Big Town and all West Coast filming of agency's TV commercials.

GERALD M. SCHAFLANDER, Kaiser-Frazer Sales Corp., N. Y., to Geyer, Newell & Ganger, that city, in sales promotion and merchandising staff. VIRGINIA L. GRIMES, public relations director, Toy Guidance Council, joins agency's public relations department.

DON BLAHHUT, radio-TV director, Peck Adv., N. Y., to Emil Mogul Co., same city, in same capacity.


BRUCE HOLTZ and ROBERT E. CODY, technical writers, O'Keefe & Merritt Co., L. A., to Anderson-McConnell Adv., that city, technical publications staff, as editorial supervisor and handbooks' supervisory editor respectively.

DWAIN ESPER, assistant sports director, KLAC Hollywood, to Walter McCreaery Inc., Beverly Hills, as promotion director.

TED BERRIEN, production supervisor, Ruthrauff & Ryan, Hollywood, father of girl, Barbara.
**All That’s Asked**

**EDITOR:**

Broadcasting • Telecasting has always kept up to date with the industry and what else could you ask for:

Andy Potter
Radio-TV Director
Calkins & Holden, Carlock, McClintion & Smith
Los Angeles

Hal, Bill and Coo

**EDITOR:**

Several broadcasters have asked me what I thought of NARTB and BAB.

We now have in Harold Fellows and Bill Ryan “two of our own.” They started in radio at the beginning. They grew with the industry. As former station managers, they know what it means to have strong and able leadership in our national organizations. They know our problems. They are practical in their achievements.

If we as an industry don’t get behind Hal and Bill and help them do the job, then we don’t deserve a healthy NARTB and BAB.

I work with many stations throughout the United States. The confidence in NARTB and BAB is now at all time high.

Fred Palmer
The Fred A. Palmer Co.
Columbus, Ohio

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**Growing Pains**

**EDITOR:**

The April 21 issue of Broadcasting • Telecasting carried a double page spread for KCBQ San Diego — “First in Audience In The Nation’s Fastest Growing Major Market.” We respectively take exception to this reference to San Diego as the nation’s fastest growing major market.

According to the U. S. Census of 1950, the population of the San Antonio metropolitan area showed an increase of 60.25% during the decade from 1940 to 1950. The San Antonio metropolitan area showed an increase of 58.1% for the same period.

Furthermore, these figures do not include “on the post” military personnel for San Antonio’s 11 major military installations.

There is nothing better than first—and San Antonio is FIRST.

Howard W. Davis
General Manager
KMAC, KISS (FM) San Antonio

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**Yes and No**

**EDITOR:**

The letter of W. E. Bradford of KSST in your April 21 OPEN MIKE is very interesting. However, if you were looking for votes as to whether station listings should be marked that no P.I. business is accepted, please cast one very emphatic “no” vote.

Our waste baskets are pretty well loaded also with P.I. offers, but we have never had any problem in immediately distinguishing between a P.I. and a legitimate order. Evidence of the P.I. deal is usually available in the first sentence. Very little reading time is lost and they do make a nice hot blaze.

In our opinion, they should not even be given the status of having been voted upon as far as station listings are concerned.

G. P. Richards
General Manager
WHBL Sheboygan, Wis.

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**Educated Educator**

**EDITOR:**

The question of whether or not education can have a place in TV by joining forces with commercial broadcasters or by striking out on its own is a vital one.

I thought that you might be interested in the latest development in television at the U. of Omaha...

... The university is cooperating with KMTV (TV) to present a course over TV for college credit. We hope that many people will decide to register...

But the main point is registration. The success of the course will not be determined by the number of registrants but simply by the fact that thousands of people will have the opportunity to see and hear education in action...

Bruce A. Linton
Head, Dept. of Speech, Radio and Theatre
U. of Omaha
"Better turn off either the
sink or the TV, honey!"

TV is wonderful in its place, but that doesn’t include 66.1% of the places where Louisville families can and do listen to radio sets!

WAVE radio is heard via thousands of extra sets in kitchens, bedrooms, basements, dining rooms and automobiles — hence can make 1000 impressions for you, for only 37¢!

Check with Free & Peters!

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

WAVE
LOUISVILLE

5000 WATTS • NBC • FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
"There is something
All prevailing trade winds point straight to the Plus Network...

*Mutual* is the one radio network with a *plus* in client billings. After the only full-year gain in the industry ('51 over '50), Mutual Network time sales for the first quarter of '52 are 11% ahead of '51.

*Mutual* is the one radio network with a *plus* in share of audience. Latest Nielsen data reveal the only increased share in the industry: Jan.'52 is 13% ahead of Jan.'51.

*Mutual* is the one radio network with a *plus* in station facilities. Our 12-year pattern of "the most stations in the most markets" now inspires imitative efforts by all other networks.

All prevailing trade winds point straight to the Plus Network... where the most sales-productive fields in all U.S. advertising await your plowshare—and where the lowest costs prevail, too.

the *MUTUAL* network of 550 affiliated stations
east, west, north, south
WRC audience surveys mean something more than passive listeners. Daily and Sunday “circulation” is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits—a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

In The Nation’s Capital
Your Best Buy Is FIRST in Washington WRC

5,000 Watts • 980 KC
Represented by NBC Spot Sales

William James Reilly, Chicago manager of the Adam Young station representative firm, is a long-standing fan of two kinds of pitching, the radio sales and the baseball varieties. Although his loyalty to the former has never been questioned during 15 years in the business, he scans a wary eye in the direction of the Chicago White Sox. On opening day, an Adam Young station manager whom he squired to the park was clouted in the head by a wayward pop-up. Radio, despite its hazards, is infinitely safer, Mr. Reilly concludes.

Manager of the Chicago office since 1948, he worked the 11 previous years for Weed & Co., another station representative firm, in Chicago. He covers essentially

(Continued on page 90)

Strictly Business

A CHANCE conversation between Paul W. Morency, vice president-general manager, WTIC Hartford, and A. J. Brundage, retired 4-H Club leader, initiated action which resulted in a gift of 3,000 baby chicks from Connecticut 4-H Club members to the Austrian 4-H’ers.

This has resulted in a commercial order from the Austrian government for 200,000 chicks this year.

Mr. Morency happened to meet Mr. Brundage in the Hartford railroad station last year. They thought a gift of chicks to Austrian children would be a good idea. The idea was carried through by the Connecticut Poultry Assn. and 4-H Clubs. The good record made by the Connecticut chicks influenced the Austrian Ministry of Agriculture to place the large order this year.

It will take three cargo flights to carry the chicks to Europe. First flight, carrying 70,000 day-old chicks, took off from Bradley Field April 28.

Prior to the departure of the plane and its valuable cargo, Frank Atwood, farm director at WTIC, conducted a broadcast from Bradley Field. On the program, Mr. Morency declared “that helping the people of Austria to provide food for themselves is a splendid way to build good will between the two countries.”

Present to witness the loading (Continued on page 108)

Feature of the Week

Seeing the 70,000 baby-chick passengers safely on plane bound for Austria are (l to r) Walter Bishop, Agriculture Co. of Pan America, Mr. Morency, John Christensen, state commissioner of farms and markets, representing Gov. Lodge, and Mr. Atwood.

For the Third Consecutive Year WISN Has Won the National Safety Council’s Public Interest Award for Exceptional Service to Safety.

We Are Proud of This Recognition. We Are Proud, Too, That for 30 Years Milwaukee Has Always Looked to WISN for Outstanding Broadcasting in the Public Interest.

That’s Why WISN Means Radio’s Best to All Milwaukee.

In Milwaukee They List’n to WISN 5000 Watts Represented by Katz Agency

Broadcasting • Telecasting
Speak of sports in the Carolinas and 3,000,000 listeners think of WBT's Lee Kirby. His 15-year record as play-by-play artist for Atlantic Refining Company ranks him with the nation's best. His WBT sportscast currently draws a 15.1 Pulse rating for a 59% share-of-audience. Two more significant examples of the pre-eminent power of WBT local personalities—and WBT itself.
More advertisers use WIBC exclusively than all other Indianapolis stations combined!

A recent survey* found 124 local and national advertisers convinced that WIBC—alone—can deliver the radio audience in the Indianapolis market. Here's why:

* WIBC's local programming and friendly interest in farm affairs have won the loyalty of Hoosier audiences.

* WIBC personalities make continual personal appearances throughout the state, merchandising WIBC-advertised products.

* WIBC's 50 KW coverage reaches all of Indiana, spills well over into neighboring states.

From microphone to point of sale, WIBC is a potent selling force in Indiana. WIBC reaches the audience, moves the merchandise, gets the job done! See your John Blair man today!

* A survey of spot advertisers, conducted for WIBC in January, 1952.

JOHN BLAIR & CO.
National Representatives

WIBC, Inc. * 30 West Washington Street * Indianapolis 5, Indiana

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**new business**

**Spot...**

**ARMSTRONG RUBBER Co.,** West Haven, Conn., sponsoring news programs on 100 stations coast-to-coast on multi-week frequency basis for Armstrong Rhino-Flex tires. Contracts are effective June 2. Agency: Maxon Inc., N. Y.

**RICHFIELD OIL Corp.,** L. A. (petroleum products), started 20-second animated cartoon TV spot announcement campaign in five West Coast markets, for 26 weeks from May 7. Stations are KNXT (TV), KLAC-TV and KNBH (TV) Hollywood, KFMB-TV San Diego, KRON-TV San Francisco, KING-TV Seattle and KPHO-TV Phoenix. Agency: Hixson & Jorgensen Inc., L. A.

**NEW HOLLAND HAY MOWERS,** New Holland, Pa., buying radio farm programs in Midwest starting May 12 for 13 weeks. Agency: J. Walter Thompson Co., N. Y.

**WILCO Co.,** L. A. (Clearex window spray), started West Coast TV film spot announcement campaign May 5 for 13 weeks on KTAL (TV), KNXT (TV), KECA-TV and KNBH (TV) Hollywood; KPIX (TV), KRON-TV and KGNO-TV San Francisco, and KING-TV Seattle. Agency: Elwood J. Robinson & Co., L. A.

**AUSTIN MOTOR Co. Ltd.,** Toronto (British cars), starts radio advertising with spot announcement campaign on 26 Canadian stations. Agency: Harold F. Stanfield Ltd., Toronto.

**S. & W. FINE FOODS Inc.,** S. F. (coffee, canned food products), renewed Second Cup of Coffee Club on 16 CBS Radio Pacific Network stations, Mon., Wed., Fri., 7:45-8 a.m. PDT, for 52 weeks. Agency: Foote, Cone & Belding, S. F.


**Network...**


**QUAKER OATS Co.,** Chicago, renews Monday and Friday segment of Kagon Corp.'s Gabby Hayes Show on NBC-TV, Mon. through Fri., 5:15-5:30 p.m. Agency: Sherman & Marquette, Chicago.

**GENERAL FOODS to sponsor Arthur Murray Party for 13 weeks from July 11, on CBS-TV, Fri., 8-8:30 p.m. EDT, as summer replacement for Mama. Agency: Benton & Bowles, N. Y.**

**Agency Appointments...**

**C. A. MOSSO Co.,** Chicago, for Oi-I-O-Sol antiseptic, names Tim Morrow Adv., same city. Radio is being used. FRANK E. DUGGAN is account executive.

**SAVINGS & LOAN ASSN. of SOUTH PHILADELPHIA names Benham Adv., Phila.**

**LORRAINE BURTON FOODS,** Santa Monica, Calif. (Caesar salad dressing), and MRS. CHAPMAN'S HOME FOOD PRODUCTS, L. A. (Woody's Bar-B-Cue products), name Jimmy Fritz & Assoc., Hollywood. TV being used for former. Radio-TV will be used for latter.

**EDWIN J. SCOETTLE Co.,** Phila. (folding boxes), appoints Abner J. Gelula Assoc., that city.

**GLADDING, McBEAN & Co.,** L. A. (mfrs. tile), names Hal Stebbins Inc., that city. TV is being used.

**PIERCE INTERESTS,** L. A. (Pierce Bros. Mortuaries, Pierce Insurance

(Continued on page 97)
YOU CAN GO "LIVE"
with SPOT PROGRAM TELEVISION

Spotted across the country are certain live, station-produced TV shows with strong claims on any advertising budget. For product tests...for getting your feet wet in television...for solving localized sales problems—these shows can't be beat.

These station-produced programs come in all types and sizes: variety, drama, homemaker, juvenile, sports and news, participations, etc. Their names may or may not be familiar to you. Some have ratings that seem stratospheric; others have ratings considerably more earth-bound. But they all have one feature in common: They sell their heads off for the sponsor. For they're planned that way, by people who know the local audience best.

These local live shows are just one more facet of the many different advantages of Spot Program television. All the exciting opportunities in Spot Program advertising are detailed in a new Katz presentation. Your Katz representative will be pleased to arrange a convenient meeting to show it to advertising, selling, or agency executives.

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.
NATIONAL ADVERTISING REPRESENTATIVES
...and one man in his time plays many parts...
—SHAKESPEARE
a new Capitol open-end dramatic show

starring PAUL FREES, America’s most versatile actor!
15-minute transcribed dramas
easier to program! easier to sell!

THE PLAYER is a show you can sell! 15-minute dramatic programs — each one
a complete fast-moving entertainment package with a smash surprise ending!
Put THE PLAYER in a late afternoon slot or following the late-evening news —
3 or 5 times a week.
THE PLAYER has universal appeal — to men, women, and older children.
It’s a show sure to build a strong rating, build sales, too, for any type of
product or service, at a cost that will pleasantly surprise Mr. Sponsor.
Send for full details and audition record. Write, wire, phone or use coupon.

a big show — in a low-cost package
As radio fare THE PLAYER is sure-fire. Starring Paul Frees, and scripted by
outstanding writers, THE PLAYER can vary daily as a strip show. Shows
include mysteries, westerns, romances, comedies, adventure, science fiction,
and other types, all featuring special music by Ramez Idriss.

here are some of the writers:

RICH HALL
TOM TOMLINSON
JOHN BOYLAN
BEN PEARSON
WALTER GERING
PAUL WEST

here are some of the titles:

OLD MAN SOLITAIRE
THE GREAT JALOPY RACE
THE MISSING MR. DILLON
FROZEN JUSTICE
FIRST CITIZEN OF THE BOWERY
THE PROFESSOR GOES TO THE CIRCUS
MIRAGE

THE PLAYER marks the high-spot of successful
Capitol programs you can sell to sponsors

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 N. Vine Street, Hollywood 28, Cal.

Please send full particulars on THE PLAYER and audition
record.

NAME ___________________ TITLE ___________________

STATION OR COMPANY ___________________________

ADDRESS _______________________________________

CITY ___________________ ZONE _______ STATE _________

BROADCASTING * Telecasting

May 12, 1952 * Page 21
“KWKH jacks sales of Jax Beer”

Says HAROLD W. HARGROVE
Sales Manager, Jax Division, Shreveport Beverage Agency
LARGE LOUISIANA BEER DISTRIBUTOR

Few beer distributors in America can boast as pretty a sales curve as Jax Beer has racked up in the big Louisiana-Arkansas-Texas area, primarily through KWKH advertising. Here's how Mr. Harold W. Hargrove recently put it:

"In July, 1949, the Fitzgerald Advertising Agency of New Orleans launched a radio campaign for Jax Beer over KWKH. Our Jax sales increased approximately 30% during the first year this campaign was on the air and have continued to climb steadily since that time. We are confident that KWKH has been the greatest single factor in building demand for this product and we feel that the 'Jax World of Sports' and the 'Louisiana Hayride' are doing a grand job for Jax.

(Signed) Harold W. Hargrove"

50,000 Watts · CBS Radio ·

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

KWKH
A Shreveport Times Station

The Branham Company
Representatives

Henry Clay, General Manager
CREDIT LIFT EFFECTS

By JOHN OSBON

THE GOVERNMENT opened the gates last week to a potential multi-million-dollar plus in national, regional and local advertising expenditures.

The prospect for competitive buying of radio-TV network and spot time and for fresh new money in broadcasters' sales tallies loomed belled among automobile lenders with credit restrictions on automobiles, radio-TV and other appliances, and household furnishings.

Industry authorities, national advertisers, car dealers and top manufacturers agreed that the government's action paves the way for stimulated consumer demand, with a beneficial effect on all segments of the American economy including employment.

What impact the move would have on national network radio-TV accounts among those products freed by the government and on local or spot time sales was not, of course, immediately ascertainable. But the feeling seemed to be that any action to ease controls in the economy would prove helpful in the long run.

Installment credit outstanding as of last March 31 was in excess of $15.1 billion.

Foundation for Further Action

While it obviously was too early to elicit concrete instances of expanded advertising media budgets and particularly increased radio-TV buys, a groundwork was laid with suspension of Regulation W for a spirited buyers' market.

The indications of healthy media activity for summer and fall business not yet set may be gauged by the nature of the products freed for the open market by the Federal Reserve Board.

Perhaps the prime effect will be felt by automobile manufacturers and their dealers who had faced stiff reluctance from prospecting buyers balked with terms calling for 50% down and 18 months to pay. Auto advertisers ranked top-most by product group in use of local radio with a whopping $32 million plus last year, and fifth in spot on a national basis with nearly $10 million.

Auto retailers (cars, accessories), department stores, home appliances and furniture stores commanded top runs on the local radio sales ladder in 1951 and it seemed certain that, in the competitive battle ensuing, would fight hard for the consumer dollar by boosting their ad budgets.

Coincidentally, FRB announced the suspension as major automobile manufacturers acknowledged a new competitive era and urged dealers to "push" their wares to maintain sales volume. New radio-TV schedules point out the desire to capitalize on summer advertising (see story page 26).

As a spokesman for the National Automobile Dealers Assn. put it, "this action will open up a market to millions of Americans who couldn't buy cars before. Dealers will have to advertise more to sell and keep pace competitively."

Radio and television set-makers enter the Regulation W picture in two ways: (1) use of broadcast time, nationally and regionally, to meet consumer demand for radio-TV receivers, now operating at a normal production-distribution level. Local distributors and dealers, through manufacturers' tie-ins, are also re-appraising their local sales outlook.

There were widespread reports that many local dealers throughout the country rushed full-page ads into print advising prospective buyers of a "no down payment, two years to pay" policy. In some instances, they also bought radio spots, though many broadcast commitments had not been cleared up or were not reported to BROADCASTING late Thursday.

Set manufacturers had been caught in the squeeze between FCC's late unamended freeze on new TV station construction and a somewhat leniating demand for new video receivers until last fall. Since then, dealers have cleared their shelves of bulging inventories.

Auto Field Requisites

Actually terms were not as stiff for set-buyers as automobile customers, with the reserve board prescribing a 15% down payment and 18 months maturity payment. Retailers have been scrapping competitively for the radio-TV receiver dollar, with such resultant low prices that OPS has seen fit to devise tailored price ceilings for the industry.

But with decreasing inventories and the prospect of new TV stations adding to circulation, dealers are expected to find a more flexible market.

"The Federal Reserve Board's action will stimulate business to some degree and have some effect in that it will open up new markets," according to James Secrest, general manager, Radio-Television Mfrs. Assn. He foresees perhaps a rash of dealer advertisements at the outset to take advantage of the board's action but no substantial long range impact.

Mr. Secrest noted that inventories have diminished to the normal six-week level and that the 15% down payment required under Regulation W was not too large. Some customers may purchase more expensive TV models, on which small down payments may be required. He predicts no mass buying that might deplete store shelves to the point that materials shortages will hurt production more seriously than has been the case.

RTMA spearheaded the industry fight in June 1951 for relaxation of installment restrictions. Later, the Federal Reserve Board, acting on mandate from Congress, eased curbs from the original 25% down and 15 months to pay.

A more conservative view on the government's action was given by James D. Shouse, board chairman, Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. He saw no appreciable effect on buying habits of the American public or on the nation's advertising expenditures.

"The public has been relatively... (Continued on page 105)
the communications, GAB have only a group the human to its increase not foreseen. Wailes Institute, when "said rather the April evening."

Page was devoted Atomic Commission. Once (see 4 2 I

The Georgia Assn. & Radio Theatre

The Georgia Dept. of Commerce. Mr. Heslep, radio engineering as a vice president, as a vice president, it was announced today (Monday).

Mr. Kenkel, who will return to his headquarters in New York, will be primarily re- responsible for the direction of the new Nielsen coverage service to radio and TV stations, it was added. A graduate of St. Louis U, Mr. Kenkel was associated with Gardner Advertising Co., New York, for several years, ultimately serving as a director of radio and media and as an account executive. He joined the Hooper organization in 1941 and, a year later, became a vice president. In 1944, he was named executive vice president and became a director.

DAYTIME RADIO

'Solid' Medium—Stolzoff

DECREASE in the average radio station's audience without a corresponding decrease in its rates merely means the cost-per-thous- and is going up, Jerry S. Stolzoff, account executive for Foote, Cone & Belding, Chicago, told the Louis- ville Advertising Club Friday.

He compared this to increases by magazines in their advertising rate without increases of circulation. Recommending to stations relatively low-cost news, music and sports programming during evening hours, when television hits hardest, Mr. Stolzoff said also that "daytime radio is a hearty, lusty solid advertising medium."

"The national bills for daytime radio are being paid by some of the sharpest national advertisers in the country," he said. "There are not many opening toDaytime radio on May 9, 1952, than there were on May 9, 1948," he said.

Radio, until mid-afternoon, is as strong as it has ever been in the entire history of the radio in- dustry," Mr. Stolzoff said. "The slight decreases in percentage of sets tuned in is more than offset by the increase in the number of sets."

Citing FCC figures of $455 mil- lion AM-FM radio industry income in 1951, largest in history, he said, "According to every indication, it looks as though 1952 will be a bigger year than 1951."

KENKEL SWITCHES

Joins Nielsen Firm

FRED H. KENKEL, formerly execu- tive vice president of C. E. Hooper Inc., has been named A. C. Nielsen Co. as a vice president, it was announced today (Monday).

Mr. Kenkel, who will return to his headquarters in New York, will be primarily re- responsible for the direction of the new Nielsen coverage service to radio and TV stations, it was added. A graduate of St. Louis U, Mr. Kenkel was associated with Gardner Advertising Co., New York, for several years, ultimately serving as a director of radio and media and as an account executive. He joined the Hooper organization in 1941 and, a year later, became a vice president. In 1944, he was named executive vice president and became a director.

Platt to Speak

JOHN H. PLATT, vice president in charge of advertising and public relations services for Kraft Foods, Chicago, will discuss politics and planning which a client puts into a high- budget network show at the Chi- cago Television Council May 21.
AUTO ACTIVITY

AMERICAN automotive manufacturers have released the clutch on their budgets for a power drive into summer advertising, using radio and television in both spot and network format. That was the finding of a recent CARAVAN TELECASTING check made last week.

The purpose of the campaigns is to capitalize on the seasonal urge of Americans to hit the road, and to that end at least nine firms were found to be heavily involved in summer scheduling, with at least three of the companies using radio and TV spots.

First, Ford Dealers of America will retain its half-hour on NBC-TV during the summer months with a new program called Mr. Peepers, featuring Wally Cox. Show will be produced by Fred Coe. If the program proves successful it has a good chance of remaining on during the fall season. At any rate Ford will retain the time (Thursday, 9:30 p.m.) during next year. J. Walter Thompson Co., New York, is the agency.

The three active spot advertisers are Dodge, Chrysler, Hudson Motors, and Kaiser-Frazer.

Dodge (Chrysler Corp. of America) is using 500 radio and TV markets for its 1953-4 campaign, the following dates: April 28, May 5 and May 12, for two, three and four week durations.

Ruthrauff & Ryan, New York, has been placing the campaign, although the account goes to Grant Advertising Inc. effective early in June.

Hudson Starting To Roll

Hudson Motors through its agency, Brooke, Smith, French & Dorance, Detroit, has begun a campaign in a number of markets for this month. Advertiser is using programs and spots on local stations.

Kaiser-Frazer, in addition to its recent buy of 45 minutes per week on NBC-TV’s Today with Dave Garaway, is placing a two-week campaign during May in a number of markets across the country. On a Monday-through-Friday basis, Kaiser-Frazer sponsors two separate five-minute segments on each day except Tuesday, when it has one five-minute segment. William H. Weintraub & Co., New York, is the agency.

The one radio network buy involves General Motors Oldsmobile Div., Lansing, Mich., which signed for sponsorship of the Poppy Lee Shattuck CBS Radio (Thursday, 7:30-8:30 p.m.) starting the end of May. Agency is D. P. Brother & Co., Detroit.

DeSoto-Packard has renewed Groucho Marx’ You Bet Your Life on NBC-TV (Thursday, 8:30-9:30 p.m.) for next season through its agency, BBDO, New York. DeSoto-Packard, a part of Chrysler Motors, is about to sign the renewal of its Dinah Shore Show twice weekly (Tuesday and Thursday, 7:30-8:45 p.m.) on NBC-TV. Advertiser spending this year for television in the Campbell-Ewald Co., New York, is the agency.

Buick Cars, which has not used TV for two years, is expected to pick up the fourth Tuesday night 8-9 p.m. segment on NBC-TV, which has been released by Texaco Oil Co. Latter advertiser will continue to sponsor Milton Berle the other three weeks out of four. Kudner Agency, New York, is the agency for both Buick and Texaco.

Cadillac Considering

Cadillac Cars is understood to be considering a national television show through its agency, McManus, John & Adams, Detroit.

Lincoln-Mercury will continue to sponsor the Ed Sullivan Toast of the Town show on CBS-TV next season. Ford Motor Co. had asked to co-sponsor the program because of mounting costs. However, Lincoln-Mercury Dealers is currently trying to get a larger budget so that it can singly underwrite the program.

Packard Cars through Maxon Inc., New York, which is sponsoring Rebound on a number of television stations, is currently in negotiations on next fall’s plans. Decision is expected early this week.

Other developments in the automotive field last week were of a somewhat preliminary nature but strongly significant as indication of the future direction and extent of advertising outlay in at least a segment of the industry.

E. C. Quinn, vice president of Chrysler Corp., announced that his company is setting up the most intensive advertising and sales program in its history for its Chrysler-Car Div. in a move to take the leadership in the luxury car market.

Speaking more generally, Harry J. Klinger, vice president of General Motors, pointed out that the automotive industry is once again entering into a competitive market.

WELCOMING
Henry E. Aft (r), president, Brand Names Foundation, to the Rocky mountain region are Palmer Hoyt (l), publisher, Denver Post, and Charles Bevis (c), manager, KOA Denver.

Firms Set Summer Schedules

O’HARA BILL Would Offer Political Libel Guard

DUE BY DAVE BERLYN

A “ENTRY LAWYER” approach to the existing problem of political broadcast liability was offered on Capitol Hill last Thursday on the threshold of the upcoming national elections.

Use of the rustic term, “country lawyer,” was the way Rep. Joseph H. O’Hara (R-Minn.) described his bill (HR 7762) that would attempt to give to the Federal Communications Commission the authority and duty to delete libelous material from a candidate’s talk.

The licensees do not hold that authority now, Sec. 315 of the Communications Act which governs political broadcasts.

Observers on the radio scene saw in the O’Hara bill a possible new avenue of exploration toward an eventual solution of the current licensee political predicament.

Bill Provisions

The new bill would require equal opportunity for time to all other candidates, same time to which a legally qualified candidate, whose talk is broadcast, aspires. It holds no provision for persons who speak on behalf of the candidate.

The licensee would be prohibited from exercising power of “political or partisan censorship.” But there would be no obligation upon him to broadcast any defamatory, obscene, or other material which may subject it [licensee] to any civil or criminal action in any local, state or federal court.

FCC according to the bill, would be compelled to issue rules and regulations to carry into effect the bill’s provisions within a year after the measure became law. Apparent- ly this interpretation of Sec. 315 would become the law of the land. After the year was over, and incidentally, the election year would be history, too, the FCC then would be required to promulgate its rules and regulations.

Rep. O’Hara told Broadcasting: “This is the bill that he had designed the bill “to place an existing station on the same basis as the newspaper in taking a political advertisement.”

His strategy, he explained, was to get hearings on my bill and the Horan bill before the House Commerce Committee.” The current situation for the broadcaster, he said, was “bad” but the Horan bill, he asserted, would leave it “almost as bad.” “We must have one policy or the other,” he said.

The bill, Rep. O’Hara continued, was “my own idea coupled with requests from small stations that something be done.” “The measure, he explained, is a “country lawyer approach to the problem.”

The broadcaster must have rights of censorship plus the responsibility when carrying a candidate’s speech. “We shouldn’t remove one in favor of the other,” he added.

This new bill came in the midst of feverish behind - the - scene activity at the Capitol to give the broadcaster liberal protection. The developments included:

1. Possibility that the libel-proof bill, as proposed by Rep. Walt Horan (R-Wash.), may be offered on the House floor as an amend- ment to the McFarland bill.

2. This failure, it’s said House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) will be prodded to hold hearings of his committee on the bill.

3. Flood of letters from broadcasters urging legislators to get behind the Horan bill. Some 80-90 House members have received correspondence, it was reported.

4. Absence of opposition thus far leads to opinion that the path to- ward enactment should be smooth.

5. Identical bill (HR 7765) introduced Wednesday by Rep. Pat Sutton (D-Tenn.).

Definition of Candidates

The Horan bill (HR 7062) would denote legally qualified candidates as those “in a primary, general or other election”; specify that an au- thorization to speak on behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the ma- terial broadcast.

It also would not hold the broadcaster liable in any civil or criminal action in any local, state or federal court. The candidate, moreover, would be subject to libel laws.

Both the McFarland and Horan bills would amend the Communications Act but for different purposes and certainly to varied extent. The McFarland legislation would set up a new communications law while the Horan measure would change the language of but one section of (Continued on page 96)

May 12, 1952 • Page 25
Sarnoff Reviews Firm's Record

"INTERNATIONAL television as a regular service will be realized within the next few years," RCA Board Chairman David Sarnoff told corporation stockholders at their annual meeting in New York Tuesday.

Predicting international television as "a powerful aid socially, educationally and politically," Gen. Sarnoff warned, however, about technical, economic and political problems which must be solved before such television can be established on a regular basis—problems which present, he said, a "stimulating challenge to all of us."

The same technical pioneering by RCA that led to international radiotelegraphy, radiophoney, radiotelephotos and radio broadcasting on a world-wide scale, have also enabled RCA experts to bring the day of international television closer to realization, he observed.

"By cultivating better international understanding and helping to bridge the gap born of misunderstanding, 'The Voice and Vision of America' can contribute substantially toward achieving the goal of universal peace," the General pointed out.

Lifting of the TV freeze in the U. S., Gen. Sarnoff noted, has given "tremendous impetus" to the expansion of the industry throughout the country. "Socially, economically and educationally, television can now attain its full stature as an industry and broadcasting service," he said.

Outlook Brightening

Adding his own report to the corporation's annual statement, which had been issued previously [3*7, March 3], Gen. Sarnoff concluded that the general outlook for television is brightening.

"While uncertain factors in the current world situation obscure the general outlook, there are certain instances in our own field of operations that are clear," he said. "For example, productive capacity is the greatest in our history. Television is expanding its services. New markets for TV transmitters and receivers are being opened, and . . . we expect that our business for the last half of 1952 will show an improvement over the first half."

RCA gross of $163,871,331 by March 31 of this year resulted in a profit of $14,841,220 which, after taxes, amounted to $7,076,529, according to the first-quarter report given by the RCA board chairman.

For the comparable period last year, $185,860,755 gross provided a tax profit of $18,743,542 and a net of $11,901,542.

Like the rest of the industry, Gen. Sarnoff said, RCA was affected by a decline in TV set sales during the first quarter of 1952. RCA Vice President Pass named all TV receivers permitted under government allocation of materials, he noted, adding, "we sold what we produced." Current inventories are, he said, "normal."

RCA has spent a total of $38 million for UHF research, his report indicated, and the company also is working on the following development problems:

Atomic electronic equipment, called a "color corrector," which is said to reduce by half the time required to make color plates for printing, as well as improve the fidelity and lowering production costs.

Electronic inventory control system developed for military purposes and considered applicable to commercial operations, which can complete in days the inventory operations requiring several weeks.

Electronic inspection apparatus for pharmaceutical check on the purity of drug products, such as ampules containing vaccines.

"Tickle-lookie," a portable one-man TV station announced previously [8*7, March 3], for use by reporters covering special events in the field. This equipment may be incorporated, Gen. Sarnoff said, in NBC-TV coverage of political conventions this summer.

Magnasonic sound recorder projector to record individual commentaries or musical background on 16mm film, expected to be particularly useful to home-moving enthusiasts, schools and advertising agencies.

Two-way microwave radio system for communication along highways, railroads and similar commercial routes as among military units. The North Atlantic Treaty Organization has ordered the system for use in Europe.

Closed-circuit industrial television for manufacturers', scientists' and educators' use and exchange of pictorial information.

Transistors Described

Transistors, described as tiny devices which operate like certain electron tubes, are being developed for further use in new radio, TV and electronic instruments.

Defense contracts include a "substantial" backlog, Gen. Sarnoff said, later answering a question from the floor regarding the "several hundred million dollars." Research on military projects continues at "relatively high levels," with a recent project being the start of a 430-acre electronics proving ground at Morristown, N. J., for some $3 million.

Experimental work on color television will continue, the General chairman emphasized, noting that one project now was to convert theatre-TV equipment — installed by RCA in 60 film houses throughout the country — to color use.

Questioned about subscription television, Gen. Sarnoff said it is "technically feasible" but, in his personal estimation, years off—not only for technical reasons but because it introduces the idea of broadcasting as a public utility for which charge can be made, thus suggesting government controls as well as a change in the whole American broadcasting picture. He noted that there are, however, a number of interpretations of the idea on paper, including an announcement one developed by RCA.

RCA Advertising

In answer to another question, Gen. Sarnoff indicated that RCA advertising during 1951 was approximately the same as for the previous year, a little more than $15 million.

RCA business volume has increased nearly four times its $158 million of ten years ago to the present $690 million, Gen. Sarnoff pointed out, explaining that, to secure working capital for continued expansion, the corporation had loaned $100 million by the end of last year, a figure that will increase to $150 million by mid-1963, he said.

Last year's 48% increase in NBC sales had reached a new high of $197 million, Gen. Sarnoff, who again attributed the rise to television. Video, he added, continues at a "profitable level."

Purpose of the stockholders' meeting was to consider election of four officers, name an independent accountant to certify corporation statements, and consider a cumulative voting resolution for election of board members.

Directors whose terms were to expire this year and who were reelected are:

(Continued on page 108)
HYDE RENOMINATED

For Another FCC Term

Downey, Ida., attending schools there and was graduated from high school in Salt Lake City. He attended Utah Agricultural College.

In 1924, he was manager of the Downey State Bank, which meant he was a local, financial and business adviser to farmers and townsmen of the area. That year, he married Mary Henderson, a Downey school teacher.

Comr. Hyde traveled to Washington the following year, entered George Washington Law School in 1925, completing its courses in 1929, and was admitted to the District of Columbia Bar. First job in the capital city was clerk in the Civil Service Commission, later he moved to the Office of Public Buildings and Parks after study in accounting.

He was started in Grade 1 with the Federal Radio Commission, became chief of its docket section and later organized the division in which served as a guide for many years later. He moved into the legal department as an attorney and in 1932 was an examiner. When FCC was formed, he was again awarded a promotion. Subsequently he became senior attorney, working on common carrier as well as broadcasting matters. In 1938, he was put in charge of the

(Continued on page 94)

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HYDE RE...
LIBERTY Cuts Time
LIBERTY Broadcasting System, concentrating on small-market and small-station coverage, was understood last week to have cut its daily network hookup from a 16-hour to eight-hour basis.

Efforts to contact Liberty executives in Dallas had proved fruitless, as of Thursday night.

Word that the network was making major changes in its operating procedure spread last week following a closed circuit talk by Gordon McLendon, Liberty president.

Sears, Roebuck & Co. was informed its contract effective May 16. Sears spokesmen said the network’s future were rife last week following Mr. McLendon’s closed circuit talk.

One report was that Sears, Roebuck & Co. was informed its contract effective May 16.

Earlier in the spring Liberty denied rumors it would not broadcast baseball in 1962, and it has been carrying play-by-play programs since the season opened.

The network has obtained important income by charging affiliates for its program service, tapping local sources of revenue.

Another change in the network since it filed suit against major league baseball clubs has centered around the hydration of national sponsors in signing contracts while litigation was pending, according to some affiliates.

Under the new Liberty operating schedule, it is understood, the network will open at 12 noon (EST) and continue to 8 p.m. This was expected to require rescheduling of some programs.

Among current Liberty sponsors are such national advertisers as General Mills, Pequot Mills and Amana refrigerators.

Last March Liberty went through a revamping process by reducing the New York sales organization.

At that time Mr. McLendon said the step was designed to bring about economies in view of the announcement of a business originating in the future.

The LBS key outlet is now KLBS Houston, formerly KLEE (B&T, May 5). Network headquarters are to be moved from Dallas to Houston.

Topping the Liberty organization is Barton R. McLendon, father of Gordon, and R. Colleen, prominent Texas. Program origination points include Dallas, New York and Washington.

Trade Bill to Senate
AS a result of House passage last week the Senate now must consider legislation to restore the so-called “fair trade” retail price-fixing laws in 45 states. It would cancel out court decisions last year which thumbed down state trade laws designed to fix the retail price on name-brand goods. The Supreme Court ruled that laws could not make a price agreement between two manufacturers and one retailer binding on all retailers in the state unless all retailers actually sign the agreement.

For all candidates are seeking to avoid the changes that may result when a new law is written.

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RADIO NEEDS
Cited by Fellows at WAB

RADIO will not be able to solve its problems on behalf of the public or the industry itself unless it organizes a strong national trade association and 45 state broadcasting associations backed by almost 100% membership. This was the assertion of NARTB President Harold Fellows as he spoke at the luncheon meeting of the Wisconsin Broadcasters Assn., in Milwaukee Tuesday.

More than 50 station men in Wisconsin attended the two-day session, which started Monday with a day-long clinic sponsored by BMI (B&T, April 28).

Discussing the need for close cooperation with legislators, Mr. Fellows pointed out that this need is apparent on state and local as well as federal levels. He reminded broadcasters they “are doing business by the grace of God, technical inventions and a government license,” and that the third factor inevitably means the industry “is a shining target for government legislation, and always will be.”

Main Element

The main element in “pursuing the business of legislation,” Mr. Fellows charged, is for the broadcaster to “organize and conduct himself so that he establishes stature and respect for radio and television.”

“We haven’t done it,” he said, “and we should start immediately.”

Charging broadcasters with smugness, Mr. Fellows recommended “sale” of both media to public and legislators, “because where we don’t find friends it’s our own fault.”

He discussed briefly, and off the record, specific legislation before Congress and educational TV.

This was discussed also by Prof. Harold B. McCarty, director of WKA Madison, operated by the U of Wisconsin. He said the state radio council has made no specific plans for use of TV as an educational tool, and is now considering several proposals.

Two proposals involve use of a closed circuit laboratory at the university and election of a TV network with one originating station and 11 relay towers. The latter suggestion would require an estimated investment of $3 million, he said, equal to per Wisconsin resident. Under no circumstances, he assured the broadcasters, would the university wish to compete on a commercial or non-profit basis.

WRBC PURCHASE
Lamar Firm Selling WJDX

TO better its Jackson, Miss., coverage, Lamar Life Insurance Co. is buying 100% ownership of WRBC for $760,000, application for transfer approval filed with the FCC last week disclosed. WRBC is on 620 kc with 5 kw day, 1 kw night.

At the same time, Lamar is selling its present owned WJDX (1300 kc, 5 kw day, 1 kw night) to majority stockholders of the present licensee of WRBC (Rebel Broadcasting Co.). Purchase price is $100,000. Both transfers are contingent on the other.

In addition to acquiring a better facility, Lamar will also acquire the new studio and equipment of WRBC. It is selling to the purchasers of WJDX (a new corporation named Rebel Broadcasting Co. of Mississippi) the transmitter facilities of that station.

Officers and stockholders of new Rebel Broadcasting Co. of Mississippi are virtually the same as those in the present WRBC licensee: T. E. Wright, president and 32.5% stockholder; W. B. McCarthy Sr., vice president and 21.4%; J. W. Carter, secretary-treasurer, and 7.5%.

After FCC approval, call letters of stations will be exchanged. This will maintain the WJDX call letter for Lamar Life Insurance Co., but on 620 kc. WRBC will then be owned by Rebel Broadcasting Co., on 1300 kc.

SDX AWARDS
Murrrow to Be Honored

EDWARD R. MURROW of CBS’s TV news show, See It Now, on May 13, will add more honors as a flow of Sigma Delta Chi fellows recommended his George Foster Peabody Award (B&T, May 5) at the national professional journalism fraternity’s 1952 presentation ceremony and banquet at Chicago’s Conrad Hilton hotel.

Among Sigma Delta Chi Distinguished Service Award winners will be Jim Monroe, newscaster of KCMO Kansas City, and William E. Griffith Jr., radio news writer of KMBC Kansas City, both for coverage of the 1951 flood. A public service award will go to NBC’s WMAQ-AM-TV Chicago for its news broadcasts on the narcotics problem, particularly the three-program series, The Drug Story, by Len O’Connor (B&T, April 7).

Others were honored as follows:

Elected Fellows of SDX: Irving S. Illiard, editor, The Dispatch editorial pages, and Dr. Albert C. Gainza, dean of School of Brown’s Business Institute. Tex Panza, longtime AP Correspondent John Hightower, Washington; editorial writer, Red Light, White, Mexico (Mo.). Legler; news picture; Edward De Luga, Chicago dealership; Ross Newton, and Roger Wenz, San Diego California. Yellow journalism Bill Daviden, for his Collier’s article.

Charles Clayton, Madison, national SDX president, will preside at and address the ceremonies. Walter G. Curtis, president of the Headline Club, Chicago, will make remarks, and Gideon Seymour, Minneapolis Star and Tribune executive, will keynote the banquet session. Victor E. Blueford, SDB national executive director, made the announcements of winners April 3.

Possible Changes Speculated

NATIONAL BROADCASTING • TELECASTING

NBC 1952 Stations Planning & Advisory Committee members are (seated, 1 to r) Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul; Ralph Evans, WHO Des Moines and WOC Davenport; Allen M. Sandell, WDIA Columbus, Ga., and Martin Campbell, WFAA-TV Dallas; standing (1 to r) Lee B. Wailes, Storer Broadcasting Co., secretary for TV; Willard C. Worcester, WIRE Indianapolis; E. R. Vandeboncoeur, WSYR-TV Syracuse, vice chairman; Robert B. Hanna Jr., WGY Schenectady; Richard O. Dunnig, KHQ Spokane, secretary for radio; B. T. Whitman, WFBF Greenville, S. C.; P. A. Sugg, WKY Oklahoma City, chairman, and Ed Yocum, KGHU Billings, Mont. NBC held its first 1952 SPAC meeting in New York (B&T, May 5).
YOUR BEST CUSTOMER: THE FARMER

By ROBERT E. DUNVILLE

MEET your best customer, your prosperous, ready-to-buy customer who is growing sounder, establishing higher educational standards, and buying more merchandise because he has more spendable cash. He's the American farmer.

This man—the American farmer—owner of his own property and destiny, is the current American capitalist. Today he lives in a modern home—comfortable and attractive—full of modern conveniences. He has a well-equipped kitchen—and a late model car. Unlike the farmer of old, today he sends his children to good schools and more of them to college.

And this is the most important factor:

The farmer's average net worth today is approximately $25,000. Farming is big business—represents a big capital investment. Many of us are paying for a home or car; not your best customer. He owns his. And even though his credit is good he usually pays cash for his expensive equipment, his tractor, his truck, his corn picker, as well as his day-by-day purchases of consumer items.

In 1940 gross income from farming in the United States was nearly $11 billion. By 1945, this had increased to $22 billion, and in 1950, $32 billion—up 194%. Latest figures show farm income in 1951 was higher than ever—$37.5 billion.

TODAY farmers are buying more consumer merchandise. Taking 1940 as the base, the index of their general merchandise purchases rose from 100 to 148 in 1945, and the index to 268, two-and-a-half times the merchandise purchased in 1940—up 163%.

The modern farmer is building up his plant. Taking the average of farm construction in 1940 as our index of 100, we find an increase of only 11 points by 1945. In 1960, however, this index rose to 483—up 383%.

Total farm assets in 1940 amounted to $34 billion, with 12%, or $3.6 billion mortgaged. In 1961, total farm assets were $153 billion as mortgages dropped to 4% or only $5.8 billion. Farm assets rose $160 billion, and mortgages dropped 97%.

How many families are saving 50% of their income? Only 4% of total families save this proportion, but 13% of farm families do. How many save 30% of their income? Only 12% of total families do while 31% of farm families make this saving. The farmer's higher percentage of savings is remarkable in the face of his increased spending and debt reduction.

Farmers have more ready cash than ever before. In 1940 the United States farm total was over $4 billion. In 1945 it was up to $14.5 billion, and in 1951 nearly $20 billion, a jump of 400%. That represents spendable cash per farm family amounting to $3,178—many times the liquid assets of the average city dweller.

That's the national picture, and it may be applied with minor variations to most sections of the country.

RURAL communities are no longer just wide spots in the road. Today with good roads, good cars and a desire for good things, farm families come to town to buy their consumer goods. They buy at the super market and the chain drug store. These purchases in self-service stores represent the volume tonnage of consumer goods sold today.

Joseph B. Hall, president of the Kroger Co., confirms this fact. Mr. Hall says, "Nearly half of our sales are in rural communities. The manufacturer who advertises both to the rural and the urban public has a real advantage." The importance of the rural consumer is further underscored by another authority on marketing—W. P. Napier, executive vice president, A. C. Nielsen Co.—who says: "Clients are shocked by the amount of business in small towns."

Purchases of 24 grocery and drug store items were studied in a recent survey by the WLW Cincinnati research department through the People's Advisory Council. The findings show 70.5% of rural families buy these products, compared to 71% of urban families. Like similar surveys over the past five years it showed the rural customer buys the same consumer goods as do city people.

Our research people looked into another aspect—the intention of the farmer to buy electrical appliances. What we found in the WLW area, we believe may be applied to other areas across the nation.

In 1940 only nine of every 24 farms had electricity. By 1945, this had risen to 13. In 1951, fully 21 of every 24 farms in our area were using electricity. A third of all farms electrified since 1945 means a tremendous electrical appliance market.

This survey of buying intentions (Continued on page 88)
CBS MERGER

WCCO, WTCN-TV Details

DETAILS of CBS's merger of its WCCO Minneapolis-St. Paul with WTCN-TV interests in the same city were disclosed last week in a transfer application filed with the FCC. The Minnesota merger was on of two which CBS worked out last week, to move to strengthen its position in the TV network sweepstakes [B-T, March 10]. The other was buying a 45% interest in KQH Pittsburgh.

Of the Minneapolis-St. Paul merger is the creation of Midwest Radio & Television Inc. to be owned 55% by WCCO owner Mid-Continent Radio Television Inc. and 47% by CBS. Mid-Continent puts up WTCN-TV and $212,000, while CBS does the same with its 50-kw WCCO (on 890) and $188,000.

Mid-Continent's WTCN has been sold to former U. S. Ambassador to Cuba and Australia Robert Butler and will be bought for $225,000 [B-T, April 21]. Station operates on 1280 kw with 6 kw day and 1 kw night. Transfer application has not yet been filed.

Original cost of WCCO was $480,625.49, according to the application. Replacement value was put at $784,760.

Original cost of WTCN-TV, which operates on Channel 4 with power of 17.9 kw, was $506,089.50, according to the application. Replacement value was put at $585,103.09.

Mid-Continent Owners

Mid-Continent is half owned by Northwest Publications (Ridder Newspapers) and the Minnesota Tribune Co. (which does not publish a newspaper). It also owns 40% of the Milwaukee Riddle newspapers including the B. Paul Pioneer-Press and Dispatch, Duluth News-Tribune, La Crosse Tribune (owner of Commerce, New York State-Zeitung and The Portland Oregonian and News, Grand Forks (N. D.), Herald and in the Iowa Times). Riddle interests own WDUB Super Station, WNOX, and WBOC, WBLO, WILF and KROK Grand Forks, N. D.

Total assets of Mid-Continent as of Jan. 31 were given as $1,427,207.36, of which $609,207.36 was in cash.

CBS listed its total current assets as of March 1 at $64,333,186, of which $12,689,076 was in cash. Total current liabilities was given as $31,760,870.

Application stated that the present staff of WCCO, under General Manager Tom W. Sanford, will be retained. It also stated that the management of the new Midwest company would be in the hands of the present Mid-Continent officials. Chairman of the board will be William J. McNally, the application stated. President of Mid-Continent will be Robert B. Ridder, it showed.

Approval of the WCCO-WTCN-TV combination will give CBS the following ownership lineup: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM Chicago, WEEI-AM-FM Boston, KMOX St. Louis, KCBS-AM-FM San Francisco, 45% of WTOP-AM-FM-TV Washington.

In addition to the newly purchased KQH, CBS will buy WBKB (TV) Chicago for $6 million if and when the FCC approves the merger of ABC with United Paramount Theatres. CBS is a TV applicant for Chicago, Boston and San Francisco.

OPERATOR RULES

NARTB Amends Request

RELAXATION of the FCC's operator rules to permit AM and FM stations using 10 kw power with directional antennas to be controlled by remote, and to give authority to use restricted operators to stand transmitter watches was filed last week by NARTB. Petition was an amendment to the request filed earlier this year to permit same relaxation for stations using up to 5 kw power [B-T, Feb. 11, 4].

NARTB's petition and amendment stressed that the technical calibre of broadcast equipment is now of such high standards that requirements for a regular radio-telephone operator to attend each transmitter is obsolete.

Amendment also asked that the authority to dispense with first class operator's presence also apply to such stations using more than 10 kw in power, or a directional antenna part of the operating day. NARTB asked that relaxation be authorized for that part of any station's operation that falls within the meaning of 10 kw omnidirectional radiation.

The amendment called attention to an NARTB board resolution calling for boosting the cutoff power to 10 kw "after concluding that there was no real basis for limiting the benefits of the relief to AM and FM stations operating omnidirectionally with powers of 10 kw or less than 10 kw." In Bernard Kotsen, special counsel to NARTB on this matter.

Opposition to the petition has been voiced by operators in letters to the FCC and to BROADCASTING TELECASTING [B-T, Feb. 18, 11]. Station owner Homer H. Haines (part-owner of WNEA Warren, Pa.), also has objected to the relaxation of the operators' rules [B-T, Feb. 18].

NBC Oregon Coverage

NBC radio will continue its grass roots coverage of important primary elections with the vote in the Idaho caucuses on this Friday; the first day for KGW Portland and KMED Medford. A special network program, Oregon Primary Preview, will be broadcast from 10:35-11 p.m. EDT Thursday, with results of the balloting slated for airing from 12:30-12:45 a.m. Friday. News editor of the primary coverage will be Frank Coffin, KGW program manager, who also will commentate with Chuck Feder and Lawson McCall of KGW and Jennings Pierce and Russell Jamison of KMED.

NARTB DUES

NARTB plan to give reduced combination dues to members owning more than one licensed station was put in effect Thursday by a special dues committee comprising board members.

The three-man committee implemented the plan at a meeting with NARTB President Harold E. Fellows at NBC's studios in Los Angeles. Fellows; Judge Justin Miller, board chairman, and C. E. Arney Jr., secretary-treasurer. Members of the board of the NARTB were H. W. Seaton, WSJS Winston-Salem, N. C., chairman; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCall, WGAL Lancaster, Pa. Action of the committee is subject to ratification by the board at its June meeting. The proposal was set up by the board in February.

PA. ASSEM. MEET

Elect Clipp President

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, was elected president of the Pennsylvania Assn. of Broadcasters at its 113th annual meeting at Nittany Lion Inn, State College, Pa. He succeeds John S. Booth, WCHA Chambersburg.

Other officers elected were William J. Thomas, WCCO Clearfield, Pa.; David J. Bennett, WKBO Harrisburg, secretary (re-elected), and James Murray, KQV Pittsburgh, treasurer.

NARTB Dues: Directors elected were: Roy E. Morgan, WILK Wilkes-Barre; Charles R. Petrie, WSL Shamokin; Joseph M. Cleary, WESB Bradford; Robert Trace, WMGW Meadville; Thomas B. Price, WBP Eagle Falls; Jack M. Snyder, WFPB Altoona; A. K. Redmond, WHBH Pittsburgh; Louis H. Murray, WPAM Pottsville; named directors-at-large were Frank H. Altdeolder, WLAN Lancaster; Joseph Connolly, WCAP Philadelphia; Robert N. Nelson, WARD Johnstown; George J. Podey, WHJB Altoona; and A. E. Metzger, WMRF Lewisburg.

Penn State Plans

Milton Eisenhower, president of Pennsylvania State College, told the broadcasters he felt the college would not be justified in spending a large sum for a television station, especially in view of its remote location. He suggested the college could perform a public service by developing programs for telecast on one of the educational stations.

Harold E. Fellows, NARTB president, addressed the Monday luncheon, discussing NARTB's legislative activities and other association functions.

Other speakers included Roy Gold, WRTA Altoona; Paul Good, U. S. Chamber of Commerce; Ben Gimbel, WIP Philadelphia, and Samuel J. Dow, WLZL Hazleton. A series of panel discussions will be held, including a forum on television for small market broadcasters and a tape-recorded forum on UP.

Tom W. Metzger, WMRF Lewistown, was chairman of the convention committee with Mr. Connolly, program chairman.
Possibly the first axiom in advertising is that to do an optimum job, you must know exactly to whom you are talking, at what time, under what circumstances.

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn’t provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly who is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a must for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

**WHO**

*for Iowa PLUS*

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives
SELL THE HEART OF INDIANA
OVER WIBC INDIANAPOLIS, INDIANA'S FIRST

When all the yardsticks of time buying are applied to WIBC, this station emerges as one of the soundest purchases in all radio. With 50,000 watts on 1070 KC, it has the largest coverage area of any Indianapolis outlet and enjoys complete dominance of the rich Indianapolis market. The selling power of WIBC is felt far into strategic portions of Kentucky and Ohio as well.

As the country’s 28th metropolitan market and the key distributing and shopping center for the entire state, Indianapolis is a vital consideration for the advertiser—who can reach out, over WIBC, into an area that covers 1,077,356 radio families.

Blair-represented WIBC has earned its position as one of the territory’s outstanding stations through the excellence of its local programming. Virtually every personality featured by WIBC has become a long-time favorite with listeners, which is a tribute not only to their talents but also to this station’s splendid music and production facilities.

As exclusive representatives of WIBC, John Blair & Company—along with an impressive list of important advertisers—have factual proof that the size of WIBC’s audience is matched by its responsiveness. No matter what you have to sell, you can sell it at low cost over WIBC. Call your John Blair man today!

"Platter Party", a family type musical request program with MILT LEWIS, enjoys the second top local rating in opposition to three networks and TV.
"Harper's Farm Fair" features DIX HARPER, who for the fourth time in the last five years was presented the National Safety Council's public interest award for service to farm safety. With a long list of commercial successes to his credit, Dix Harper pulls mail from seventeen states.

JACK MORROW and COUSIN CHICKIE, whose "Country Carnival" was so immediately successful it was expanded from thirty minutes to an hour and a half. "Reveille Revelry" is their other hit program, featuring music, time and weather reports, morning news.

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

RICHARD M. FAIRBANKS
President and General Manager

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS
POLITICAL TIME

Z Bar Net Adopts Policy

NEW policy designed to give candidates for major political office one free period each, with commercial facilities available at regular rates, has been adopted during the primary campaign by the XL stations in the Northwest and Z Bar Net, headed by Ed Craney.

Each candidate for governor, U. S. Senator, Congressman, or secretary of state, within the station areas, will be given a 14½-minute time period to be taken from sustaining availabilities and used as a single unit. The time must be used by the candidate personally.

Candidates may use facilities further at regular commercial talk rates. "Any individual, group or organization in support of a legally qualified candidate" is qualified to buy time "provided the candidate provides the originating station of the Z Bar Net with a written statement that such individual, group or organization is authorized to speak on behalf of such candidate on each specific occasion," the Z Bar Net instructions specify. They continue:

"The Z Bar Net authorizes no group or individual to act in its behalf in arranging for broadcasts except the managers of its individual stations, who will check the time, accept payment in advance for the broadcast, receive the signed letter of authorization to broadcast (in case of other speaking in behalf of a candidate), provide and receive the signed indemnity agreement and deliver the contract to party or organization purchasing such time."

Z Bar will sell time up to the normal closing time of the local station on election eve, with national network political broadcasts having priority over all others for time clearance. State broadcasts are second in priority, county third and city fourth. National network commercial programs will be cancelled when all sustaining time and local commercial time has been exhausted, it is explained. Announcements will be sold only on run-of-schedule basis.

In the instructions sent candidates to KXLY Spokane, Wash., the station insists that all talks by persons other than candidates be submitted 48 hours before broadcast time.

NBC SESSIONS

Midwest Affiliates Meet

THIRTY NBC affiliated stations from the Midwest were represented at the second of the network's sessions. Press and merchandising sessions on radio in Chicago last week. The network and its executives were hosts to more than 40 station men at meeting in the Palmer House Monday and Tuesday.

Harry C. Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV), Chicago, presided at the meetings. On Monday, Fred Shaw, director of radio station relations, introduced Jacob A. Evans, manager of radio advertising and promotion; Gordon Millis, radio network sales manager, Chicago; Jack Eyan, Chicago press manager; William Ray, Chicago news and special events manager; Fred Dodge, director of merchandising; Clyde L. Clem, supervisor of audience promotion, and Hugh Biville Jr., director of plans and research. Luncheon entertainment was provided by Tommy Bartlett. Welcome Travelers personality, after which a slide, film presentation of "Summer Radio—1952" was shown.

Tuesday discussions included speeches by Ludwig Simmel, manager of the network's co-op sales, and Mr. Clem, as well as general discussion on network and affiliate plans for sales promotion merchandising, publicity, news and research. Alex Drier, Chicago network commentator, spoke at the luncheon.

Those attending included:

Mel Kampe and Ed Maxwell, WMAY Springfield, Ill.; Clem Scharback, WTMX Cleveland; Milh Greenebaum, WSM Nashville, Tenn.; Rob Pederson, WDAY Fargo; John Schwebelker, WBO Des Moines; M. Wayland Fullington and Ward Glenn, WJRB Indianapolis; Jack Zinglmeister, Jack Frazer and F. G. Feinheil, WLBW Cincinnati; John Alexander, KQV North Platte; N. V. Bakke and Bruce Wallace, WMJ Milwaukee; Clifton Westin Jr., WOW Omaha; Richard Gourley, WSPD Toledo.

Joe Floyd and Larry Benson, KEO Sioux Falls; W. T. Mcertin KYOD Tuls; Leonard G. Anderson, WKBV Dubuque; David Hayle, WOOD Grand Rapids; J. E. McVicker, WATC Platte; Ray Scales, WKTW Oklahoma City; Carl Wyler, KTSF El Paso; Robert Nelson, WOBW Eau Claire, Wis.; Don Degroat and Edwin K. Wheeler, WWJ Detroit; David Pasternak, KKL St. Louis; Fred Reed, WOC Davenport; Alex Keese, WDD Dallas.


WHIM Business Up

WHIM Providence has celebrated its fifth birthday anniversary with the biggest cake in its history. General Manager Bob Engles reported that billings for the first quarter are up 50% over the same period last year. As part of the anniversary observance, WHIM sponsored a slogan contest, awarding $100 in cash and other prizes to listeners submitting slogans. The winning slogan: "WHIM — the listening post you tune to most."

WHIM Providence has celebrated its fifth birthday anniversary with the biggest cake in its history. General Manager Bob Engles reported that billings for the first quarter are up 50% over the same period last year. As part of the anniversary observance, WHIM sponsored a slogan contest, awarding $100 in cash and other prizes to listeners submitting slogans. The winning slogan: "WHIM — the listening post you tune to most."

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.4% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

"WDAY was a 17-to-1 choice over the next station ... a 3½-to-1 favorite over all other stations combined!"

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station ... a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Telecasting
in new haven

it's J.M. in the P.M.

Yes, night-time radio in New Haven has received a hefty shot in the arm with the injection of strong NBC shows to brighten up one of New England’s old reliable voices.

WNHC-AM delivers as many as 748 families for one dollar evenings thruout the week --

and that’s just the beginning . . .

WNHC-AM has been NBC for less than five months. Ratings will grow. Values will increase.

For a complete broadcasting promotion, merchandising SALES campaign choose

WNHC

The Elm City Broadcasting Corporation

New England's First Complete Broadcasting Service - AM-FM-TV

Represented by the Katz Agency
Network Rate Cuts
(Continued from page 22)

network sources. Meanwhile, NBC officials maintained they were doing their best to protect the rate card.

Like CBS Radio's subscription to the new Standard Audit surveys, NBC has signed for the new A. C. Nielsen Co. Station Audience studies, also now in progress and slated for completion in late summer.

Meanwhile, one radio network and the owner of another figured in a sponsorship proposal which some affiliates estimated would be the equivalent of knocking off up to 45% of stations’ card rates. The principals: NBC and General Tire & Rubber Co., controlling stockholder of Mutual.

As reported by Affiliates, NBC asked stations to clear time for General Tire sponsorship of a total of 2½ hours spread over the days, the Affiliates to be paid on the basis of one hour of Class A time. The programs would consist of coverage of the National Open Golf Tournament on June 12, 13 and 14.

The plan was said to encompass the following time periods (EDT):
- Thursday, June 12, 8-8:15 p.m.; Friday, June 13, 8:30-8:45 p.m.; and Saturday, June 14, 3-3:15, 4-4:15, 5-5:15, 6:30-6:45, and 7:30-8:15 p.m.

May 20-21 Meeting Topic

The overall rate situation is one of several subjects slated for the May 20-21 meeting of the Affiliates Committee to be held at the Ambassador Hotel in New York starting a luncheon May 20.

Chairman Morency said last week his group "views with regret" the "rather spasmodic and opportunistic approach" which it feels has been taken with respect to advertiser pressures for lowered time costs. At the same time, he said, "strong indications" that some or all networks may boost their daytime rates are hearings.

He contended that, even though advertisers want to buy for as reasonable a price as they can, they are even more concerned that their competitors do not get better buys than they. A great deal of pressure, he felt, would disappear if advertisers were assured that all were getting the same deal. Similarly, he thought, one agency would be less apt to try to lure accounts from others on the promise that "I can get it for you cheaper," thus again reducing the rate turmoil.

Representatives of both A. C. Nielsen Co. and Standard Audit are expected to appear—separately — to explain their respective measurement studies to the committee.

Another agenda item is selection of a successor to Leonard Kapner, who has asked to be relieved of committee membership because of the pressures of duties at WCAE Pittsburgh, under which he is president and general manager. Mr. Morency expressed regret at Mr. Kapner's withdrawal.

Mr. Morency himself has served notice of intention to retire as chairman as soon as the permanent committee structure, formally authorized at a meeting of all supporting member-stations during the NARTB convention six weeks ago, is completed. Much of this work may be done at the May 20-21 meeting, but efforts are afoot to continue him in office, although he insists that he must be free to spend more time on WTIC managerial duties.

While the rate pot boiled, a spokesman for one advertiser which reportedly had renewed time on CBS Radio at a healthy discount—Campbell's Soups, for Club 15, 7:30-8:45 p.m. EDT Monday—Wednesday—Friday—denied late last week that the renewal had been made or that any cut in rates had been offered, and said that final decision on renewal would not be disclosed to the network shortly before the deadline, which is May 21.

KTKO SALE

Would Sell to Tex. Group

CONTRACT for the sale of KTKO Oklahoma City by O. L. (Ted) Taylor to the newly formed Amarillo Broadcasting Co. for $225,000 was in process of preparation last week.

New firm, which recently acquired KFPA Amarillo for $240,000 from the Nunn interests, expects to have application for the transfer before the FCC within ten days. The KFPA transfer now is awaiting FCC approval [*BFT, March 3].

Principals of Amarillo Broadcasting Co., which would acquire the stock of KTKO Inc. from Mr. Taylor, are C. C. Woodson, publisher of the Brownwood (Tex.) Bulletin and of other newspapers, who also holds oil interests; Wendell Mayes, president of KBWD Brownwood and KNOW Austin; Charles B. Jordan, vice president of Texas State Network and assistant general manager of KFJZ Fort Worth, and Gene Eagle, president of TSN.

A recent transaction, whereby KTKO would have been sold to the Kerr-McGee interests in Tulsa for $225,000, in a parly also involving WEEK Peoria, controlled by Sen. Robert S. Kerr, was cancelled [*BFT, April 25]. This paved the way for the disposition to the Texas group, subject to customary FCC approval.

Mr. Taylor, chairman of the O. L. Taylor Co., station representatives, in addition to KTKO, owns KANS Wichita and KRGV Weslaco.

millions listen
millions buy!

WJR
the GREAT VOICE of the GREAT LAKES

Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

% of National
Total
Population 12,601,300 8.3
Radio Homes 3,784,170 8.1
Food Sales $3,266,766,000 9.4

Get your share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products...by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember...millions buy WJR-advertised products!

Radio—America's Greatest Advertising Medium
Reprted nationaily by Edward Petry & Company
WJR Enotes Sales Office: 605 Fifth Ave., New York

Page 36 * May 12, 1952
Floating "Voice" to Pierce Iron Curtain

To parry jamming tactics and reach more remote areas, the Voice of America is adopting the novel technique of using a ship as a floating transmitter.

For this purpose a cargo ship has been converted at Bethlehem Steel's Hoboken, N. J., Shipyard into a floating radio station. This vessel, named the Courier, which is operated by the United States Coast Guard for the State Department's Voice of America, is equipped with both medium and short-wave transmitters. Its sending power is very great — greater than that of any standard radio station in the United States. Messages broadcast from the United States are picked up and relayed from the ship via a special antenna raised above the ship's deck by a captive barrage balloon.

The conversion work completed, the Courier left the Bethlehem Hoboken Yard in the early part of this year, ready and able to go anywhere in the world.

With the aid of this highly mobile, powerful station, broadcasts of the Voice of America are expected to get through to listeners in deep Iron Curtain territory hitherto sealed off from the outside world.

BETHLEHEM STEEL

BROADCASTING * Telecasting

May 12, 1952 * Page 37
A BUSY last week saw 21 more BMI program clinics completed in the United States and Canada for a total of 38 through Saturday with attendance well above the 3,000 mark (B'T. May 6). The clinics wind up this week with meetings in Alabama and Maine today (Monday), in St. John, New Brunswick on Wednesday and Toronto on Friday.

Last week’s progress was reported as follows.

VANCOUVER, B. C., May 5
The Vancouver BMI clinic drew 166 broadcasters, with William Harold Moon, assistant general manager, BMI Canada Ltd., acting as chairman.

Dave Baylor, general manager, WJMO Cleveland, made the opening talk, with Maurice Finnett, president, CKOR Penticton, B. C., discussing profits and service in single station communities.

William Holm, general manager, WDCQ LaSalle, Ill., emphasized local news, and Harry McGTigue, general manager, WINN Louisville, talked on “Music Is Our Business.”

President F. H. Elphicke, British Columbia Assn. of Broadcasters, was chairman at the clinic luncheon, which was addressed by Carl Havelin, BMI president. Other talks were made by Joseph G. Calda, editor-in-chief, Billboard magazine, and Mahlon Aldridge, general manager, KFPR Columbia, Mo.

ALEXANDRIA, La., May 5
Louis Read, commercial manager, WDSU-AM-FM-TV New Orleans, speaking of the importance of programs in account servicing, told Louisianas broadcasters: “Radio people everywhere are beginning to realize that in radio they have the nation’s No. 1 mass-medium of communication” and “In most instances to do something about making changes wherever changes are indicated. . . . There will always be plenty of listeners available. It’s up to us to give them the programs they want to hear. If we do this, and do it well, those all-important sales will follow.”

BATTLE CREEK, Mich., BMI Clinic April 30 saw these three ironing out a clinic problem: Scoted, Don Joyner, general manager, WELL Battle Creek, president of Michigan Assn. of Broadcasters and president of the Committee of State Assns. of Broadcasters; standing, John McLaughlin (Il), advertising manager, Kraft Foods Corp., and Sydney Kosc, BMI board vice chairman and general counsel.

ST. LOUIS, May 6
Joseph Slattery, assistant program director, KWTQ Springfield, Mo., told Missouri broadcasters they should make special efforts to reach rural audiences.

He advised “building your shows around a personality and giving him honest products to advertise.” He also advised encouraging visitors, personal contacts and service.

(Continued from page 108)

Your Best Customer
(Continued from page 29)
showed the average proportion of rural families who planned to buy house practically the same as city families, 6.1% and 6%, respectively.

Percentage wise, the rural intention to buy was highest on these products:

<table>
<thead>
<tr>
<th>Product</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home freezer</td>
<td>10.2%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>8.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Electric range</td>
<td>5.7%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

That, broadly, is the farmer’s biggest prospective customer. You’ve seen how prosperous he is—how high his income is. His purchases are up, his savings are amazingly high, his supply of ready cash is higher than that of any other segment of our population.

It is true the farmer is difficult to reach but the most effective and economical way of reaching him is through radio.
Don Lee's Radio audiences are climbing, too

12-month average - 1951 vs. 1949*
Daytime audience 8.9% higher
Evening audience 11.2% higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.
DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM

On the Pacific Coast, over 14 million people are distributed throughout 323,866 square miles. It takes a big advertising medium to cover it. Only Don Lee is big enough to sell your customer locally in 45 important markets from their own local network station. Only Don Lee has the flexibility to match your distribution. No waste! You buy what you need, where you need it.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium ... Don Lee.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network
1313 North Vine Street
Hollywood 28, California

Mutual DON LEE
BROADCASTING SYSTEM
SIGNING of six new affiliates by Mutual, bringing the network total to 554 stations, was announced last week by Earl M. Johnson, vice president of station relations and engineering.

The six were:
WJPG Green Bay, Wis. (1440 kc, 560 w day, 1 kw night), licensed to Green Bay Newspaper Co. and headed by A. B. Turnbull, president.

WDBQ Dubuque, Iowa (1480 kc, 250 w), licensed to Dubuque Broadcasting Co., with James D. Carpenter executive vice president and general manager.

WYVE Wytheville, Va. (1280 kc, 1 kw day), licensed to Wythe County Broadcasting Co., with Arthur M. Gates Jr. as general manager.

KVOZ Laredo, Tex. (1340 kc, 250 w), licensed to Highlandsc Broadcastin Co., under the presidency of Henry L. Jolly.

WJCM Sebring, Fl. (1340 kc, 250 w), licensed to Highlandsc Broadcastin Co., under the presidency of Henry L. Jolly.

WPXY Princeton, Ky. (1589 kc, 250 w, day), licensed to Princeton Broadcastin Co., with Leslie Goodaker as owner and general manager.

A REPORT ON RFE . . . Europeans Learning the Truth—Withycomb

RADIO Free Europe's operation in Munich is a perfect example of international cooperation, Donald Withycomb told BROADCASTING TELECASTING last week on his return to New York after a year's service as studio manager of the RFE Munich plant.

Studio and transmitter personnel are almost entirely German, Mr. Withycomb said. The top supervisory and departmental heads are Americans. Producers, writers, announcers and other program staff are mostly refugees from the Iron Curtain countries. "At times the atmosphere resembles the Tower of Babel," he said, "but still the show goes on—from 5 a.m. to 1:15 a.m. daily."

Commenting on the RFE operation, Mr. Withycomb said that he felt privileged to have had a year's participation in "a unique type of anti-communist radio program service directed to the Iron Curtain countries. Through the use of high power medium wave, short wave and relay transmitters beamed toward the east from locations in Germany and Poland, those who have receiving sets in Hungary, Poland, Czechoslovakia, Roumania and other countries can learn the truth not only about what is actually happening in their own localities which have been trampled under foot by the communists and their native quislings, but through the careful production of hundreds of hours each week of programs transmitted in their native tongues, these people are told what the Western World is doing to help their cause."

Asked about the ballooncasting which was inaugurated last summer, Mr. Withycomb expressed the opinion that this method of reaching a very wide group of people in the eastern countries is about as effective a counter propaganda weapon as can be devised at this time.

"I hope that this endeavor will be reactivated on a considerably larger scale," he said. "It is one type of operation the communists cannot jam."

Mr. Withycomb is planning to re-enter the TV consulting field, in which he was active as consultant to Meredith Publishing Co., owner of WHEN (TV) Syracuse, before joining RFE. He is establishing headquarters at 150 East 39th St., New York.

BUY MYSTERY SHOWS

Michelson Announces Sales


Michelson, which started seven of hour-long transcibed mysteries in blocks about eight months ago, reported its packages now cover 83 markets and summer sales total an all-time high for the company, $106,000.

Morehouse Appointed

P. B. MOREHOUSE, chief of Trade Practice Conferences Division, Federal Trade Commission, has been appointed assistant general counsel in charge of compliance for the commission, succeeding Joseph S. Wright, who resigned.

Trade practice division, which promulgate rules for various industries (including radio-TV), will be headed by Allen C. Phelps, FTC Chairman James M. Mead announced Monday. Mr. Phelps was moved from the Export Trade Division of which he was chief.

TENTATIVELY titled Ask Dr. Gallup, a transcribed pre-election program featuring the pollster with political news, trends and analyses, has been signed as a six-time weekly 7:05-7:10 a.m. feature on WCBS New York.

The 26-week series, produced by George F. Foley who handled Dr. Gallup's 48 election programs on TV, is scheduled to start today (Monday).

The daily 5-minute transmission has also been purchased for 26 by WTOP Washington and WCAU Philadelphia.
SELLWOOD-MORELAND

A small portion of the Sellwood-Moreland shopping area serving a retail trade area of more than 50,000 persons.

CIVIC LEADER

Bob Shaw, Sellwood Furniture dealer, acclaims, "KGW is the leader in this area. Local programming and public service you cannot duplicate."

Nearly 100 per cent of western homes have radios and in the area serviced by KGW that means an impressive audience for your product advertising. The Great Northwest where radio is king and the king of western radio is KGW! With more than 30 years of leadership and community service KGW's listener loyalty and appeal pays off for you. You are keyed to the Great West with product advertising on KGW. Act now to reap the reward of the best procurable radio advertising available in the Northwest!

CAREER WOMAN

Em Reischneider of Emily May's junior department store, reports, "Where women shop you hear about KGW because it gives the clear concise type of news features, entertainment, shopping news that's so important to today's shoppers."

PORTLAND, OREGON

Represented nationally by Edward Petry & Co., Inc.

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THE PEOPLE'S VOICE TELLS THE CHOICE: KGW!

HOUSEWIFE Steffie Steffens relates, "Listener loyalty you can't buy comes with the pioneer prestige that spells out KGW, truly the choice in Portland."

DRUGGIST Al Smith, shown with Pharmacist Bernard Klonoff, states, "The right prescription for any ailment is tuning to six-two-oh, the 'People's Voice' in Portland, KGW!"

HARDWARE STORE Partner Bob Wall reports..."When you say radio in the Northwest you immediately think of KGW, the west's best."

GROCER Don Rife says, "Sales increase more than 20% when national brand products are advertised on KGW. THE radio station of our area is KGW."

DOCTOR Gordon Pelley, well-known community leader, says, "I've known KGW for the past 30 years and it 'knows' the people. That's why it's truly the 'People's Choice.'"
IBA-UI CLINIC
Free Radio News Urged

BREAKDOWN of barriers against access to government news was urged by Fred Siebert, director of the U. of Illinois School of Journalism, at a clinic attended by 50 Illinois radio news directors May 1-2 at Urbana.

Mr. Siebert, addressing the clinic sponsored by the journalism school and the Illinois Broadcasters Assn., said radio newsmen should work with groups such as the American Society of Newspaper Editors in focusing attention on public officials.

Bill Ray, manager and news director of NBC's WMAQ Chicago, outlined work of the National Assn. of Radio News Directors nationally and NBC in Chicago in opening the doors to government news, and Glen Farrington, news director of WTAG Springfield, described his campaign for more news from the Illinois legislature.

Mr. Siebert suggested setting up a weekly radio-news conference with the governor and individual legislators, which he said could lead to an official tape recording of all legislative proceedings to be made available to newsmen.

Other participants in problems at the clinic included: Ray Livestock, past president of JBA and manager of WLBH Mattwo; Robert Eickmeyer, news director, WTAD-Quincy; Bob DeBarre, program and news director, WVLN Oneye; R. Evans, news director, WZ Decatur; Don Brown, assistant U. of Illinois professor of journalism; Fred Hinshaw, news director, WILB Munce, Ind.; Lavonne Walman, news director, WILP LaSalle; Glen Broughman, WQUA Moline; Jack Shelley, news director, WHO Des Moines, Iowa; Brooks Watson, news director, WMDB Peoria; Prof. Quincy Howe, formerly with CBS and now news analyst for WILL Urbana, U. of Illinois station, and Hershell Schooley, representative of the Office of Public Information, Dept. of Defense, Washington.

Small Newsroom Operations

Speaking on profitable practices for small newsrooms, Mr. Hinshaw stressed working with station time salesmen and sponsors and competent coverage of local news.

Mr. Waltman suggested use of correspondents similar to those of a newspaper in getting news from outside a city, with monitors said the “beep” recorder should be used for maximum interest.

Prof. Brown pointed out the value of news written in readable style and with “flow,” yet having individuality. Mr. Shelley said newsmen were not exploiting weather news, which he said means dollars and cents both to the station and the listener.

Prof. Howe spoke on current issues and best political coverage of news. Mr. Watson described WMBD's election results coverage.

HOLLENDER NAMED
To 'Ike' Radio-TV Post

ALFRED L. HOLLENDER, executive vice president and partner of Louis G. Cowan Inc., New York producers of radio-TV packages, has been named director of radio and television activities for Citizens for Eisenhower, S.S. Larmor of Young & Rubicam, vice chairman of the national group's public relations committee, announced last week.

Mr. Hollender’s position will require his supervision of radio-TV coverage of the Abilene, Kansas, speech to be made by the general June 4, production of future network shows for the candidate, preliminary planning for summertime convention coverage, and preparation of special material for use in various states, it was pointed out.

Formerly associated with WIND and WJJD Chicago, Mr. Hollender, during the war, was chief of the OWI Radio Outpost Division and, overseas, a member of Gen. Eisenhower's Supreme Headquarters staff with the Psychological Warfare Division. He later was chief of radio and communications for the American zone of Germany.

Thomson Elected

ROY H. THOMSON, owner of CKGR Timmins, CKIL Kirkland Lake, and CPCH North Bay, all Ont., as well as that station in Broadcasting and federal groups, was elected president of Canadian and one United States dailies, was elected president of Canadian Press at Toronto April 30. Victor Sifton, Winnipeg Free Press (CKRC Winnipeg), was elected honorary president. New directors of Canadian Press, whose newspapers have radio station affiliates include D. B. Rogers, Regina Leader-Post (CKCK Regina); Arthur R. Ford, London Free Press (CFPL London); Arthur L. Davies, Kingston Whip-Standard (CKWS Kingston); Herve Major, Montreal La Presse (CIAC Montreal), and T. F. Drummie, St. John Telegraph-Journal (CHJ St. John).

NBC Chime-Play

IT RINGS the bell. That's the idea of NBC radio in using special theme, composed by Meredith Willson and based on the network's chimes, to symbolize broadcasts by name dance bands. Ringing in is the theme, to be used for opening of every NBC radio remote dance-program, was slated for the network at 12:05 a.m. EDT Saturday with broadcast of Woody Herman's orchestra from New York's Statler Hotel.

In The Detroit Area It's

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Symbol of experience

WP18-FM-TV Broadcasting Station, Providence, R.I., using a Truscon Self-Supporting Radio Tower 431 feet high, to support an RCA-TV Double Antenna 2-Section Pylon 14.7 feet high.

Years of research and development are represented in this Truscon Self-Supporting Radio Tower, designed and erected by Truscon for WPJB-FM-TV Broadcasting Station, Providence, Rhode Island.

In every corner of America, and in many foreign countries, there are outstanding examples of Truscon Tower design for AM, FM, TV and Microwave broadcasting. Truscon has the designers, engineers, and fabricators with an unexcelled fund of practical knowledge to meet every tower requirement.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
1074 Albert Street, YOUNGSTOWN 1, OHIO

TRUSCON...a name you can build on
there’s
conflict
in the
conference room
when a list
is being checked!

The media buyers are on the spot. They’ve made up their list. They’ve dug up information, talked to space and time representatives, boned up on all the facts...

Now they’ve got to sell their selections to the toughest buyers of them all—the account executives and top men in the agency...

The questions come thick and fast—

"Are you sure this paper leads in grocery linage?"

"What proportion of this TV audience is young marrieds?"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don’t all farm papers have Women’s Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can remember, for sure, and those they can lay their hands on, fast.
There they have at hand quick sources of reliable information... facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.


Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the standard listings.

But some questions cannot be answered by standard listings!

"Which newspaper has the better out-of-city circulation?"

"How does this station promote its programs?"

"What business paper leads in the top 25,000 plants?"

"What is the trend in magazines for men?"

These are not standard questions. They demand not just facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that approximately 1,050 publishers and station managers put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.

In the first 5 months of 1951 the Chicago Daily News was AGAIN FIRST in GROCERY ADVERTISING with 65,500 copies in 42,024 plants.

Service-Ads not only help busy media buyers BUY... they help them SELL!

SRDS

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

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

Six Sign Contracts

ALASKA RADIO SALES, New York, representing the six-station Alaska Broadcasting System, has reported expanding network business activity for 1952. Increased schedules, renewals, and new business for ABS were broken down as follows:

Anheuser-Bush Inc., through D'Arcy Adv., both St. Louis, has increased its spot schedule.

Hills Bros. Coffee Inc. through N. W. Ayer & Son, N. Y., Brewing Corp. of America through Benton & Bowles, N. Y., and Avcoel Co. through Harrison-Richards div., Los Angeles, have all renewed spot radio schedules with ABS.

New contracts have been signed by Blatz Brewing Co., Milwaukee, through Kattor, Farrel, Chesley & Clifford, N. Y. and Philip Morris & Co., through Bow Co., N. Y., has signed for live weekend baseball games. J. A. Folger & Co. (Folger's coffee), through Raymond H. Morgan Co., both San Francisco, has placed a spot schedule with ABS. Latter was obtained by Duncan A. Scott & Co., West Coast representatives of network.

Kellert Plans Agency

RESIGNATION as sales manager of WOKO Albany, N. Y., after 15 years has been announced by Al Kellert, who will open an advertising agency to handle radio, television and newspaper advertising, merchandising, promotion and sales. Other posts held by Mr. Kellert during 25 years in the advertising field were as sales manager of WABY Albany and as display advertising staff member of Knickerbocker News and Times-Union, both Albany newspapers.

Radio Still Dominates

THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! ...Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 950 KC • CBS

P A U L  H. R A Y M E R & COMPANY • N A T I O N A L R E P R E S E N T A T I V E

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NBC COURSES

Set by Barnard College

BARNARD College, New York, will offer four professional courses as part of its six-week Summer Institute of Radio and Television, with classes to be taught in NBC studios by NBC staff members, it was announced last week.

To start June 30, the classes are intended for educators who want to incorporate radio-TV techniques in their own classes as well as for graduates preparing to enter the broadcasting field. Tuition fee for the Institute, which started last year, is $40.

Network instructors and their subjects are: Mrs. Doris Corwith, supervisor of public affairs, NBC Radio, who will teach an introductory course, surveying the entire industry and its operation; Patrick J. Kelly, supervisor of announcers, who will teach speech and microphone techniques, with NBC announcers conducting discussion periods; William Rodapp, producer of the NBC-TV series, American Inventory, who will direct production and programming classes, and Ross Donaldson, NBC supervisor of literary rights, who will instruct a writing workshop course.

LAB ELECTS

Wilson of KPLC Named V. P.

DAVID A. WILSON, general manager of KPLC Lake Charles, La., has been elected vice president of the Louisiana Assn. of Broadcasters, succeeding J. C. Liner, KMBL Monroe, who died two months ago [B&T, March 17].

Mr. Wilson was named to fill his unexpired term at a dinner meeting of the association in Alexandria's Bentley Hotel May 4. A BMI clinic followed the meeting on Monday, according to E. Hillman Bailey Jr., LAB secretary-treasurer.

Arkansas Broadcasters

ARKANSAS Broadcasters Assn. will hold its regular late-summer meeting Aug. 25 in Little Rock. In conjunction, the ABA will hold its second annual sales clinic Aug. 24.

Tannen Fame

ERNIE TANNEN, program director, WGAN Silver Spring, Md., personifies "opportunity" to one English journalist, whose impressions of the U. S. are currently running in the Manchester Guardian. John Aldrich, whose series "American Journeys," is dropping out to appear, tells of Mr. Tannen's discharge from the army in 1948 and his ambition to own part of WGAN or another similar station in the U. S. before he is 40.
During the 1st quarter of 1952 KMAC grossed 96% more than the 1st quarter of 1951 (1951 was KMAC's biggest year)

NO OTHER SAN ANTONIO STATION CAN MAKE THIS STATEMENT

MUTUAL ON 630
SAN ANTONIO
★ HOWARD W. DAVIS, Owner

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.
and enjoy the spring weather, WGST will handle your sales chores in the Atlanta market. We’ve been successfully selling and promoting products in this steadily growing area for 28 years. We feature the best in ABC programs, top local shows and an alert merchandising plan. To get the full story on Atlanta and WGST contact us or our national reps.

AABC AWARDS
Scheduled in June

FIFTH annual Advertising Assn. of the West competition for best radio commercial programs and spot announcements produced in the 11 Western states and Western Canada is now open with final judging set for early June. Distribution of awards will be made at 49th annual AABC convention in Seattle June 22-26.

Southern California Broadcasters Assn. is handling coordination of the contest in cooperation with AABC. Competition is open to all radio stations, advertising agencies, advertisers and individuals in the western area.

Four certificates will be given for top programs and announcements. Best of four will receive a perpetual trophy awarded by Vancouver Advertising and Sales Bureau. Chairman of judging committee is C. Burt Oliver, vice president of Fosite, Cone & Belding, Hollywood.

Entry blanks and rules are available from Western advertising clubs, AABC or Norman Nelson, managing director, SCBA, Hollywood.

RADIO CIGARETTE ADS

SOME Congressmen have turned raised eyebrows toward cigarette advertising on the radio and have asked the Federal Trade Commission what it is doing to curb certain claims.

This was pointed up in testimony before a House Appropriations subcommittee studying FTC’s 1953 budget. The commission has requested $1,042,025 to staff its Bureau of Antideceptive Practices, to which false and misleading radio, TV and other media advertising are referred.

Subcommittee Chairman Albert Thomas (D-Tex.) put it this way to FTC Comr. Stephen J. Spingarn: “I listened to the radio last night for awhile, and every time I turned it on there were the cigarette advertising people, and of all the wild advertising that was ever on radio, theirs is the worst. Just what does the commission do about that?”

Comr. Spingarn said FTC has issued orders in cigarette ad cases against a number of firms.

Richard P. Whiteley, director of FTC Bureau of Antideceptive Practices, estimated that the four major cigarette firms had cost the agency $10,000 or $20,000 each to process their cases.

Of the companies mentioned, P. Lorillard came in for a verbal bouquet from Comr. Spingarn: “... Take Old Gold. We have an order against them. (Their advertising) is pretty clean. They say, ‘We are tobacco men, not medicine men; smoke Old Gold for a treat instead of a treatment.’ ... They rib this medical advertising of their competitors, which I think is rather clever.” Chairman Thomas readily agreed.

Explaining that FTC has limited power to stop objectionable claims, the commissioner felt that it has “stopped them from making a good many false representations. ... We have accomplished a great deal in cleaning up much of that advertising.”

FAB SPEAKERS
Announced by S. O. Ward

SPEAKERS for the Florida Assn. of Broadcasters meeting scheduled for May 22-23 at the Royal York Hotel, Miami Beach [B& T, April 7] were announced last week by President S. O. Ward, WLAK Lakeland.

Maurice B. Mitchell, president of Associated Program Service, will address the group at an afternoon session May 22. On May 23, Gov. Fuller Warren will speak at the morning session. P. S. Holiday, FCC engineer, will outline Conelrad Thursday afternoon. Friday morning, Bill Stubblefield, NARTB, will speak on “Proposed Legislation Affecting Broadcasters.”

Program chairman for the meeting, when new officers and two new directors will be elected, is George Thorpe, WVCQ Coral Gables.

WICC, WTIC FORM
Two-Station Conn. Network

FORMATION of a new two-station radio network in Connecticut has been announced by Philip Merriman, president and general manager of WICC Bridgeport, owned and operated by Bridgeport Broadcasting Co. To be known as Connecticut Quality Network Group, the network will comprise WICC and WTIC Hartford.

Mr. Merriman said services will be sold in combination to offer statewide coverage of the national political campaign, and that additional stations may be added to the network upon request.

West German Show

GERMAN Radio and Television Exhibition will be held Aug. 22-31 in Duesseldorf after a pause of two years, with all West Germany and West Berlin manufacturers showing new designs in wireless and TV sets, radiogram attachments, phonograph records and accessories and spare parts, according to the German-American Trade Promotion Office, New York.

Page 48 • May 12, 1952
PORTLAND
PACIFIC NORTHWEST DISTRIBUTION CENTER

KEX 50,000 WATTS COVERS THE BIG PORTLAND MARKET

PORTLAND POINTERS

★ PORTLAND'S wholesale trading area is among the largest geographic trading areas in the nation...covering all of Oregon, much of Washington, and parts of California.
★ PORTLAND'S 1951 wholesale sales of $1,425,289,000 are almost double the city retail sales.
★ ... yet Portland has the highest total retail sales per capita of any city on the Pacific Coast.
★ PORTLAND is a city of wide diversification in industry. Only 68 firms employ more than 500 people. 16,000 firms employ less than 500.
★ Home ownership in PORTLAND is the HIGHEST IN THE NATION! (64% of all householders own their own homes.) (U. S. Census)
★ OREGON employment is diversified and stable. Of non-agricultural employees Oregon claims 454,400 workers: (Manufacturing and Lumbering 145,000; Trade 105,000; Government 66,000; Transportation and Public Utilities 48,000; Service business 47,000; Construction 26,000; Finance 15,000; others 2,000.)
★ PORTLAND City Government rates the lowest per capita tax levy for operation of any large city in the nation. Portland $20.36.
★ OREGON leads the nation in average weekly earnings of production workers. (Examples — Oregon $76.10; Washington $72.52; California $72.84; Pennsylvania $66.64.)
★ With but slight increase in rate OREGON State Income Tax collections have more than doubled in the past 5 years: $25 million 1946 — $59 million 1951.
★ Per capita state debt in OREGON is among the lowest in the nation — $5.85.
★ Farm income is higher on the Pacific Coast than any other area in the nation. $9,483 average for 1950 or $3,644 MORE than the national average of $5,839.
★ Farm land values have increased 13.2% in the year 1950-51.
★ Over 750,000 people visit the Vacation Lands of Oregon every summer...spending over $115,000,000. (Oregon's 3rd largest industry.)

Contact KEX Sales or Free & Peters for complete details.

BROADCASTING - Telecasting
May 12, 1952 - Page 49
In Los Angeles, radio reaches just 1%
Official tally: 99% of all homes in metropolitan Los Angeles are radio homes. Only radio can give you saturation coverage of all the multiple suburbs of this far-flung metropolis.

Los Angeles is spread-out, decentralized, composed more and more of suburbs and other incorporated cities. And it keeps growing fast (population increase past 10 years: 49%). So fast that it's now the largest city in the country in land area and the nation's third-largest market in population and retail sales.

Of all media, only radio has kept pace with the growth of Los Angeles. And of all stations, KNX is by far the most listened-to in Los Angeles, winning virtually twice as many quarter-hour firsts as all other Los Angeles stations combined. (Just as impressive: KNX reaches more than twice as many families as the top Los Angeles newspaper!)

You can count on big sales in big Los Angeles when you use 50,000 watt KNX. Just check with KNX or CBS Radio Spot Sales.

Sources: World Almanac, 1949
       Sales Management, May, 1952
       Standard Rate and Data Service, November, 1951
       Pulse of Los Angeles, Jan.-Feb., 1952
       BMB 1949
   *Based on BMB 50-100% area
GATHINGS' VIEWS

WHAT are Rep. E. C. Gathings' (D-Ark.) views on his proposed investigation and study of radio and television programs? A documented answer is supplied by the radio script of a program on which Rep. Gathings appeared as guest. The program, Crusade Against Crime, uses a news format. It is a 30-minute show with half the time devoted to an interview. Julius N. Cahn, who also is executive secretary to Sen. Alexander Wiley (R-Wis.), is commentator. The show, produced on tape in Washington, is a sustainer on about a dozen stations which pay a nominal cost for production.

Stations which carry Crusade are WOOK and WFan (FM) Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va.; WICE Madison; WEAW Eau Claire; WJMC Rockville, Md.; WEBC Duluth; WMFG Hibbing, Minn., and WCAR Pontiac, Mich.

Mr. Cahn's interview of Rep. Gathings was conducted prior to House Rules Committee approval of his resolution (HR 275) to direct and authorize the House Interstate & Foreign Commerce Committee to study and investigate radio and television programs [B.T., May 8].

It is expected that the resolution will soon pass the House and the committee will map its line of action.

In order to give a cohesive presentation of the Gathings opinion, Broadcasting • Telecasting herewith prints under arbitrary headings, Mr. Gathings quotes taken from transcript:

[Children and TV Shows]

"... When you get an objectionable program on television it is very difficult to get the child to leave the TV set, and it is even more difficult to turn over to another channel. You meet with objections immediately. We should be awfully careful of the type programs put on the air between the hours of five in the afternoon and eight or nine at night, especially. So many of these programs during those hours ought not to be aired. That is the time the children do watch the television sets."

[The Advertiser]

"... That's what they are trying to do. [In answer to query: "How would you answer the industry when it says 'we only give the people what they themselves want?']"

And that's what these programs intended. So many of these advertisers are using these programs because they do get more listening audience."

[NARTB Radio & TV Codes]

"Well, it is working in a way. But it is not going far enough. It's voluntary in nature, and many of these broadcasters are complying with the provisions of this particular code. While I feel that quite a lot has been accomplished, more is needed to be accomplished. This code was intended and put into effect I believe originally back in the middle of 1944 [sic], and it has had a very fine effect on the programs. We would like to see this time. But at the same time, there are many objectionable programs."

[On Federal Censorship]

Mr. Cahn asked: "You don't have in mind that there would be a system of federal censorship, for example, of programs?"

(Mr. Gathings) "No, it is not my idea that we should set up a separate department in the federal government. I believe that quite a lot can be accomplished by uncovering the different types of programs that are objectionable, and which should be corrected."

[On Network Program Types]

"... This one was taken in New York City of various television channels. It shows that 3% of all the time which was allotted was informational in nature. Of the total time over television, 3% was for information, 10% went for crime, 6% for westerns, fine arts, nothing, education nothing — no percent. Here are 14% variety, 10% news, 10% home-making, children's programs 12%. But the '10 crime program' was what I was referring to. And only 3% is for actual information and educational purposes."

[On Congressional Investigations]

"Well investigating is a good sign. For my money, I say that the people in America are aroused — they want something really accomplished and these investigations have meant an awful lot. The various types ... that Congress has put on have been effective and have done a great work."

[Steps Hearing Should Take]

"... it would be up to the Interstate & Foreign Commerce Committee ... I feel that all phases of the problem should be looked into .. the industry should come in and tell just what has been done ... they should also give us a log of the various types of programs from the time they go on the air right on throughout the day.

"I think that groups which are interested — various types of groups — religious groups, parent-teacher groups — should be heard, and the various surveys that have been made should be put into the record."

[On the Committee's Report]

"... it is expected that a recess of both houses of Congress will be taken during the early part of July. So, if this resolution is passed by the House soon after the Easter recess — next week or the week after next — there will be enough time for 60 days of hearings. We would have to make that report, however, before the conclusion of the present 82d Congress.

New Buying Cycle in Kansas

Wheat isn't the only cash crop of Kansas farmers. Waiting for sale on their farms are cattle valued at $742,311,000.00. Along with oil, poultry, hogs, eggs, and dairy products, beef is just one of many sources of diversified, year-round income that WIBW listeners consider "spendable."

The surest, fastest way for you to get an above-average share of this steady flow of dollars is to use WIBW. Because we're THE FARM Station for Kansas and adjoining states, we have the full confidence of farm families ... a confidence that's proved by RESULTS FOR WIBW ADVERTISERS.

For-SALE
$742,311,000.00

WIBW

WIBW

THE MAGIC CIRCLE

BROADCASTING • Telecasting

Page 52 • May 12, 1952

"* USDA-Jan., 1952
YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

WKZO-WJEF in radio, WKZO-TV in television—that's the record-breaking Fetzer line-up for Western Michigan advertising. Here's why:

**WKZO-WJEF RADIO**

WKZO, Kalamazoo, and WJEF, Grand Rapids, give closest "home-town" coverage of urban and rural Western Michigan. Each is consistently the listenership leader in its home city—and the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in their unduplicated daytime rural audience—a 52.9% nighttime increase. Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

**WKZO-TV**

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel-3 picture also provides intensive primary service to Battle Creek and dozens of smaller towns—effectively serves a 28-county market with a Net Effective Buying Income of more than 2 billion dollars. An April, 1952 Videodex Diary Study by Jay & Graham Research Corporation proves that WKZO-TV delivers 91.9% more television homes than Western Michigan's other TV station!

What other facts would you like? Your Avery-Knodel man has them.

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.
The Fort Indus has been
STORER BROADCAST
effective in

STORER BRO
WSPD, Toledo, O. • WWVA, Wheeling
WGBS, Miami, Fla. • W
WSPD-TV, Toledo, O. • WJBK-TV, Deh
NJ
488 Madison Ave., New York 22, Eldora
time of
STRY COMPANY
changed
immediately

BROADCASTING COMPANY
W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.
8K, Detroit, Mich. • WSAI, Cincinnati, O. • Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

ITAL SALES HEADQUARTERS:
5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

BROADCASTING • Telecasting

May 12, 1952 • Page 55
Cops and Robbers Congress

SOME DAY (and it can’t come too soon) some aroused member of Congress is going to offer a resolution to investigate the Congressional investigators.

Congress, evidently bent upon outdoing the “shoddy” plodding of cops and robbers. Legislators are not content to having committees undertake inquiries; they want “select” committees, with special appropriations, subpoena power, television pickups and all. Inner councils call this the “Kefauver Influence.”

The function of Congress is to legislate. Congress wasn’t conceived as a super detective agency. The ever-increasing trend toward “special” investigations is making a mockery of the legislative process. Clear-headed legislators recognize this. Standing committees are relegated to second-rate, routine status. Regular work is impeded as the “select” committees, chosen by the leaders, are able to conduct inquiries with a dozen Watsons (on the public payroll), contribute an iota toward the legislative process.

Within the last fortnight, three cloak and dagger inquiries have been authorized in the House. There’s the Gathings Resolution (H Res 278) to investigate radio and television programs, originally headed for a “select” committee. Finally it was diverted to the standing Interstate & Foreign Commerce Committee. The other half of this resolution—covering immoral books—goes to a “select” committee. Then there’s the Cox Resolution (H Res 561) for a select committee to study in tax exempt foundations and organizations.

What warranty has Congress to establish empirical standards for radio and television programming? Or for books, or movies or newspapers or individual citizens?

The First Amendment precludes censorship. The Bill of Rights guarantees freedom of speech, of religion, of press, of assembly. Our forefathers revolted against the British Crown in 1776 because of restrictions on freedom. Congress cannot write a law defining good or bad programming. The responsibility for regulation of radio and television is relegated to an expert agency, with an express prohibition against censorship. The FCC can (and all too often does) look at programming in appraising license renewals.

Rep. Eugene E. Cox (D-Ga.), arch-foe of the FCC, won his fight to have a select committee investigate tax-free foundations. It may be appropriate to determine whether foundations are resorting to devious and clever ways of avoiding taxes, but does a “select” committee have to do it? What about the standing committees dealing with revenue? Cannot the IRS do its job? There’s Communist infiltration of these foundations? Once a “select” committee starts, there’s no stopping it. The Cox Committee, in its investigations, was soon found reason to dip into other “non-profit” organizations. In this category are labor unions (the biggest business in America today), trade associations, political organizations and educational institutions.

It is hard to fathom what motivates our legislators in their zeal to curb the freedoms they are sworn to keep inviolate. The movies were the first on the freedom firing line. Two cases now in the Supreme Court might well prove the bellwethers in the inevitable crusade to clarify and restore the guarantees of the Bill of Rights. The British Crown, when it has navigated in hot water almost from the day it became an influence in moulding public opinion. Now television, with its king-making power (witness Kefauver) accentuates the Congressional drive to get into the act.

The newspapers stand afoot, refusing to recognize other media as kith and kin in the freedom fight. But once pinched, ever so lightly as in the case of President Truman’s recent “seize” slip, their editorial pages become electrified, with nary a mention of the threat to radio or motion pictures.

The freedom fight is eternal. Associate Justice Black, in a recent dissent in a “group libel” case, sagely commented that state laws making opinions punishable as crimes, are at war with the “kind of free government envisioned by those who forced adoption of our Bill of Rights.” History, he said, “indicates that urges to do good have led to the burning of books and even to the burning of witches.”

The radio industry has won its cause, but Hitler and Mussolini burned books. They sequestered radio stations and newspapers. “Free speech” was punishable by death. In the Soviet orbit, there’s no radio other than Stalin’s own. How books or movies or music other than those anointed by the Kremlin. Newspapers are edited and kept by the Foreign Service Office.

Without realizing it, some of our legislators are travelling the road toward totalitarianism. What else can it be when the move is inexorably toward suppression of thought, and control of the minds of men?

SEN. William Benton has twice suffered attacks of a disorder to which we had thought him immune. He has become a victim of snipe fright. Last week, on advice of counsel, he refused to testify at a pre-trial hearing of the $2 million libel slander conspiracy suit brought against him by Sen. Joseph H. McCarthy. He objected to use of a recording machine. Earlier he had refused to let the pre-trial hearings be broadcast or telecast. The silent Benton is an entirely new character on the national scene and, we must say, an asset to the industry. We congratulate the industry for its persistence and aid, as well. The Bill of Rights is being violated by the drain on tax funds. Perhaps the boy’s father, a former President, could give him a lesson in governmental publicity. We hope so.

On Merit Alone

PRESIDENT TRUMAN did what came naturally when he nominated Rosel H. Hyde last week to serve as chairman of the FCC. Mr. Hyde has served with distinction since 1946, when he was first appointed by Mr. Truman to fill one of two then existing vacancies. His knowledge of administrative law and of the broadcast and communications fields and his rare judicial temperament qualify him admirably for the Commission. He has grown with the job.

HYDE promotion was based upon merit. He is a Republican. But politics in no way entered the picture. He is one of the few men in public life who have made public service a career. We wish him well in those seven years ahead.

(Continued on page 66)
A group of broadcasts attacking the Chicago narcotics problem following investigations by WMAQ newsman Len O'Connor resulted in the latest in a series of many national honors for Station WMAQ and its quality news reporting.

Winning of the 1951 Sigma Delta Chi Award for Public Service in Radio Journalism again points up the recognized position of Station WMAQ as THE news station of Chicago.

Day after day, WMAQ newsmen—gathering, analyzing and accurately reporting the news—are constantly achieving good journalism and good radio.
INSTITUTIONAL ADS

THE INTERNAL Revenue Bureau intends to stick to a well-defined line of action in considering whether expenditures made for institutional advertising are deductible for federal income tax purposes.

Sen. Hubert H. Humphrey (D-Minn.), who is studying means of cracking down on so-called "political" institutional advertising as an income tax deductible expense, is aiming his criticism against newspaper use, not radio.

These were two developments last week in the Senator's efforts to determine his line of action [CLOSED CIRCUIT, May 5, B*T, April 14, 7].

In a statement to BROADCASTING * TELECASTING, the Senator pointed out that his illustrations made on the Senate floor of "political" institutional advertising were confined to the printing medium. "I was referring to newspapers, not to radio advertising," the Senator said. He said he was not aware of any large-scale use of such ads on radio.

In answer to Sen. Humphrey's query, Comr. John B. Dunlap, of the Internal Revenue Bureau, explained the sections of the code dealing with deductibility.

For example, he said, if sums of money "expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising, and contributions for campaign expenses." The bureau's policy, Comr. Dunlap said, is to "allow as deductions to a taxpayer reasonable costs for advertising, including advertising of an institutional character."

Definition of institutional advertising, according to the bureau's terminology, means "advertising which does not present to the public the particular products or services of the advertiser but which does put the name of the advertiser before the public; i.e., advertising directed to the promotion of good will rather than any specific product or service."

Comr. Dunlap said the bureau has not attempted to define the type or form of advertising which a business must employ.

"For example," he said, "a taxpayer may select as his advertising medium, a radio program consisting for the most part of entertainment or music; or a taxpayer may purchase space in a newspaper in which nothing appears but the name and address of the taxpayer."

In general, Comr. Dunlap said, the taxpayer is "free to choose the advertising which best serves his purpose and which meets the tests set out in the Internal Revenue Code and the Regulations."

What will determine the bureau's consideration in the future is whether the advertising is employed to the purpose of defeating legislation "in issue" or in an area of "political controversy," it was said.

Sen. Humphrey had attacked two full-page advertisements appearing in a Washington paper, one by McGraw-Hill Publishing Co. on wages and prices, and another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

The bureau indicated it could not comment on these specific cases since it is not permitted to do so except upon request from the parties involved. However, it noted, the bureau has a legal policy to follow.

Technician's Glossary

WILLIAM H. OFFENHAUSER Jr., consultant engineer to Tele-news Productions, New York, has been requested by the Society of Motion Picture and Television Engineers to supervise compiling and publishing a dictionary of technical terms currently used in both industries. Need for the glossary was pointed out by Mr. Offenhauser in a paper delivered at the society's semi-annual meeting in Chicago April 21 [B*T, April 28]. The paper, urging that vague terms be clarified and that jargon be replaced with exact terms for technical use, will be recorded by SMPTF for presentation at its sectional meetings.

STUDENTS SELL SPOTS

FIFTY high school students who took over the entire announcing, sales and programming of KXEO, Mexico, Mo., for one day, sold 117 spot announcements above the station's normal billings, according to Monty Moncrieff, program director of the 250 w station.

The students, all members of the diversified occupations class of Mexico high school, set the record during their special "D-O Radio Day," abbreviated letters for "diversified occupations."

Mr. Moncrieff and Earl Dougherty, general manager, met with the class several weeks in advance to instruct the students in selling. The station furnished the students a list of potential advertisers.

Regular staffers were able to see "our own mistakes after hearing the students' day-long broadcast," Mr. Moncrieff said. He added that the two-week-old station gained much community prestige from the operation.

Both station and students profited from D-O Day. The class earned money it needed to finance visits to industrial and other plants.

KXEO's Margaret Patton, news director, prepared listeners for the day by running a series of spot announcements and a progressive story of the event from the KXEO news desk.

RADIO REACHES PEOPLE... with

COVER the NASHVILLE MARKET

Celebrating A Quarter-Century of Service

Better Buy

BROADCASTING • Telecasting
IMPORTANT FACTS FROM THE 1951 ANNUAL REPORT OF STANDARD OIL COMPANY (NEW JERSEY)

In the free world, people use tremendous amounts of oil. Meeting their needs, rising year after year, has been one of the notable industrial accomplishments of our time.

For example, the peak war effort in 1945 pushed use of oil 23% higher than in 1940. This looked like a mark that would not be topped for years.

But vigorous post-war reconstruction, and expansion of industry, transportation and agriculture, made oil use in 1946 greater even than in 1945. And in 1951 it was 58% higher than in 1946.

To supply this oil has called for great expansion by the petroleum industry. It has meant new wells, pipe lines, storage tanks, refineries, tankships... in times of high costs.

The job has required a vast outlay of money, which has been provided largely by the industry's own earnings.

How this works out is shown in the case of Standard Oil Company (New Jersey), an American corporation having investments in companies carrying on the varied functions of the oil business in the United States and abroad.

Consolidated net income of Jersey and affiliates for 1951 was $528,461,000. Of this, $278,862,000, or 53%, was used to help provide new equipment.

In the six years since 1945, Jersey and affiliates have spent $2,350,000,000 for replacement and expansion of facilities. Depreciation and depletion reserves provided only 44% of that amount. The largest share of the expenditure was met by the reinvestment of earnings.

During 1951 alone, to do their part in supplying more oil for the free world, companies in which Standard Oil Company (New Jersey) has investments:

- **Discovered Oil**
  - In the United States, made new oil discoveries in the Williston basin, the Uinta basin, and Texas...
  - In Latin America, extended known fields in Venezuela, and opened up a new area in Colombia...
  - In the Middle East, Arabian American Oil Company made two important discoveries, one in the offshore waters of the Persian Gulf...

- **Developed Production**
  - In the United States, drilled more wells than in any year since 1937, and greatly expanded secondary recovery operations to get more oil from existing fields...
  - In Venezuela, completed 190 producing wells...
  - In Canada, increased total producing wells from 844 to 1,140...
  - In the Middle East, Arabian American Oil Company and Iraq Petroleum Company increased production 57%...

- **Expanded Refining Capacity**
  - At Baton Rouge, La., and Everett, Mass., enlarged refineries...
  - At Winnipeg, in Canada, opened a new refinery and, at Edmonton, Sarnia, and Vancouver added facilities...

At Fawley, England, put the largest refinery in the United Kingdom on stream...

At Antwerp, Belgium, proceeded with field work on a large refinery...

At Durban, South Africa, started work on a refinery, and at Bombay, India, completed arrangements to build a new one...

- **Expanded Transportation**
  - In the United States, boosted pipe line capacity substantially, particularly in the South...
  - Ordered twelve new ocean-going tankships, bringing the post-war total of those purchased or contracted for to 72...
  - Began to bring Western Canadian oil to consumers in the Eastern provinces by means of two large, new Great Lakes tankers, with a third going in service this spring...
  - In Iraq, Iraq Petroleum Company brought near completion a new 556-mile pipe line from the oil fields to the Mediterranean. It will permit oil production in Iraq to be more than doubled in 1952...

- **Advanced Research**
  - Put into the search for new and improved processes and products a total of $23,100,000, one of the largest expenditures for such a purpose by any company...

- **Continued Good Employee Relations**
  - The interest of the company and its employees in maintaining good mutual relationships resulted in another year without strikes or work stoppages in the domestic affiliates. This was an important factor in meeting the increased demand for oil...

As the free world grows in strength, it calls for more and more oil. So, not just to the 254,000 shareholders who own Jersey, but to people on freedom's side all through the world, the two outstanding facts about our Annual Report for 1951 are: (1) Jersey affiliates again did their part in meeting the growing needs for oil; and (2) the competitive business system that did this job produced the earnings to help meet even greater needs in the future.

**FINANCIAL SUMMARY**

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<th>Value</th>
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<tr>
<td>Total income from sales, services, dividends and interest</td>
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<td>Net income</td>
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<td>Dividends</td>
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<td>Number of employees</td>
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</tbody>
</table>

We will gladly send a copy of the full report if you wish one.

Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.
NORMAN FURMAN, president of Furman, Feiner & Co., N. Y., elected vice president-general manager of WHEE Boston. Main duty will be to convert station's programming toward specialization in broadcast for Irish, Italian, Jewish and Polish listeners. He replaces LAMBERT B. BEEUWKE who has resigned [AGENCY BEAT page 10].

WILLIAM O. PAINE, national advertising manager, KGU Honolulu, named station manager succeeding MARION A. MULRONEY who retires after 30 years as manager of station.

JAMES E. WEMPLE, account executive, KWKWD Pasadena, Calif., to KNBH (TV) Hollywood, in similar capacity. JAY SEIBEL, account executive, KGFJ Hollywood, succeeds him at KWKK.

RAY BARNETT, sales manager, KEAR San Mateo, Calif., appointed acting station manager succeeding HOWARD SMILEY.

J. R. KENNEDY, supervisor of operations in engineering division of CBC Toronto, named commercial manager for CBC television stations at Toronto and Montreal.


GERTRUDE SALNY, formerly with E. A. Lundy Co., to sales staff, WOV New York.

CHARLES G. BASKERVILLE, former general manager, WFLA Tampa, to KRIC Beaumont, Tex., as general manager.

JAMES C. FLETCHER, in addition to duties as eastern sales manager of Midnight Sun Broadcasting Co., named national sales manager for Manila Broadcasting Co., which includes DZRH, DZPI and DZMP Manila, and DYBC and DYBU Cebu.

STANLEY SCHLOEDER, manager of spot radio-TV time buying, Ruthrauff & Ryan, N. Y., and ALFRED I. MIRANDA, advertising sales staff, Vogue magazine, to The Katz Agency, N. Y., station representative firm, on TV sales staff.

PAUL SCHEINER, account executive, KGO San Francisco, becomes sales manager replacing ALAN JOHNSTONE who will resign May 15.

E. FREDERICA MILLET, radio department, National Foundation for Infantile Paralysis, joins political sales group at NBC, headed by WALTER E. MYERS, to act as sales contact, selling both radio and television time.

JOSEPH K. FLETCHER, sales staff, WPLN-PF Philadelphia, to WCAU-TV that city, in same capacity.

DONALD J. TRAGESER, sales staff, KPV Pittsburgh, to KDKA that city, in same capacity.

L. L. ZIMMERMAN, account executive, WQAM Miami, elected governor of fourth district, Adv. Federation of America, covering entire state of Florida.

R. HILL CARRUTH, West Coast TV representative, Alexander Film Co., Colorado Springs, to KTTV (TV) Hollywood, as account executive.

GEORGE F. HOLLINGBERG, N. Y., appointed national representative by WJPS Evansville, Ind.

GEORGE W. CLARK Inc., Chicago, appointed national representative by WFOX Milwaukee.

STANLEY B. WOOL, formerly with Ruthrauff & Ryan and Cecil & Presbrey, both N. Y., to WOR that city, as account executive in recording studios.

NATIONAL BROADCAST SALES, Montreal, has moved to 1396 St. Catherine St. W. Telephone is University 6-1858.


ED NEILING, account executive-newscaster, KTUL Tulsa, elected president of city's Junior Chamber of Commerce.

BENEDICT GIMBEL Jr., president-general manager of WIP Philadelphia, presented citation by Boys' Clubs of America for 15 years' service as member of board of Crime Prevention Assn. . . . VICTOR C. DIEMH, president-general manager of WAZI Hazleton, Pa., vice president, WHOL Allentown, Pa., and management consultant at WHLM Bloomsburg, named chairman of radio-TV committee for 1952 Pennsylvania Week scheduled for Oct. 13. . . . LEON FORSYTH, merchandising manager, CBS Radio Pacific Network, father of boy, Randall Scott, April 30.

L. A.'s RTRA Election

Reynolds Named President

ROBERT O. REYNOLDS, vice president and general manager, KMPC Hollywood, has been elected president of Radio-Television-Recording-Advertising Charities Inc. that city. He succeeds Sidney N. Strotz, TV consultant and formerly NBC Western Div. vice president, who headed the charities organization since its founding three years ago.

Hildred Sanders, vice president in charge of radio-TV, Dan B. Miner Co., and True Boardman, writer-producer, John Sutherland Productions, were named RTRA first and second vice presidents respectively.

Donn B. Tatum, ABC-TV western manager, was elected secretary, with Thomas C. McCrory, NBC Western Div. director of radio operations named treasurer, and Harold R. Maag, RCA vice-president, assistant treasurer.

Continuing to service with new officers on board-of-directors are Larry Shea, general manager, Bing Crosby Enterprises; Wayne Tise, BBDO vice-president; Bob Shugart, public relations director, Musicians Mutual Protective Assn., Local 47, AFM; Richard Moore, general manager KTTV (TV) Los Angeles and Mr. Strotz.
No, this time they’re PRESTO Green Label discs . . . crossing the oceans on their way to such foreign ports as Ankara, Genoa, and Johannesburg . . . and to Mexico, Colombia and Brazil.

Every week, thousands of PRESTO recording discs are shipped overseas, despite U. S. dollar shortages, import license controls and other obstacles in the path of foreign trade. In one week, the week of February 28th, M. Simons & Son Company (Presto’s foreign representative) shipped nearly 23,000 discs to these points around the world.

There must be a reason for this proven preference for PRESTO discs, particularly in the face of increased demands for magnetic tape. The reason is plain to us . . . and will be to you when you use PRESTO on your next job. PRESTO is the preferred disc because it is manufactured by the highest standards in the industry . . . made in the world’s most modern disc plant . . . and tested for maximum performance.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD’S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
Great furniture, ordnance, culture, economy. Developing annually from a spending state area.

THE FRANK 571,000 KWFC (AMFMV 1 Ark.. 60,200 AM-FMI 62 ordnance installations. (From market.

Singly $367,535,000 Southwest C

Song with all his time to production, JACK JACKSON, ANTHONY, Westminster, awarded in

Westminster, awarded in

promotion. BILL BOX, chief announcer, WPAT Paterson, N. J., and Phyllis Cunningham were married May 11. JIM THOMAS, WCKY Cincinnati, father of boy.


ANN CARLYLE, office manager, KFI Los Angeles, and ENRIQUE RUIZ, South American tenor and Columbia recording artist, were married in Madrid last month.

BOB VESEL, program director, WMTR Morristown, N. J., father of girl, Donna, April 28.

GEORGE NATANSON appointed to foreign correspondent staff, NBC, to represent network in Buenos Aires.

MARK SEEDON assumes similar duties in Cairo and JAMES CHRISTIE in Rio de Janeiro.

CHARLES SHAW appointed news director at WCAU Philadelphia.

VICK AVERS, newscaster, WFMT (FM) Chicago, to WJHE Gallipolis, Ohio, as news editor.

GROFFREY A. GASS, KRPL Moscow, Idaho, joins news staff of KSRV Ontario, Ore.

ERWIN D. CANHAM, ABC news analyst and editor of Christian Science Monitor, appointed commander in Order of Orange-Nassau by Queen Juliana of the Netherlands for "wonderful work the Christian Science Monitor has done through the past years with the problem of covering the Netherlands and Indonesia."

WSYR's Local Radio Sales

UP 46% Compared with same period in 1951

National Spot Advertisers

TALK DIAL!

Write, Phone or Ask Headley-Reed

570 KC

WSYR—AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NRC Affiliate • Headley-Reed, National Representatives

BROADCASTING • Telecasting

Page 62 • May 12, 1952
Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how... A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it—the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money—and the lines to take the power where it will be needed—under normal public regulation.

But the job is held up—for there are people who want the federal government to take over electricity—as well as medicine and other businesses and services. They say the federal government should build the plant—even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up...

If electric companies build the plant
- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state utility commissions.
- The Niagara project will pay about $23 million a year in local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government builds the plant
- You will pay for it in taxes — over $350,000,000.
- Specially favored groups will have first call on all power. Rates won't be regulated.
- Little, if any, taxes will be paid to local, state or federal governments from the sale of power.
- Government estimators say it will take them at least 5 years.

NOTE: In no case would the scenic beauty of the Falls be affected.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people.... The government plan is a long step toward socialized electricity—because only power production is involved— with no other purposes, such as flood control, to complicate the issue.

That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies.*

*Extracted with permission from this magazine.

James better lar-
ing New Yorker, grily.

Although Radio, he believes, was helped by video. He pointed out the money spent on radio to advertise TV sets.

Mr. James said that he chooses radio because he thinks that TV is overpriced. “For example, for the same price that I can buy one 20-second TV announcement, I can buy around 65 minute spots on radio. And one spot, even on television, is not enough to sell a big item. Dollar-for-dollar, radio today is a better buy than television,” he emphasized.

Although a transplanted New Yorker, Mr. Charles thinks that Washington is the “hottest” advertising city in the country. “Where else,” he asks, are you going to find appliance dealers spending $5,000 a week?”

In his native New York City, Alexander Lloyd Charles attended James Monroe High School where, incidentally, he was quite an athlete. He then studied engineering at New York’s Cooper Union College.

After he left college, he was a salesman for a chemical company but successful friends in radio sales influenced him to try his hand at that medium.

He was in the sales departments of WINS New York City, WARM Scranton, WHYU Holyoke, WKPJ Poughkeepsie and WINX Washington. He left WINX to join Kal, Ehrlich & Merrick in 1942.

Advertising’s Pace

“I like advertising because, to use the old cliche, it keeps you young.” This is substantiated by Mr. Charles who, although born March 8, 1912, looks considerably less than 40.

He is married to the former Ger-

trude Silber, of Poughkeepsie. They have two sons, Peter, 8, and Eric, 6. When he can, Mr. Charles likes to play golf and he shoots in the 80s. However, he seldom has time for golf.

“I need about three more hours in the day. Even then I couldn’t play golf. I need that time to do my work the way I want to do it.”

Mr. Charles believes that it’s important for the advertising man to keep the upper hand with clients insofar as advertising is concerned. This he does, by producing results and injecting good humor into the relationship.

“I invented a gag,” he said, a little proudly. “I call up a client one morning, this is the second-best advertising man in the world.” When he asks who is the best, I reply, ‘I am, but I’m modest.’”

42 OUTLETS SIGN
With World in April

WORLD Broadcasting System, pro-
ducers of sales and program services, signed 42 new subscriber stations during April to set a company record for one month’s sales, Rob-

er t W. Friedheim, general manager, announced last week.

Mr. Friedheim said sales material and bureau service increased on World’s new County Fair, featuring Judy Canova, have been sent to more than 900 subscribers. The People 
P"leda city-electronic summaries of 12 half-hour shows, has been sold to 173 stations, with many advertisers sponsoring it as a public service, he said.

Another World series, the weekly quarter-hour Get a Hit baseball show, is being carried on 365 stations, Mr. Friedheim said.

Harper to Talk

At Library Group Meet

MARION HARPER Jr., president of McCann-Erickson, will discuss “Tomorrow’s Advertising” as one of the principal speakers at the opening luncheon of the Special Libraries Assn.’s 45th annual con-

vention, May 26-29, at the Hotel Statler in New York.

Other highlights of the convention include a May 28 session on “Evaluation of Services Used in Advertising,” with speakers including Hans Zeisel, research director of the Tea Bureau, “Evaluation of Radio and TV Services”; Frank McCord, research director of Cecil & Presbrey, “Evaluation of Market Research Services”; Gladys Hine-

ners, manager of copy research for McCann-Erickson, “Evaluation of Copy Research Services,” and Evelyn Becker, librarian of Need-

ham, Louis & Schorly, “Evaluation of Library Services.”

Turkish Program

FIRST Turkish-language radio program to be broadcast in New York metropolitan area has been on WHOM-FM New York 7-8 p.m. EST. Program is conducted by R. Oguz Turkkan, Columbia U. lec-
turer on Turkish history and New York correspondent for Turkish newspaper Cumhuriyet, and fea-
tures music of that country and the Orient as well as news and special features in Turkish language.

there isn’t time to read them all

Let’s not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-

TELECASTING. (We’ve a hot-full of statistics to prove it.) It doesn’t take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don’t).

BROADCASTING • Telecasting
Why 2 gallons of the gasoline you buy today equal 3 gallons you bought in 1926

1. We all know that today's petroleum products are vastly superior to those of 26 years ago. But very few of us realize that two gallons of today's gasoline will actually do as much work as three gallons did 26 years ago. The tremendous improvement of petroleum products is largely due to one thing: the research being carried on by U.S. oil companies.

2. In February Union Oil opened the doors of its new $8 million Research Center near Los Angeles. Here a staff of 300 will work on product improvement as well as petrochemical research -- the development of the base chemicals for such products as synthetic rubber, detergents and plastics.

3. Over the last 61 years the money we have spent per year on research has risen steadily from $3 thousand to over $3 million. Why? Not because we like to spend money or because someone told us we must. But to keep ahead of our competitors -- all of whom are working on new and improved products too.

4. These 30,000 U.S. oil companies -- big and little -- are all competing with each other. Consequently, the incentive to develop new and improved products or techniques is constantly with all of us. This incentive is the driving force behind our whole free, competitive American system.

5. For it encourages the introduction of new and better products to a greater degree than could ever exist under a governmental monopoly. As a result, the American people have the highest standard of living the human race has ever known.

For it encourages the introduction of new and better products to a greater degree than could ever exist under a governmental monopoly. As a result, the American people have the highest standard of living the human race has ever known.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil
higher education and left in 1919 with "enough credits to graduate with, but in all the wrong subjects."

When it came to choosing a career, Mr. Carroll had no doubt as to what he wanted to do. Even as a child he had gravitated toward advertising. As a pastime, he had diligently clipped and pasted up for future reference little verses in the Campbell Soup magazine ads. Thus, on leaving high school, when he was 19 years old, he got his first job with Sigmund Kahan Agency, a small New York advertising firm, now defunct. He was office boy with a salary of $10 per week. The next three years, he went progressively from that agency to three others, ending up in 1926 as copy chief for Irwin Jordan Rose Corp.

To relieve the grind of commercial writing, he wrote humorous copy and verse, plus film reviews for Judge, whose staff young Carroll eventually joined. He also did free lance copy for the old Life. These "outside" assignments brought him much enjoyment both spiritually and materially that in 1929 he temporarily left advertising to devote fulltime to freelance writing.

Wide Writing Activities
For the next six years in addition to writing for Judge and Life, Mr. Carroll wrote for the New Yorker, College Humor, Saturday Evening Post; did a New York column for Canada Golbin; for two years did a radio column plus features for New York Sunday World until its demise in 1930; wrote vaudeville skits for "Garrison Gal- lities" and for about six months handled publicity for Tobus Klag-film Syndicate, A.G., German film distributor.

In "spare time" during this period, he managed to collaborate with Harry Wagstaff Gribble on a musical review, "Cherry Pie," which ran for three weeks in Greenwich Village.

"The play got good reviews," explained Mr. Carroll, "but no one showed up."

Ending his vacation from advertising in February 1932, he joined the New York radio department of J. Walter Thompson Co. During the next 14 years he worked on network shows produced by that agency, such as Burns and Allen—Gypsy Lambarde; Rudy Vallee Show; Shell Chateau; Chase & Sanborn Hour, and Paul Whiteman and Al Jolson, which he started. Latter program later became known as Kraft Music Hall. In addition, the busy young man wrote interviews and the framework for CBS' Lux Radio Theatre.

At one period his schedule included writing for 2½ hours of Thursday shows (Kraft Music Hall, Rudy Vallee Show, George Olsen and Frank Fay programs); the hour Al Jolson Shell Chateau on Saturday; Chase & Sanborn Hour and Joe Penner Show half-hour programs on Sunday.

In Sept. 1946 Mr. Carroll left that agency to join Ward Wheelock Co., in Hollywood as agency executive on Jack Carson Show.

Before he left JWT, Mr. Carroll took on a permanent momento of his association there. Her name was Norma Tobias, a secretary on the agency staff. Robert T. Colwell, then his boss, and now the third man of the Sullivan, Stauffer, Colwell & Byles lineup, was matchmaker. She became Mrs. Carroll on Sept. 19, 1934. The Carroll family, which now includes Lida, 16; Bruce, 12, and Adam, 8, make their home today in Beverly Hills.

Six months after joining Ward Wheelock Co., Mr. Carroll helped start the Club 15 musical on a five weekly basis and Double or Nothing, daily audience participation show, both on CBS Radio. Club 15 has since gone to thrice weekly on CBS Radio, with Double or Nothing shifted to NBC radio on its same daily schedule.

It was in the summer of 1950 that Mr. Carroll was named vice-president in charge of Ward Wheelock Co.'s West Coast operations.

A hard worker when a job has to be done, and a neat one too, agency co-workers concur, Mr. Carroll works best on a deadline.

He likes to get things done "so that I can rest."

This probably accounts for his usual calm and relaxed manner which, added to his warm sense of humor and natural ease in getting along with people, makes them enjoy working with and for him.

He takes a serious outlook on the radio vs. TV debate. Mr. Carroll believes television is now in the same growing stages that radio was in its beginning. However, television will not "kill" radio, only change it, he believes.

Mr. Carroll still freelances magazine writing. He also has written several popular songs. Most recent are "Christmas Is For Children" and "You Say the Nicest Things." Other songs include "Baby Me" and "Why Won't You?"

Other writings including collaboration with Bob Hope on the very successful "I Never Left Home," which sold more than 1½ million copies, and "So This Is Peace." In the words of Mr. Carroll, the latter was a "huge failure," selling a mere quarter million copies.

In spite of his loyalty to radio, it is TV which has given him his opportunity to become a star in his own right. For the past four years, Mr. Carroll has been a permanent panel member of the Sunday night show, Movietone RSVP, seen locally on KTLA (TV) Hollywood.

Not a joiner, his sole organization affiliation is the Hollywood Executives Club.
MBS CO-OP SHOWS
Reach New High

SPONSORS of Mutual network cooperative programs have reached an all-time high to total 4,485 local and regional advertisers. Bert Hauser, director of co-op programs, announced Tuesday.

Noting that a total of 25 network programs were available for local sponsorship as of May 1, Mr. Hauser pointed out that Game of the Day leads the list, having been sold to 1,879 advertisers on 215 network stations. Only half the daily innings of these broadcasts are available to local backers, he explained, since the Falsstaff Brewing Corp., St. Louis, sponsors the remaining play on a national basis.

An additional 625 sponsors have been attracted since Jan. 1 to the five Metro-Goldwyn-Mayer shows available for local sponsorship: Crime Does Not Pay, Story of Dr. Kildare, Hardy Family, MGM Theatre of the Air, and Gracie Fields Show.

The two leading MBS newscaster-s-Fulton Lewis Jr., sold on 308 stations to 705 advertisers, and Cedric Foster, backed by 320 sponsors on 158 affiliates—represent more local business sponsors than the combined contracts of all co-ops on other networks, Mr. Hauser said.

Other leading MBS co-ops include Cecil Brown, sponsored on 86 stations; Mutual Newsreel on 81, and commentator Bill Cunningham, 79.

Newest program added to the cooperative roster is Bert Bacharach's broadcast version of his syndicated column on men's dress and interests, Men's Corner, which is broadcast from 7:15-7:30 p.m. EDT, Wednesdays.

WCAO BIRTHDAY
30 Years Marked

MARYLAND'S oldest radio station, WCAO-AM-FM Baltimore, celebrated its 30th anniversary last Thursday and this year observes its 35th year with CBS. Station became one of the 16 basic affiliates of the network in 1927.

The 5 kw on 610 kc AM outlet and the 30 kw FM station today have four 300-ft. towers and transmitter equipment on a 31-acre tract, but in 1922 as a 50 kw station licensed to Sanders & Stayman Piano Co.

President and general manager today is L. Waters Milbourne, son of Sen. Lewis M. Milbourne who headed a group which bought WCAO in 1911. In August 1947, the station moved to its present location at 1102 N. Charles St.

According to official records, WCAO has been credited with creation of the original Morning Musical Clock, a favorite 6-9 a.m. program today. Nine WCAO employees have more than 20 years' service and two announcers are veterans of 15 years or more.

KPRC-AM-TV WINS
Get-Out-Vote Campaign

VOTING at the precinct conventions in the KPRC-AM-TV Houston area May 3 was 50 times as great as in 1948 and was the biggest turnout in history after a concentrated get-out-the-vote campaign by the station, in close cooperation with its parent newspaper, the Houston Post, according to Marsh Callaway, KPRC promotion manager.

For the first time in the memory of any Texan, Republican voting at precinct level was greater than Democratic voting, he said.

On May 1, KPRC-AM presented 'The Voice of The People,' a story of democracy in action. The same night, KPRC presented a radio version of the same theme. Both programs were introduced by Texas Gov. Allen Shivers Jim Alderman, KPRC-TV, and Pat Flaherty, KPRC, served as moderators.

Heavy spot schedules ran from April 13 through May 3 on both stations, urging voters to participate in their precinct conventions, and publicizing a "Political Primer" newspaper insert. Jack Harris, KPRC-AM-TV general manager, made a personal appeal to managers of all Texas radio stations to encourage precinct convention participation.

HADACOL BACK
With New Radio Campaign

"NEW and intensive radio advertising campaign" for Hadacol will be conducted in eight southern states, according to Frank E. Heaton, director of advertising for LeBlanc Corp., Lafayette, La. The campaign may be extended into more states.

Campaign includes three to five one-minute spot announcements per day, six days a week, placed directly by LeBlanc Corp. from its headquarters. Spots were produced and transmitted by Erwin, Wasey & Co., New York. States covered include Alabama, Arkansas, Georgia, Oklahoma, Louisiana, Texas, Florida, Mississippi and cities of Cincinnati and Asheville, N. C.

The proprietary product was promoted to nationwide fame and wide distribution by its former president, Dudley J. LeBlanc, Louisiana political figure, mainly by use of extensive radio advertising. Later the company went through bankruptcy and reorganization proceedings.

Columbus Poll Melee
CRUSADING News Editor Phil Krieger of WGBA Columbus, Ga., was one of three newsmen allegedly attacked last Tuesday by a group of men as the three were taking pictures at a polling place in Phenix City, Ala., a city where gambling is the object of a clean-up drive. Other newsmen were Ray Jenkins and Tom Sellers of the Columbus Ledger and Inquirer, of which the station is an affiliate.

From where I sit
by Joe Marsh

As a Matter of Fact...

Out of all the newspaper and magazine columns that I read, the ones I enjoy most are those that pack in a whole lot of facts—unrelated facts, maybe, but each one an interesting bit of information in itself.

These columns go something like this: "Did you know that humpback whales are addicted to snoring? That bees have been bred with red, brown, blue and buff-color eyes?"

"Did you know that lead can be converted to gold—at a cost of only $1,000,000 an ounce? That a 555-pound fat girl went on a diet and lost 401 pounds in 12 months? That a chrysanthemum has been developed that smells like a violet?"

From where I sit, maybe I'm a kind of "Johnny-one-note." My own columns always seem to revolve around one idea—a plea for us to make sure we respect the other fellow's rights—like the right to vote for your own choice or the right to enjoy a glass of beer now and then. I may not be in style, but I believe my one fact is worth repeating—and remembering!

Joe Marsh

Copyright, 1952, United States Brewers Foundation
Radio and TV push broadens
Italian-American market

Progresso food products don’t believe big advertising budgets will crow little fellows from shelves

On page 46 of Printers’ Ink’s April 23th issue, is a success story that tops them all. Consumers were asked to send to the advertiser, Uddo & Taormina, packers of Progresso Italian-American foods, labels and coupons representing $10.00 worth of Progresso merchandise.

Those who do this have their names and the names of relatives in Italy forwarded to a Romeo correspondent of station WOV, New York. He then visits the relatives in Italy and records interviews with them. These interviews are sent back to the United States, and then comes a day when the American relatives hear the telephone talking to their friends and loved ones still in Italy.

In addition to this sensational program, Progresso uses WPIX-TV, New York. The show, Opera Camere, has opened the door of dozens of supermarkets and the pocketbooks of thousands of New Yorkers of non-Italian origin.

The last paragraph of this exciting story says, “the aim of Progresso is to spread throughout the country from coast to coast, everywhere we can get a place. Progresso started with WOV in New York; they then added WPIX-TV. Now they are planning to move shows all over the country. Starting as a local advertiser, they will soon be regional advertisers, and eventually national advertisers.

If you missed this story drop me a line and I will send you the issue of Printers’ Ink in which it appeared.

Sales, Audience Increase, GT&R Reports

MBS GAINS

MBS is the only radio network with a year ago in the face of TV’s progress, General Tire & Rubber Co., which Don Lee networks as well as seven

The company substantially expanded its radio-TV interests with acquisition of WOR-AM-TV New York and KHF-TV Los Angeles last Jan. 25, the report explains.

Total income of General Tire & Rubber Co. in the quarter ending Nov. 30, 1951, was $180,521,180, a new high. Net after taxes was $7,780, 467 including net income of $773, 827 from TV and broadcasting activities. Discussing the merger of Yankee and WOR with Thomas S. Lee Enterprises Inc., the report points out that the firm now has a major stock interest in MBS.

“Your company’s 1951 investment

GE CEREMONY

Aided By WSAI Remotes

WSAI Cincinnati played a prominent part in a two-day ceremony of General Electric Co.’s “Fastest Ten Years” celebration which commemorated the running of the first jet engine in America and dedication of the Lockland, Ohio, GE plant.

Preceding the 10th anniversary dinner at the Netherlens Plaza Hotel, GE’s own program, Sports Time, with Dick Baker, WSAI sportscaster, started from the hotel. Other special programs followed.

The next day, WSAI originated programs from the Lockland plan. That night, taped recordings of afternoon discussions during the two-day celebration were aired. Special programs were under supervision of J. Robert Kerns, WSAI managing director.

PUBLIC SERVICE

Ads Cited by S. C. Gale

VALUE of public service advertising in building good will was stressed by Samuel C. Gale, General Mills vice president in charge of advertising and past chairman of the Advertising Council, in a speech before the Public Utilities Adv. Assn. Friday at Minneapolis.

Outlining the Council’s work in public service advertising during the past year, he told the group: “I think it has now been demonstrated that public service advertising is a surer, better, and simpler way of building goodwill than the older forms of institutional advertising.”

Public utilities are “more dependent on those most upon public good will.” Mr. Gale said, recommending that every public utility advertising man “give serious thought to earmarking a portion of his budget for public service advertising.”

“There must be some reason why public service advertising is the fastest growing classification of advertising, and there is: It is good citizenship and at the same time it is good business.”

Additionally, he said, “advertising people have rediscovered themselves as the responsible trustees of the world’s greatest instrument for mass persuasion. They have awakened to the fact that they are protecting the bases of democracy…”

DISC—inc. Stu Wilson, will be featured on Are You Latitude’em on KBBK Avalon, Calif., when station begins operations. Show will occupy 9-12 noon slot, Mon. through Fri.
THE VALUE GOES UP THE DAY YOU BUY IT

How many advertising media increase in value the day you buy into them? And the next day? And the next? To real snowball proportions?

Spot Television does.

Even as you sign the contract—more sets are being sold, the number of TV families is growing, the cost per thousand is going down.

Invest in Spot TV today. It's the fastest rising stock in the advertising market.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Yes, over a million cookbooks were sold by WBAP-TV during a 26-week period! The cookbooks were available in leading grocery stores in Fort Worth and Dallas. The promotion for the books was done over WBAP-TV, Channel 5.

Yes, WBAP-TV follows through to the point of purchase!

The bulk of the promotion for these WBAP-TV cookbooks was done on Home Economist Margret McDonald's "What's Cooking?" program seen between 1:00 and 2:00 p.m. each weekday. On Mondays, Wednesdays and Fridays vivacious Margret would prepare a recipe from the current volume being promoted. On the other two days she would talk about the books and show them.

Margret's popularity in the Fort Worth-Dallas area has been phenomenal. In the past year she has received more than ten thousand pieces of mail from housewives in this area requesting food recipes, asking for advice on interior decorating, floor-cleaning, flower arrangements, furniture and a dozen-and-one other home management topics.
FOSSIBILITY of a compromise regulation that would relax the ban on manufacture of colorcasting equipment in certain instances was held out by the government last week.

Despite published reports that a final order to allow the production freeze, it was understood that the prohibition would be retained on manufacture of color TV equipment which would preclude mass production in the industry.

The question was posed at a Thursday news conference held by Herb H. Fowler, National Production Authority administrator, and Manly Fleischmann, Defense Production Administrator. Mr. Fowler said an amended order would be issued in perhaps a week.

It was understood that the compromise goes farther than NPA's avowed intention to maintain the ban but permit manufacture of equipment for certain color TV theatre and department store uses. It would leave the door open for manufacturers to apply for authority to turn out equipment if it could be shown that there would be no conflict with defense contracts, no drain on engineers and if they used their current black-and-white TV materials allocations.

"Any relief would be much more apparent than real, however," an NPA official told Broadcasting. "It would not open the door to authorization but merely tell the manufacturer the combination to the safe. He would still have to hold the lucky number."

The "lucky number" appeared to be the three above-mentioned criteria, according to the NPA official.

If the order is approved by Mr. Fowler and screened by NPA's Clearance Committee for adoption, it could mean in effect that DPA-NPA is steering a course away from actual banning of the end product. In any event, it was emphasized, there will be no greater allocations of materials, with the result that the ban would, in effect, be retained indirectly.

The NPA official also noted that, without actual color TV broadcasting, mass production of colorcasting receivers and related equipment (adapters, converters, etc.) and scarcity of materials, "the relief would be academic."

Mr. Fowler, in response to a newsmen's query, said the order is bound to "give some relief." Mr. Fleischmann added that there would be relief "with the passing of time if nothing else." Mr. Fowler indicated that he has not reached a decision whether to press the freeze or not.

"We are trying to determine how we can relax the ban without endangering the military electronics program," Mr. Fowler told newsmen. "There is a situation where engineers would be pulled off military contracts.

NPA has been mulling the color TV freeze for the past three months since the second government-industry conference called by NPA to clarify the intent of M 90 (B*T, Feb. 11, et seq.). It has been frankly acknowledged that NPA had studied the possibility of exempting color TV theatre applications at the insistence of the Theatre Owners of America, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee.

The issue is of paramount interest to 20th-Century Fox Film Corp., which, deferring to MPAA and TCA on the legal front, proposes to press its Eidophor projection theatre TV system into action. Exemption for manufacture of closed circuit equipment used by department stores on an experimental basis also has been under study.

Mr. Fowler has indicated in the past that, whatever action the government takes, no additional materials will be made available to manufacturers for color production, and that the technical shortage remains acute.

Another question that has been raised by industry—particularly by Paramount Pictures Corp. on behalf of Chromatic Television Labs., which proposes to make the Lawrence tri-color TV tube—is whether materials may be used to produce a receiver capable of receiving both color and monochrome TV. NPA promised to clarify that, too.

In the cases of both Eidophor and Lawrence, officials have pointed out that no great quantities of materials would be needed to launch production of necessary equipment. It is this factor which touches intimately on charges that the government has, in effect, banned the end product rather than permitting manufacturers to use available allocations as they choose. The materials picture isn't likely to change substantially during 1952.

Unrest on the labor-management front has virtually dissipated any hope of the government decontrolling vital materials by year's end. These problems apparently will complicate Mr. Fowler's task as he takes over the reins of DPA June 1—subject to Senate approval.

Mr. Fowler was nominated by President Truman last Wednesday to head up DPA and will retain his post as National Production Authority administrator. He succeeds Mr. Fleischmann, who resigns to return to private law practice in Buffalo, and will report to acting Defense Chief John Steelman.

This action highlighted a week of government developments on (Continued on page 81)

**KOTV(TV) SALE**

CONTROLLING interest in KOTV (TV) Tulsa has been sold by George E. Cameron Jr. and John B. Hill to Texas oilman J. D. Wrather Jr. Sum for the 85% interest owned by Messrs. Cameron and Hill was announced as in excess of $2 million.

Helen Alvarez, general manager of the station, retains her 15% interest in the licensee corporation and is expected to continue in her present position.

Sale of KOTV brings to two the number of TV stations purchased in the month since the April 14 FCC Sixth Order and Report ending the TV freeze. An announcement was made of the sale of KPHO-AM-TV Phoenix to Meredith Publishing Co. for $1.5 million.

Although in preparation before the freeze-lifting, application for FCC approval of the transfer of KOB-AM-TV Albuquerque to Time Inc. and former FCC Chairman Wayne Coy for $600,000 [B*T, April 28] was filed after the Sixth Report and Order was issued.

All three sales were of TV outlets in one-station markets and all are in the Southwest.

Although Mr. Wrather makes his business headquarters in Dallas, he makes his home in West Los Angeles, Calif. In his late thirties, he is married to movie actress Bobita Granvelle. He has produced some independent motion pictures.

Associated with Mr. Wrather in the purchase of KOTV is his mother, Mrs. Mazie Wrather. It is believed that Mr. Wrather has his eye on TV in other cities, either through purchase or grant.

Application for FCC approval is expected to be filed in the next week or two.

**Separate TV Company**

It is understood that the interests of Mr. Wrather and his mother will be incorporated in a separate television company which will be the successor company of the licensee of KOTV, Cameron Television Inc.

KOTV began operation Nov. 30, 1949. It operates on Channel 6, with 16.6 kw visual power, from a 450-ft. antenna atop the National Bank of Tulsa Bldg. Antenna is 490 ft. above average terrain. It is affiliated with ABC, CBS and NBC on a non-interconnected basis. Tulsa is due to be interconnected July 1 when the A&T&T throws a microwave relay link into the city from Oklahoma City. Station charges $500 for one-time Class A hour period.

Cost of constructing the Tulsa TV station was $265,988.34, according to the figures submitted in its license application. Major portion of this cost was for studio equipment, $102,988.85, with the transmitter costing $91,566.72 and the antenna system, $29,802.77. As of June 30, 1951, KOTV was reported to have a net worth of $465,380.12. Its net profit at that date for the fiscal year was reported as $83,604.56.

Mr. Cameron, also an oilman, is 70% stockholder of KOTV and is president of the licensee. Mr. Hill owns 15% of the station and is secretary-treasurer as well as commercial manager.

**Wrather Buying 85%**

**MAY 12, 1952**
THERE'S NO BUSINESS
LIKE TV TALENT BUSINESS

By DAVE GLICKMAN

THERE'S no business like TV business as far as talent agencies are concerned. It's big business, with them today.

Television requirements, both for live and film productions, have created the greatest demand for a constant supply of talent that the entertainment business has ever known.

Demand is for almost any kind of talent that will hold viewers' attention. All concerned feel this demand is hardly in its infant stage of growth. With the FCC freeze lifted and more stations eventually to be on the air, needs will multiply. As a result, talent agencies are scouting the countrywide, looking for new personalities that can be developed in stature and thus be available for TV.

Many talent agencies in Hollywood and New York are doing more business with video today than with motion picture studios.

Although top salaries and story prices in television aren't to be compared with those offered by the movie industry, demand for artists of various kinds and material frequently gives an agent greater profit for a week's activity than he gets from motion picture placement. The recall of artists is more frequent too.

Off-setting present comparatively low salaries for the general run of "name" talent are residual rights agencies are creating for clients and themselves through ownership of filmed packages which may have substantial re-release value for many years.

Most of the TV deals with residual rights are along the same pattern, with motion picture stars asking $2,500 and up for making a half hour film, plus 15% to 25% of net on re-sale, over a ten year period or more. Some are asking a 50% interest in the package.

A cost factor partially overlooked in the TV boom is directing and production talent now also seeking residual rights. Musicians also come under the residual rights clause through demanded AFM 5% royalty formula on TV filmed shows.

Besides spotting "name" and lesser known artists and acts on local and network video shows as guests, several agencies package weekly live programs for advertisers or for sponsor consideration. Through talent on their rosters, some of these agencies also own a healthy percentage share in other packages.

Shows Seeking Talent

Devouring talent are such network TV programs as NBC-TV Milton Berle Show, Philco TV Playhouse, Comedy Hour, Robert Montgomery Presents, All-Star Revue, Ford Festival, Kate Smith Hour and Armstrong Circle Theatre; ABC-TV Celanese Theatre, Personal Appearance Theatre, and Pulitzer Prize Playhouse; CBS-TV Studio One, Ken Murray Show and Toast of the Town, and DuMont-TV Calvaceade of Stars.

Not to be forgotten are numerous detective-mystery programs both live and filmed, that need new faces and voices to support stardom characters.

Leading the agencies most active in TV are William Morris Agency, Music Corp. of America, Famous Artists Corp. and General Artists Corp. Others are the James L. Saphier Agency, Nat C. Goldstone, Don Sharpe, Sam Jaffe, George Rosenberg, Frank Cooper, Wynn Rocamora, Mel Shauer, Paul Small and many of similar stature on Hollywood's talent row who are busy in the new medium.

William Morris Agency, for example, represents Eddie Cantor, Jimmy Durante, Danny Thomas, Ed Wynn, June and Stu Erwin and Groucho Marx, to name but a few in TV.

Mickey Rooney's signing with NBC-TV to star in a comedy situation series was handled through William Morris Agency. The deal is similar to that recently closed with Joan Davis, comedienne.

Peter Coe, featured in Commander Films' Hellgate, to be released through Lippert Pictures, turns writer-director for Port of Embarrasion, TV film series being packaged by William Morris Agency.

Ross Western Series

The 39 half-hour TV-filmed Tom Keene, western series to be made by Sidney R. Ross Productions, is another William Morris package. Tom Keene starred in early western movies.

Agency also is handling The Racketeers, packaged by Bob and June Raisback. In addition it represents Hal Roach Jr. in Showcase Productions sale of TV filmed Racket Squad series sponsored by Philip Morris on CBS-TV.

As agent for June and Stu Erwin, William Morris Agency also is involved in ABC-TV Trouble With Father, sponsored by General Mills, which Reland Reed Productions is filming.

Wally Jordan and George Grusk in are in charge of New York radio-television activities of William Morris Agency. Frank Samuel, formerly ABC Western division.

(Continued on page 87)

ETHEL BARRYMORE and G. Ralph Branton (l), president Interstate Television Corporation, sign long-term contract under which the stage and screen star will appear as actress and commentator and serve as an advisor on Ethel Barrymore Theatre, series of half-hour filmed TV shows now in production. Lee Savin (center), former New York TV producer now associated with ITC, handles productions of the series.

Page 72 • May 12, 1952
AIR HAZARD BILL

IT APPEARED last week that Congress was suddenly being injected into the passionate debate over a liberation of the possible threat of tall TV towers to air navigation (BT, April 28).

The new development cropped up last Wednesday with introduction by Senate Interstate and Foreign Commerce Committee Chairman Ed. Johnson of a bill (S 3129) that is entitled:

"To authorize the Secretary of Commerce to remove obstructions or hazards to air navigation, to prevent future obstructions or hazards to air navigation, and for other purposes."

The bill’s debut in the Senate came as the broadcasting-aviation working committees were laboring over the problem of tower hazards to air navigation.

The bill is as wide and deep in its scope and purpose as it appears. It encompasses "any object constructed or installed, including, but not limited to, buildings, towers, smokestacks, and overhead transmission line structure."

Object of the legislation is aircraft safety. Air crashes of the past month at locations near airports apparently have brought an awareness that legislation to correct hazards to a head, it was pointed out.

But it also would empower the Commerce Dept. to set new standards for any structure (including radio and TV towers) more than 500 ft. above ground.

As the bill states:

All federal agencies constructing or altering, or authorizing the construction or alteration of any structure, or furnishing financial assistance with construction thereof, shall adhere to the standards established and regulations issued by the Secretary, or regulations adopted with his approval.

Legal observers were asking whether this legislation if made law would make FCC a subsidiary under the Dept. of Commerce in its authorization of tower heights and sites.

Pertinent Parts Listed

Sen. Johnson’s measure would add a new title XIII to the Civil Aeronautics Act of 1938. Pertinent parts of the bill, follow:

all . . . airspace which is 500 ft. or more above the surface of the subjacent land and which is unoccupied on the effective date of this title or which hereafter becomes unoccupied for a period of seven years, is declared to be an easement for the purpose of aerial navigation and land use and that use shall be subject to regulation and control for the furtherance of such purpose . . . .

the Senate [Commerce] shall promulgate regulations limiting the height, type of construction, and nature of objects or natural growth may be extended or built into the airspace.

The measure would permit a "request for relief" to be filed with the Secretary by any person holding that a regulation interferes with("must be presented within one year after date of publication of regulation). After the Secretary determines whether any taking has occurred, after notice and opportunity for hearing, he may do one of two things: "(1) fix the amount found due as compensation for such taking; or (2) grant an option to lease, to purchase, or to lease and purchase the regulations, or otherwise, as he may deem necessary."

The Secretary would be empowere d to issue permits or applications by "any person who desires to construct or alter any structure or to allow any object of natural growth to grow into airspace to the extent of 500 ft. above ground to any rule, regulation, or order issued . . . ."

If a structure (including towers) is determined to cause obstruction or hazard to air navigation, the Secretary may "remove, relocate or alter" this structure. In addition, the regulations could be extended or altered or "permit the identification by appropriate means of existing structure . . . ."

Full authority for removal or alteration "of any structure or object of natural growth extending into the airspace . . . above 500 ft. or permit therefor duly issued by the Secretary" would be permitted him.

The new standards would apply to those areas which "(1) underlie the path of flight through the navigable airspace where substantial air traffic exists or is reasonably anticipated, or (2) are in the vicinity of (a) landing areas owned, leased, or substantially used by the Federal Government, (b) areas used or authorized for use by any carrier, or (c) landing areas which in the opinion of the Secretary are essential for use by aircraft engaged in airport communication."

The Secretary would exercise the powers "after consultation with the Secretary of Defense and the Civil Aeronautics Board."

It was understood that the aviation industry has tried sponsorship of similar bills over a number of years with the measure having been unsuccessful in its attempts.

The bill was referred to Sen. Johnson’s Committee on Interstate and Foreign Commerce.

A previous attempt by the Air Transport Assn. for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic did not succeed in the House Interstate and Foreign Commerce Committee. The committee then was engaged in consideration of the legislation, but ATA recommended its amendment be included in that bill [BT, April 7].

Meanwhile, radio-TV representatives at the broadcasting-aviation committee meeting last week in Washington hinted that they might prefer not to have any specific national criteria for the use of air space subcommittees. Meeting was the first of the "ad hoc" group, appointed after the general meeting last month. Another meeting was scheduled for May 16.

National Rules Opposed

Reasons for opposing the establishment of national rules were said to be two: (1) Cooperation between aviation interests and broadcasters has been effective in resolving hundreds of cases, although in some instances there have been failures.

(2) Each situation is unique and each situation would be unfair to individual cases—an application for Dubuque should not be considered in the same way as one for Connecticut.

There was also the feeling that agreement on criteria might give the airspace subcommittee’s recommendation a legal status before the FCC. This would be contrary to the Communications Act, some feel.

On the other hand, if no nationwide standards are established, some feel that there might be several, perhaps conflicting, tests—by FAA, Air Force, Navy and each of the 48 states

Last week’s meeting discussed the alleged problem and ended with the decision to postpone any action until radio-TV and aviation representatives could circulate their respective membership and get their views on the suggested criteria [BT, May 5].

In the course of the meeting, the Air Line Pilots Assn. representatives disowned the press release put out two weeks ago in Chicago (Continued on page 78)
THOUGH colleges whose football games last year had no football TV competition fared worse in attendance than those which did have TV competition, any decrease in attendance to TV games "continues to exercise a harmful effect on college football attendance."

The seemingly contradictory findings are among highlights of the National Opinion Research Center's third report on "The Effects of Television on College Football Attendance." Prepared for the National Collegiate Athletic Assn. and released by NCAA Friday.

"Colleges with TV in 1951 reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition," the report asserts. It uses graphs to show, however, that "the TV differential"—defined as "the difference between the relative attendance trends of colleges exposed to television competition and those not exposed"—was "significantly" last year than in 1950, when football TV was unrestricted. This narrowing of the "TV differential" it attributes to the effects of NCAA's controlled-TV plan.

Slowing of Decline

"While television continues to affect football attendance unfavorably," the study asserts, "the NCAA's TV plan of limited TV did succeed in slowing the rate of decline among those colleges faced with TV competition."

In large measure the report takes the long-haul look in its comparisons, stacking 1951 figures against those for pre-television 1947-48.

The report concludes that "it is obviously easy to predict bad television behavior to have fully adjusted to television competition" and that "the situation is still a fluid one, in which the cumulative effect of TV must be measured after further years of experience and research." NCAA meanwhile planned to announce its controlled TV plan for 1952 in a few weeks.

Other highlights of the 30-page report, covering results of surveys and studies which were made before, during and after the 1951 season:

- Overall attendance in 1951 was down 6% from 1950 ("due largely to such factors as the pinch of inflation and the decline in student enrollment").
- Compared to 1947-48, "large, medium, and small colleges all reported very much lower attendance figures when they were exposed to television than when TV was absent. The "TV differential" was similarly found both for attractive games, between traditional rivals or involving teams of high performance, and for less attractive games, when the teams were colorless or ill-matched."
- The high school football gate

has reflected a TV effect similar to that among colleges, except that NCAA's controlled TV plan did not appear to help the high schools.

- The personal characteristics of television fans are highly correlated with TV attendance. College sports fans are much more likely to own a TV set than are people who lack an interest in the game.
- TV "exerted its greatest drop in TV attendance with only a small or moderate interest" in football, according to analyses of special Boston and Pittsburgh studies.
- Studies of the effect length of TV ownership upon attendance behavior showed no differences consistent or large enough to have "statistical significance."

- College football fans "are always interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.
- The overwhelming majority of fans concentrate their attendance on the games of only one college. Thus, if the favorite team has a poor season, television rather than actual attendance at another stadium becomes an easy substitute; while if a blackout is unexpectedly encountered, the fan is more likely to substitute some other activity than to patronize the disappointing team of his choice or to visit an unfamiliar stadium."

- "TV will attract large to small TV fans and those with only a small or moderate interest in football, who represent a few areas of the country."

- College football fans "are always interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.

Summary of TV Impact

The report summarized the history of television's impact on college football attendance as going from "imperceptible" in 1948, when there were less than a million college football fans, to "a relatively small, but significant and increasing" in 1949; "substantial" in TV areas in 1950 despite attendance gains elsewhere to "falling attendance everywhere" in 1951, but with "a relatively smaller loss in TV areas with the end of unrestricted telecasting of college games."

The study showed that "colleges competing with television in college football in 1951 reported a loss of 1.5 million ticket sales compared to their 'expected' attendance based on the pre-television levels of 1947-48," while "colleges with no TV competition boosted 1951 paid attendance by 315,000 over their 'expected' 1947-48 average." Putting the 15% loss in TV areas with the 6% gain in non-TV areas, compared to 1947-48, the report found a "TV differential" of 21%.

Overall paid admissions to college football games totaled 13,930,000, it was reported, for a decline of about 6% from the previous year.

The following table was presented to show that in heavily saturated television areas, attendance trends are markedly lower:

| Areas where fewer than 50% of families | 113.7% 122.5% |
| Areas where 50% or more of families | 107.9% 15.5% |

*Expected* attendance is actual average paid attendance reported by each college for the two pre-television years 1947-1948.

Regardless of findings that small colleges suffered less from television in 1951 than large ones did, the report cited the "greater importance of student ticket sales among the small colleges" and suggested: "One would expect that the small college game attracts fewer 'marginal attendance' who are likely to switch to TV competition than the larger schools do."

As between TV owners and nonowners, (Continued on page 80)

THAW TO BE THAWED?

\[\text{Law Suit Looms}\]

Appeal to broadcasters and the public not to be disappointed if the FCC's freeze-end order is held up by court actions was made last week by Arthur Scharfeld, president of the Federal Communications Bar Assn., in a speech before the Georgia Radio Institute at Athens, Ga. (see Institute story, page 24).

After reciting some of the possible actions that might be taken against the Sixth Report and Order [Bit 24, April 14], Mr. Scharfeld warned that the effective date might be suspended.

"If this should happen, I hope that the broadcasters and the country as a whole will realize that the future of television in our country is being shaped in these proceedings and they will not feel that further delay—in aid of ef-""I have been left the impression that the only possible direction in which the best possible televi-son plan is right now,"" he said.

"After all, it has taken the Commission approximately four years to find out what it considers to be the best solution to this problem. If another few months should prove to be necessary to im-

prove the future of television, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of long-range development of this new and great medium of communication," he concluded.

Generally following the lines of the attack on the Commission's report laid down by FCC Commissioner Robert F. Jones in his dissent and speech two weeks ago before the Ohio Assn. of Broadcasters in Columbus [Bit 73, May 6], Mr. Scharfeld cited the following "weaknesses" in the Commission's action:

1. Only through rule-making may anyone get a channel into a community not now assigned that channel. This means that a prospective TV applicant may expend money, time and energy in convincing the Commission that the channel should be reassigned, but there is no certainty that the applicant who got the channel reassigned will be the one who gets the channel in the end.

2. Technical standards were not established before the assignments were made. Thus, "participants ... were not informed of the rules of the game until after the game was over."

Unfairness of this was illustrated in the case of one prospective telecaster who had a VHF assigned channel in California. In the 1951 Third Report which nobody opposed, spoke April 14 to find it gone. Because the Commission decided that "channel separations in the area must be 220 miles, rather than the 180 miles it had proposed, the FCC found it necessary to assign his city's channel to a nearby community which had hit its two VHF channels deleted because of the wider separation. Other "rules of the game" changed without notice were maximum powers and antenna heights.

3. Competitive advantage for VHF stations over UHF illustrates the unfairness of the Report. VHF channels are permitted extra-wide coverage, while UHF stations have their signals, are constructed in service areas. Interference of VHF and UHF is an "immaterial decision." Cities having VHF service are in most cases free to set ownership saturation, and thus makes it doubly difficult for a UHF station to obtain the same satisfaction as it has the existing station or station(s).

"There appears to be a basic flaw in the Commission's standards permitting the use of maximum power" (Continued on page 86)
Merchandising
LOS ANGELES TV HEADLINER!

"Foods for Thought"
with BETTY HOYT and guests

AN OUTSTANDING FOOD MERCHANDISING PROGRAM FOR SELLING THE BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET

Here's the kind of TV show food advertisers dream about — and the wise ones take advantage of! Results prove it's the kind of show Southern California homemakers like, too. Betty Hoyt gives up-to-the-minute market news...the best buys of the day...menu ideas, etc. Each day the "best buys" come from a different grocery company. A rotating plan gives all markets a chance: supers, small chains, independents. What's more, Betty Hoyt and her staff work right with these stores...arrange for shelf and stack displays and get other point-of-sale merchandising aids. Tie-in grocers' ads feature TV specials. Spots are available on "Foods for Thought" at the moment! Time: 3:00 to 3:30, Monday thru Friday. For full details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

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

NBC HOLLYWOOD
KNBH channel 4
NATIONAL ratings for top ten television programs for a two-week period ending April 12 have been released by A. C. Nielsen Co. as follows:

NUMBERS OF TV HOMES REACHED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>15,655</td>
</tr>
<tr>
<td>2</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>12,925</td>
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<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>11,355</td>
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<td>4</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
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<tr>
<td>5</td>
<td>Your Show of Shows (NBC)</td>
<td>7,136</td>
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<tr>
<td>6</td>
<td>Your Show of Shows (NBC)</td>
<td>7,083</td>
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<tr>
<td>7</td>
<td>Your Show of Shows (NBC)</td>
<td>6,915</td>
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<tr>
<td>8</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>6,879</td>
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<tr>
<td>9</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>6,576</td>
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PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
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<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
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<td>3</td>
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<td>Arthur Godfrey &amp; Friends (CBS)</td>
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<td>5</td>
<td>Red Skelton (NBC)</td>
<td>49.9</td>
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<tr>
<td>6</td>
<td>Texaco Star Theatre (NBC)</td>
<td>46.1</td>
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<tr>
<td>7</td>
<td>1952-05-29 (NBC)</td>
<td>45.7</td>
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<tr>
<td>8</td>
<td>Your Show of Shows (NBC)</td>
<td>43.2</td>
</tr>
</tbody>
</table>

"The Nielsen "per cent of homes reached" given is relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1952 by A. C. Nielsen Co.

All Night TV
Pays Off For WDTV

ALL-NIGHT television, according to Harold C. Lund, general manager of DuMont's WDTV, Pittsburgh, can be a profitable operation. And he has the profitable operation to prove it.

WDTV is currently the only television station operating around the clock, found swing-shift programming a paying proposition from the start, eight weeks ago. Right now, advertisers are waiting to get on.

Mr. Lund conceived of all-night programming in response to letters from swing-shift workers in Pittsburgh's industries who complained that they reached home during the day to see only a little TV each night—or maybe none at all. A check of steel mills and other plants indicated there would be a potential audience of about 200,000 swing-shift employees.

So advertisers were lined up and WDTV, which had signed off at 1 a.m. on the average, started programming on through the night, Monday through Friday.

The first feature is sponsored on a rotating basis. After that, the advertising consists of spot announcements. Rates are "a little lower than the station's class C charges, Mr. Lund reports. WDTV relies on film for its swing-shift programming, and employs about 10 persons through the night. Frequently, films which have been shown previously on the station during the daytime are repeated in the early morning hours. But, Mr. Lund points out, this is an entirely different audience anyway. A serial is carried regularly at 3:30 a.m., and has won a considerable following.

A short time ago, Guidepost Research, Pittsburgh, took some ratings on the post-midnight showings. At midnight, Mr. Lund said, the rating was 29.4. From there it graduated down to about 5 at 3 a.m. From 4 to about 6 o'clock it hovered around 2. Then it started to pick up, and jumped substantially with the advent of "morning" and the start of NBC-TV's two-hour today program at 7 a.m.

Hoffman Sees Annual Set Replacement at 8 Million

SIZE of the TV receiver replacement market was put at a potential of 8 million sets a year when 85% saturation of all the families in the U. S. occurred, according to Hoffman Radio Corp. President, H. L. Hoffman last week at the San Francisco convention of the National Federation of Financial Analysts Societies.

Mr. Hoffman said the 85% mark (Continued on page 79)

Weekly Television Summary—May 12, 1952—Teletcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
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<td></td>
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<tr>
<td>Ames</td>
<td>9,095</td>
<td></td>
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<tr>
<td>Atlanta</td>
<td>18,505</td>
<td></td>
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<tr>
<td>Baltimore</td>
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<td>Birmingham</td>
<td>42,500</td>
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<td>Boston</td>
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<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>1,133,992</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>308,000</td>
<td></td>
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<tr>
<td>Columbus</td>
<td>257,287</td>
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<td>Dallas</td>
<td>164,120</td>
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<td>Wilmington</td>
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Stations on Air 109*

* Includes XELD-TV Montemore, Mexico

Editor's Note: Totals for each market represent estimated sets in a television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on deal of the Federal Communications Commission, electric companies and manufacturers. Some sets are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
The essence of top news reporting is being in the right place at the right time. And by being ever on-the-spot, the Sunpapers Television News is there for every big local news story.

FROM OUR NEWSREEL:
ABOVE . . . The collapse of the 5th Regiment Armory stands at the recent Sonia Henie Ice Show disaster.
TOP LEFT . . . Firemen battle the tremendous Hawkins Point fire in January, 1951.
CENTER LEFT . . . It's away and rolling at the annual Sunpapers Soap Box Derby.
BOTTOM LEFT . . . The Washington Lumber Yard burns furiously in April of this year.

In Maryland, most people watch **WMAR-TV**
SUNPAPERS TELEVISION
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO
CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
**Air Hazard Bill**  
(Continued from page 73)

[At Deadline, May 8] They admitted that it was ill-advised and done without coordination with the Washington office. The press release by ALPA President Clarence N. Sayen "viewed with alarm the increasing number of TV towers being erected, and pointed out the need for coordination and retransmission restrictions on TV tower heights recommended by the aviation industry."

Mr. Sayen also said that "obviously it would be much more to the public's benefit to regulate the erection of such towers now than to have them moved or razed after it is proven through air crashes that they are unsafe."

The ALPA, at a meeting of the Chicago Airspace Subcommittee last March, submitted recommendations to restrict heights and sites of TV antennas [B•T, April 7].

Under present FCC procedures, all antennas more than 500 feet above ground must be submitted to regional Airspace Subcommittees for "aeronautic study." It is the function of the subcommittees, composed of representatives of the CAA, civil airlines, military services, etc., to determine whether a proposed antenna would be a hazard to air navigation.

The present study was begun after aviation organizations became alarmed at reports 1,000, 2,000 and 5,000-ft. TV antennas have talked of going to Congress for legislation to restrict TV antenna heights, while others have suggested single antenna locations, radio warning devices on towers, a system of short towers and high powers, among others. This limited height idea was specifically frowned on by FCC Comr. Edward M. Webster presiding at the first meeting. He said tall towers were fundamental in the FCC plan.

**POLITICOS TO GET TUTORING**  
CBS-TV Plans School on TV Technique

PLANS for a television school for political hopefuls were announced last week by CBS-TV, which said all Presidential aspirants and senatorial candidates of the major parties have been invited to enroll and that it was hoped, later, to expand the school to include all members of Congress.

Douglas N. Poppele, Presidential aspirants and private instruction sessions are planned, to teach "students" such fundamentals as how to walk, sit, stand, talk and read a script. Films and TV reports of candidates will be reviewed and analyzed. Live cameras will be used for classroom practice, and monitoring devices will enable each candidate to study his own performance.


"Faculty" for the school, to be conducted at WTOP-TV Washington studios, will include Bill Wood, Washington director TV and public affairs for CBS-TV; Producer Charles von Fremd, and Associate Producer Alma Walker.

"There is no doubt that television will play an important part in the choice of a President in 1956," Mr. Wood said. "How a candidate handles himself in front of the cameras can be decisive to his chances. Anyone with a background of public life can learn the talent requirements of the television medium with a minimum of instruction."

Mr. Poppele pointed out that the addition of Mr. Poppele to the board has important long-term significance in view of Skiatron's system of pay-as-you-see TV. He disclosed that WOR-TV has been broadcasting Skiatron's system, known as SubscriberVision on an experimental basis for more than a year. Mr. Poppele is a past president of the Television Broadcasting Assn.

**SKIATRON TEST**  
Educators Hail Results

AN experiment in education by television— an entire day of school programs for classroom use, characterized as a "cooperative experiment"— was conducted by the Montclair (N.J.) State Teachers College in conjunction with the Ordway M. L. Labs, last Wednesday. It was pronounced a significant success.

The college produced live shows on such subjects as Spanish language, music appreciation, map making, etc., which were transmitted by DuMont's UHF experimental station in New York and received on sets installed in a dozen Montclair and Bloomfield, N.J., schools. Eight programs were presented, designed for different grades.

TV work, such as production, direction, writing, camera work, etc., was handled by members of the college's TV workshop, which is assisted by a grant from the Allen B. DuMont Foundation. The pickups were relayed by microwave to the DuMont UHF transmitter in New York for broadcast.

Educational leaders were enthusiastic with the results which they felt were indicative of far-reaching future application of TV to teaching.

**New Tenn. Co-axial**

AT&T has commenced installing a new coaxial cable between Chattanooga and Knoxville to supplement present wire lines. Cable, scheduled to be ready for service late this year, will contain eight coaxial tubes, four to be equipped for telephone service initially. Others can be also used for phone service or can be equipped for TV program transmission if ordered for that use.

**POPPELE ELECTED to Skiatron Board**

ELECTION of Jack Poppele, vice president of WOR-AM-FM-TV New York, to the Skatron Electronics & Televison Corp. board of directors was announced by Arthur Levey, Skatron president.

Mr. Levey pointed out that the addition of Mr. Poppele to the board has important long-term significance in view of Skiatron's system of pay-as-you-see TV. He disclosed that WOR-TV has been broadcasting Skiatron's system, known as SubscriberVision on an experimental basis for more than a year. Mr. Poppele is a past president of the Television Broadcasting Assn.

**AWARD for modesty in television apparel has been given to Rosemary Oberding, WLWT (TV) Cincinnati, by a Catholic church in Covington, Ky. Miss Oberding is scheduled to appear on new show, Captain Glenn's Play Club, beginning May 10.**
TV BIDS

Two More File at FCC
(Also see digest, page 73)

TOTAL of two new television applications was filed at the FCC last week, but one of them was immediately withdrawn. Also returned last week were applications from KNOE Monroe, La.; KDAL Duluth, Minn.; WAPA San Juan, P. R.; WILK Wilkes-Barre, Pa.; WFRE Fremont, Ohio, and bids for Albuquerque and Santa Fe by Greer & Greer.

The accepted application was from KITO San Bernardino, the first station to apply for TV outlet in that city. It seeks UHF Channel 18 with an ERP of 84 kw visual. Its antenna would be 3,688 feet above average terrain, located in the San Bernardino Mountain Range north of the city; it would be 110 feet above ground. Construction cost was estimated at $179,821.

The returned application was from KEVT Kerrville, Tex. Besides being filed on the old forms, it gave its frequency, ERP and transmitter location on a "to be determined" basis, not allowable under the Rules as set forth in the FCC's Sixth Report and Order [BT, April 14].

Meanwhile, five prospective applicants announced their intentions of filing for TV stations.

Ted R. Gamble, director of the nation's war bond program during the war, is president of Northwest Television and Broadcasting Corp., a new Portland, Ore., corporation. He and Mrs. Gamble have 21% interest in KLZ Denver, and he has 4% of WFRS Grand Rapids, Mich., and 49% of KCMJ Palm Springs, Calif.

Other officers are John D. Keating, associated with KPOA Honolulu, KILA Hilo and KYA San Francisco, vice president; Elroy McCaw, Centralia, Wash., treasurer, and Gale Livingston, Portland, secretary. Mr. McCaw has 53% interest in KEAT Centralia, Wash., 21% of KLZ, 50% of KPOA, 51% of KILA and KYA, and 32% of KYAK Yakima, Wash., and KALE Richmond, Wash.

WTRF-AM-FM Wheeling, W. Va., announced last Tuesday that it planned to file for Channel 7 with an ERP of 316 kw. Cost of the station was estimated at $700,000.

WSTV Steubenville, Ohio, reported that it will amend its pending application and ask for Channel 9 with an ERP of 200 kw. Construction cost was estimated at $400,000, with first year operating cost about $280,000.

In West Palm Beach, Fla., Palm Beach Television Inc. has been formed to apply for Channel 5. President of the firm is William H. Cook, Palm Beach attorney. Vice president and general manager is J. Robert Meachem, owner of WAT Lake Worth, Fla., and former owner of WEIM Elmira, N. Y.

List of 10 stockholders includes Theodore Granik of American Forum of the Air fame, and local businessmen.

WJL Niagara Falls, N. Y., is preparing to file for a TV outlet, the station announced last week. WJLL did not reveal the channel it planned to apply for.

EDUCATORS URGED

Act on TV Channels—Hennock

CALL for action to secure educational TV stations was sounded by FCC Comr. Frieda B. Hennock, right, at the convention of the National Jewish Welfare Board in Detroit.

"Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default," Miss Hennock said. She added: "See to it that all your community's educators, schools, libraries and museums, civic organizations and public welfare groups of all denominations, join in a combined effort to get this station on the air."

Miss Hennock referred to estimates of 50 million TV sets in the near future, continuing: "Truly, 50 million TV sets could become 50 million of our best equipped classrooms."

WABD(TV) SALES

Separated From Network

SEPARATION of local sales staff from the network sales group was effected in New York last week by Chris J. Witting, director and general manager of the Dumont Television Network, as the first step toward establishing WABD(TV) as an autonomous operation.

Local salesmen will be directed by Richard E. Jones, newly-appointed manager of Dumont's O&O stations, who is assembling WABD's administrative, sales and programming staff at 515 Madison Ave., New York.

Network salesmen will continue under the supervision of Ted Bergmann, Dumont's sales head.

George Monaghan, formerly of the sales staff of WOR New York, was added to WABD's local retail sales. Other WABD sales members are Ralph Baruch, William Vernon, Robert Adams, Richard Hamberger and L. Wynn.

WGN-TV's "Chicago Cooks with Kay Middleton" program, now seen at 9:00 - 10:00 a.m., Monday through Friday, came up with an increase in mail the first week at this new time.

Letters came from 58 Illinois cities in addition to Chicago...13 cities in Indiana...4 cities in Wisconsin...2 cities in Michigan — TOPS in television coverage.

"Chicago Cooks" is a great buy in Chicago, delivering a large, loyal audience, and top results for your advertising dollar. Check your WGN-TV representative for available participations.

MORNING TELEVISION

Gives Results!

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Telestatus

(Continued from page 76)

is the present saturation figure for refrigerators. That would mean a total of 36 million TV sets in use, so said.

With the present 17 million TV receivers in use, the replacement market is estimated at 4 to 5 million, he said. Mr. Hoffman predicted that 5% million TV sets would be sold in 1952, 6 1/2 million in 1953 and 8 million in 1954.

Glen McDaniel, president of the Radio-Television Manufacturers Assn., earlier this year had quoted industry leaders whose estimates ranged from a high of 54 million to a low 4.5 million.

BROADCASTING • Telecasting

May 12, 1952 • Page 79
Grid Telecasts ‘Harmful’, NCAA Told
(Continued from page 74)

owners, the study found that in television areas “the overwhelming majority even of non-owners report watching TV programs at least occasionally.”

In special studies in Boston and Pittsburgh it was found that “the average 1951 attendance of our past attenders, was less than one game per fan, and even in pre-television years in such cities which had strong teams the average fan would attend no more than two or three games a season.”

Thus it was held that “if non-owners can partially satisfy their football interest by watching a few games on television during the season, even a reduction of one game in their annual attendance on this account would make it extremely difficult, from a survey point of view, to establish any significant differences from the behavior of TV owners.”

In Boston it was found that TV owners queried had attended an average of 80 games in 1951, compared to .82 for non-owners. Those who had had TV sets less than two years attended an average of .76; those with sets for two longer, .84. In Pittsburgh, on the other hand, those with sets less than two years attended slightly more games than those who had had sets longer than two years.

Sampling Not Conclusive

Nationally, it was reported, “during the nine-week football season from Sept. 29 to Nov. 24, 1951, in areas where there was no television competition, an average of 3.5% of all fans attended a game in any given week. In television areas, by contrast, only 3.3% of the fans attended in the average week.”

“On blackout days in the television areas, 5.5% of the fans attended a game, but when a game was available on TV, only 2.5% appeared at the stadium. Had the national sample been larger, such differences could have been accepted with complete confidence, but as it is, they must be viewed as suggestive rather than conclusive.”

It was pointed out that “the great majority of fans neither attend nor watch a college game on TV on the average Saturday.” In Pittsburgh, however, it was found that half the fans either watched a game on TV (30%) or listened to one on radio (20%), while in Boston 17% listened on radio while 16% watched on TV. Nationally, however, there were no figures on radio listenership—a lack which the report termed “unfortunate.”

NORC also reported that “when asked how they first became interested in college football, only one attendee in 100 mentioned television viewing as the reason.”

Among Pittsburgh and Boston fans who said they did not plan to attend a game during the 1951 season, 10% mentioned TV as one reason.

The NORC survey, a $50,000 project, involved two national surveys conducted on a personal interview basis; pre-season questionnaires to college athletic directors; week-by-week game reports from each NCAA college playing football; personal interviews in Boston and Pittsburgh, with telephone callbacks, plus telephone surveys in six other cities; questionnaire surveys distributed at 37 games of 16 colleges; mail questionnaire surveys of a cross-section of alumni of four universities; and collection of game-box office figures for the past five seasons from a cross-section of high schools throughout the nation.

The NCAA TV committee for 1951 was headed by Ralph Furey of Columbia U. and Thomas J. Hamilton of the U. of Pittsburgh, while Edwin S. Roberts was NCAA television program director for that season. The current TV committee, working up plans for next season, is headed by Robert A. Hall of Yale, with Ass Bushnell, Commissioner of the East Coast Collegiate Athletic Conference, as TV director.

ABC-TV SUSTAINERS
May Cutback in South

ABC-TV last week was pondering a cutback in the amount of sustaining programming it was going to do during this summer to affiliates on a southern leg of the network to Atlanta and Birmingham.

The question, spokesmen said, is being considered in negotiations with WLTV (TV) Atlanta. They conceded the negotiations may lead to an adjustment for the station in its affiliation contract, but insisted the discussions were entirely “amicable.”

In response to reports that ABC-TV sustaining service in the South was being substantially curtailed, they said any cutbacks would be for the summer months and that the extent of reduction had not been decided.

They said two affiliates would be affected: WLTV and WAFF-TV-Birmingham.

MICHIGAN TV TAX
Levied on Boxing Proceeds

TAXING television proceeds at boxing matches became legal in Michigan when Gov. G. Mennen Williams signed a bill recently enacted by the state legislature.

Without specifically mentioning TV, the measure provides that the present 5% and 10% tax shall be levied on all sources of revenue at boxing matches, excepting food, refreshments and programs. The 5% tax applies to championship matches and the 10% tax to other sports events.

BROADCASTING  •  Telecasting
Color Ban
(Continued from page 71)
materials which will bear on the course of the civilian economy during the remainder of the year. A symposium on component parts also commanded the attention of electronic industry members (see story this page).

While NFA is still pursuing its policy of easing allotments to radio-TV manufacturers and broadcasters, both Messrs. Fleischmann and Fowler urged Congress last week to extend controls on materials beyond June 30 when the Defense Production Act expires. Defense needs will not be met before next spring, they testified before the House Banking & Currency Committee.

The prospect for a "free market" in materials has been dampened by strikes and labor unrest, with the result that steel, copper and aluminum supplies could suffer appreciably in coming months. Earlier talk of decontrol has evaporated and, while manufacturers and broadcasters currently are making allocations for appliance and construction needs, notice has been served, in effect, that the picture could change even short of all-out war.

Intensified labor strife could affect supplies of these three materials for receivers, tower structures, transmitters, antennas, building alterations and various component parts.

Capsule Summation
This is a capsule summary of the status and prospect for each key metal:

- Steel-Threat of a prolonged strike still hangs over industry despite lifting of the freeze on shipments by the government. Over 2.2 million tons already lost to industry. Could have major long-range effect on new TV station equipment or radio-TV construction projects on which freeze was partly lifted.

- Aluminum-Though the government is thinking in terms of "possible" decontrol by mid-'53—or perhaps during the second quarter—before it was learned authoritatively last week. Possibility of wildcat strikes among aluminum workers was held out.

- Copper—As with other materials, allocations are slightly higher for May than April but the lowest for refined copper, copper alloy scrap since controls began. Copper wire is short for loudspeakers. Again, however, threat of strike in the Chilean mines imperils imports of this scarcest metal.

- Nickel and cobalt—Still in relatively tight supply. Industry has used conservation and substitution techniques to meet demands for loudspeakers and other parts using these alloys. Both under complete allocation.

- Selenium—There has been a temporary improvement in supply but the outlook is still gloomy for manufacturers of rectifiers, though they may apply for more.

- Mica—Substitutes are being developed for this material used in insulating electronic items.


D. C. SYMPOSIUM RTMA and AIEE Sponsor Meet

RADIO and television set manufacturers are operating without the handicap of material shortages and have not curtailed production in 1952 or 1951 because of shortages, J. A. Milling, director of the Electronics Division, National Production Authority, said the Electronic Components Symposium last week. Three-day meeting held May 5-7 in Washington was attended by more than a thousand representatives of industry, engineering and government. Sponsoring the symposium were Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Mr. Milling addressed the opening session, along with Glen McDaniel, RTMA president, Capt. Rawson Bennett, USN, and others. In analyzing electronic production problems from the defense standpoint, Mr. Milling said "consumer demand has been the determining factor of most production schedules."

A high spot of the three-day meeting was a Tuesday evening session on transistors. J. A. Morton, Bell Telephone Labs., was chairman of this discussion. Other speakers included W. R. Sittner and P. S. Darnell, both of Bell; R. F. Shea, General Electric Co., and Lt. Col. W. F. Starr, Electronics Production Resources Agency, Dept. of Defense.

Mr. Shea demonstrated a "transistorized" megaphone using only tiny batteries and two transistors about the size of a pea. No external connections were needed. Potentialities of the transistor were discussed, with speakers commenting on its limitations. These include power and ability to operate only at relatively low frequencies. Advantages include reliability, infinite life and improved design as a result of saving in space and new circuitry.

A radio set using nine transistors was demonstrated. It was able to pick up seven stations on the sidewalk outside the Interior Dept. auditorium. A power supply weighing only a few ounces is used.

Mr. Shea predicted transistors will be used in TV sets, though probably not in the front end.

Col. Starr said transistors are now available from a number of companies, listing them individually by type and monthly production capacity. He explained that deliveries can be made at this time in small quantities.

Capt. Bennett said the upcoming television boom "is the last of such opportunities," recalling that the electronics industry "in terms of mass production has always been geared to the exploitation of new entertainment media, first radio broadcasting and now television." He added that "within a matter of years no wishful thinking will be able to hide the fact that entertainment equipment markets will be replacement markets."

He was concerned over reliability of equipment, asking manufacturers if they can "any longer afford to allow equipment unrelia-
bility with an eye to tube sales."

"People are asking each other, what kind of TV does not require frequent service calls," Capt. Bennett said. "If customer dissatisfaction is bad at present, what will it be when the more ticklish UHF equipment hits the market? Who will service it, if it breaks down too much?"

RTMA President McDaniel cited a remark by Gen. Carl Spaatz that superior electronics will be decisive in the next war. He spoke critically of the lack of project responsibility in military procurement. Efforts of manufacturers to spread work through subcontracting are handicapped by reduction of contractor's profit in such cases and a proposed requirement that prime contractors be responsible for compliance by their subcontractors.

Importance of a free flow of information between tube manufacturers and circuit engineers was stressed by Robert L. Kelly, manager, application engineering field group, RCA Tube Dept.

PEABODY AWARD 1951 originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on
WAAM TELEVISION CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co. Represented nationally by Harrington, Richger & Parsons, Inc.

May 12, 1952 • Page 81
Scophony Relationship Studied

FOR the second consecutive week, FCC counsel explored a relationship of Paramount Pictures and Scophony Corp. of America as hearings continued on the so-called Paramount case. Basic in the case is whether the Commission will approve the merger of ABC and United Paramount Theatres Inc.

Questions directed by FCC counsel to Arthur Levey, president of SCA (now Skiatron Corp.) implied that at best the dealings between Scophony management and Television Productions Inc. and General Precision Equipment Corp. tended to be in restraint of trade and at worst attempts to suppress the development of TV.

Hearing, adjourned last Thursday, resumes today (Monday) with A. H. Blank, a UPT director, on the stand for cross-examination by FCC counsel on Des Moines theatre acquisitions and booking practices. Following Mr. Blank's testimony, Mr. Levey will return to the stand on Wednesday. Then Dr. A. H. Rosenthal will testify, Dr. Rosenthal, a physicist and electronic engineer, was connected with Scophony Ltd. of England, the parent company to SCA, for several years before joining the American firm in 1943. While in England, Dr. Rosenthal contributed to some of the more important Scophony developments including the high-trace Skiatron TV tube.

Later, six theatre operators will testify. They are: Mrs. J. M. Anderson, Boone, Iowa; Carl Knudsen, Seward, Neb.; Fred F. Curdus, Greenville, S. C.; Charles Waeder, Miami, Fla.; Sam J. Myers, Chicago (a brother-in-law of Barney Balaban, Paramount Pictures president) and Arthur F. Saas, also of Chicago.

After the theatre operators, Dr. Allen E. DuMont will return, and then Barney Balaban is due to come back.

Mr. Levey was questioned about letters he had written to Earle C. Hines, president of GPE, copies of which were sent to Paul Raibourn, a Paramount Pictures executive then. Mr. Raibourn is a Paramount Pictures vice president now and is also president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles.

Letters Exchanged

In some of his letters to Messrs. Hines and Raibourn, Mr. Levey sought aid from GPE and TPI, which he indicated had been promised by the two firms but which was not forthcoming.

When Dr. Rosenthal was hired by SCA, it was apparently with the understanding that a laboratory would be built for him so that he could continue his work. However, GPE and TPI did not furnish the funds for the laboratory as quickly as Mr. Levey had hoped.

In one letter to Mr. Hines, Mr. Levey asserted: "(All) I believe it was generally understood that the engagement of Dr. Rosenthal as Director of Research (by SCA) and the establishment of an electronic laboratory are indivisible.

In May, 1943, Mr. Levey claimed that the Class "A" stockholders of Scophony Corp. (of England, Mr. Levey and three others) had provided more than their share of work and effort, and asserted that GPE and TPI, as the Class "B" stockholders were acting as "squat- ters," doing little to aid SCA.

Mr. Levey wrote to Mr. Hines, sending a copy to Mr. Raibourn: "...the [sic] company is entitled to participate fully in the rewards due pioneering enterprise. They have labored for fourteen years and spent more than $1,600,000 to create and develop the present unique Scophony system of 'ultraelectronic' television...in addition, have proved by a demonstrable model the advanced 'Skiatron' made of television tubes the best features of both 'electronic' and 'superionic' methods into a completely new and novel system of television protection by basic patents and including (a) Transmission ... (b) Reception ... and (c) Colour Transmission, can be reduced from theory to practice..."

Experts recently consulted by GPE have stated "The Skiatron inventions enable the achievement of colour television just as monochrome. The inventor-Rosenthal-had a stroke of genius whether by thought or accident..."

Similarly the report of the expert engaged by TPI [Paramount] to advise on the Skiatron potentialities is also completely favorable and of a convincing and compelling nature as to warrant immediate energetic action.

I cannot see any inconvenience in permitting our licensees (GPE and TPI) to remain simply as 'squatters' holding valuable franchises while practically nothing to consolidate and improve our unique patent position, while our competitors energetically proceed to develop 'alternative' methods...It is therefore for the "B" shareholders now in the fortunate position of benefitting largely by the preliminary work and expenditure of the "A" shareholders, to recognize and energetically support these two great Scophony inventions which can contribute much in postwar television and in the public interest, assist in the nation's recovery program when the present emergency is over.

I do not actually anticipate difficulties in the things considered approval of GPE and TPI to a sound program of research and engineering development consistent with wartime conditions, as I cannot imagine these companies would wish to be guilty of such business indiscretion.

There were 1,000 shares of both "A" and "B" stock distributed to the following:

Scophony Ltd. (of England), 625 shares; Mr. Levey, 125 shares, and one block of 250 shares held by Hans Krafft of London, England, Otto Augstein of Montreal, Canada, and John Augstein of New York City.

The "B" stock was owned by GPE and TPI, each with 50%.

The English company was putting in its equipment by transferring its patent applications to the American company, and in return was getting stock and having its debits paid off.

English funds were "frozen" during World War II.

The Class "A" stockholders elected 3/5 of the board of directors and certain other officials. The Class "B" stockholders were entitled to elect 2/5 of the board of directors and certain remaining officers.

SCA could not borrow money from any source unless stockholders of each class had been afforded the opportunity to lend and repay the same amount of money.

The Class "A" stockholders could not sell their holdings unless they first offered the rights to the Class "B" stockholders. However, the Class "B" stockholders were under no similar compulsion to offer their stock to the Class "A" group and could dispose of it whenever and to whomever they wanted.

The quorum for a board of direc-

ANTI-TRUST SUIT
Includes Eight Producers

ANTI-TRUST suit against National Screen Service Corp. was filed last week in New York federal court. It also includes the following eight major motion picture producers: Paramount Pictures, Warner Bros., 20th Century-Fox, RKO, United Artists, Columbia and Universal.

Paramount Pictures is the licensee of KTLA (TV) Los Angeles. It is one of the parties to the so-called Paramount hearing now going on in which NBC has as its major consideration the merger of ABC with United Paramount Theatres Inc. License renewal of KTLA is also one of the points at issue in that hearing.

All of the producers (United Artists is a distributing organization) are parties to the movie industry's request of the FCC for exclusive theatre-TV frequencies. That hearing was postponed for the third time several weeks ago [AT DEADLINE: April 1st] but is expected to be rescheduled in the near future.

The civil complaint by the Justice Department charges violation of the S's request of the Anti-Trust Act in that National Screen Service Corp. has a monopoly in the manufacture and distribution of motion picture trailers and accessories (posters, signs, titles and other advertising matter).

The charges link the eight producers with National Screen by claiming that they are conspired to assist in the monopoly by giving National Screen sole rights in that field.

PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II

Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.
tive for the appointment of sales head in the coming week.

much of Mr. Levey's testimony revolved around entries he had made in a personal diary which he has kept since 1919. Because he said that the entries were made on the day of the events referred to, or the next day, that part of his testimony—after extended discussions between the counsel for Paramount, former FCC Chairman Paul A. Porter and FCC Counsel Max Paglin—was accepted as part of the record.

Donald A. Stewart, DuMont film manager, preceded Mr. Levey last Monday.

He said that UPT, as a $30,000,-000 buyer of film, would put the other three networks to great disadvantage when buying film. Mr. Stewart said that the total buying power of the ABC-UPT would influence the producer to deal with ABC, since purchase of films for TV is not made by competitive bidding.

DuMONT STRIKE
Union Issues Ultimatum

STRIKE was threatened last week by Television Broadcasting Studio Employees Union against DuMont Television Network and WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, unless the terms of a new agreement could be reached before this Wednesday.

Local 784 New York, representing about 150 engineers and technicians, voted unanimously Tuesday to call a strike and were assured that the comparable International Alliance of Theatrical Stage Employees locals in Washington and Pittsburgh, representing another 50 workers, would follow suit.

Negotiations for all network-owned stations have been in progress for more than a month. DuMont, through its attorney, Harry Friedman, offered on May 2 to grant a 4% cost-of-living increase, rejected by the union through General Counsel Harold Spivak as being "entirely unsatisfactory and out of line with the prevailing increases given in the industry to employees performing comparable jobs."

DuMont spokesmen said late last week that after their initial offer had been refused, negotiations were to be reopened.

UA Names Brott

LOU BROTT, for past five years head of Washington public relations firm bearing his name, has been appointed sales representative for United Artists Television in that city. Mr. Brott formerly was MBS news editor and public relations director in Washington.

DuMont Busy

TWICE as many cathode-ray instruments were shipped by Allen B. DuMont Labs, during the first four fiscal periods of 1962, ending April 21, as for the comparable period last year, Robert Poli, Instrument Div. manager, announced May 2.

CORONATION COVERAGE
Proposed for Trans-Atlantic Television

COVERAGE of the coronation of Queen Elizabeth II in June 1953, was proposed as first trans-Atlantic telecast last week by J. R. Poppele, vice-president of WOR-AM-FM-TV New York, who urged that the Radio and Television Manufacturers Assn. "adopt a spirit of aggressive cooperation by sponsoring the televising of this international event."

Mr. Poppele, who engineered the first trans-Atlantic broadcast when the late Sir Thomas Lipton made a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A. series of ships at fixed locations at sea could be interconnected by microwave relay; or, relays could be installed in airplanes flying circular patterns eight miles above sea level.

"Obviously, the latter suggestion is more practicable since the margin of error will be much less,"

UTP SHOW GUIDE
To Stress Film Use

A BASIC programming guide which emphasizes the use of film shows will be available to TV station management upon request within the next 60 days, Milton Blink, executive vice-president of United Television Programs, New York, said last week in announcing his company's plans for the brochure.

The new service, still in the planning stage, will consider such questions as: why films are used, how a station can merchandise a film, how sponsors should be charged, and advantages of film over network programming. The brochure also will offer general programming suggestions, Mr. Blink pointed out, and will not be devoted exclusively to film matters.

"Many prospective TV stations are seeking advice from every quarter," the UTP executive said. "We're not going to try to sell them on the idea that film is the answer to all their problems. There are, however, many recognized advantages to film shows, especially for a new station which will be troubled providing suitable programming at the outset.

"UTP is not setting itself up as an oracle in the business," he emphasized, "but lately we have had many requests for advice and suggestions—particularly on the use of films—from station applicants."

Mr. Poppele said in his letter to Glen McDaniel, RTMA president. Use of ships would require 100 vessels stationed 30 miles apart, with more than $2 million of TV equipment manned by 200 technicians. The aircraft relay could be established with six planes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals. In that case, 12 technicians and $500,000 of TV equipment would be required.

Noting the production cost would be "slight" compared to the overall value to the advancement of the industry, Mr. Poppele said, "the industry regularly televises events of national importance, and while it is not necessary that television continue to prove itself, I believe that this event of universal significance can be brought to the American people."

The WORT vice president estimated that by coronation time there will be another four or five million TV receivers in the U. S. to bring audience potential to 100 million persons.

you can see the difference on WBNS-TV

WBNS-TV Projection Room ... two complete film camera chains with four 16mm film projectors and duplicate slide projectors. Pre-check visual and audio facilities and special audio equalizers provide the best possible sound quality. Superior equipment, carefully installed, rigidly maintained and efficiently operated is but another reason why you can see the difference on WBNS-TV.

WBNS-TV film department equipped with full facilities for making slides from original art work or photographs. Another commercial service offered to sponsors on WBNS-TV.

WBNS-TV COLUMBUS, OHIO CHANNEL 10
CBS-TV NETWORK Affiliated with Columbus Dispatch and WBNS-AM General Sales Office: 32 North High Street REPRESENTED BY BLAIR TV

Armsdale Theatre—11:10—Featuring first run TV films on a top-rated program where commercial messages are carefully carried through the use of slides.

COLUMBUS, OHIO CHANNEL 10

BROADCASTING • Telecasting

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May 12, 1952
IN REVIEW...

Program: Hats in the Ring, May 4, 43 NBC-TV stations; 2-2:30 p.m.; NBC radio, 2:30-3 p.m.
Film: "The Case for a Republican Congress.
Film Producer: Kirby Hawkes; Byron Studios, Washington.
Cast: Professional actors — Maurice Alpertson, Helen Atwood, Witnesses — Two Senate, Five House members.
Production: Republican Congressional Committee.
Network Producer: Ad Schramm.
Director: Ted Ayres.

THE CASE for a Republican 83rd Congress was placed before the American viewing and listening people in what may well be the first political presentation of its kind on television or radio this election year.

As a political venture, the GOP Congressional Committee kicked NBC's radio-TV series, Hats in the Ring, with a wind unlikely to sway low political convictions one way or another.

But as broadcast fare, the network has come up with a stimulating series likely to command a faithful share of the radio and television audience before the national conventions in July. This opinion is buttressed by the fact that NBC has come up with both flexible formats and key political participants.

Obviously wanting no part of the melange that characterizes the philosophical conflicts of the Taft and Eisenhower forces, the GOP Congressional Committee wisely confined itself to a film on "The Case for a Republican Congress." The format it used was that of trial-by-jury.

The Republicans threw together three professional actors (a judge, and a prosecuting and defense attorney) and seven GOP Senate-House members to justify the 80th Congress and indict the Democratic administration on foreign and domestic issues.

It will come as no surprise that, while the jury must yet render its "verdict" next November, the court was so packed as to invite recollections of the Roosevelt Supreme Court plan over 15 years ago. The "stopper": the judge constantly overruling objections of the defense attorney, who gave the appearance of being a possible candidate for Alcoholic Anonymous.

"Testifying" were such GOP stalwarts as Sens. Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Maine). One of one, they denounced the country's ills, ranging from high taxes to the Korean war, and larded the achievements of the 80th Congress.

This initial effort was filmed by Byron Studios, Washington, and written, directed and produced by the congressional committee with the cooperation of the Republican National and Senatorial Committees. In an unusual move, NBC-TV aired the film 2-2:30 p.m. and the tape on radio 2-2:30 p.m.

Aside from the 45-plus TV stations which carried it live, Rep. Leonard Hall (R-N.Y.), Congressional Committee chairman, explained that 15 copies of the film were made for TV showing throughout the country.

The Democrats were to present their case for administration yesterday (Sunday) after which all Presidential aspirants will have an opportunity to state their qualifications — each to his own format.

Major problem bothering NBC network officials last week: How to cram in every candidate before the conventions with each trying to overthrow their hats in the ring.

Program: Kentucky Derby, at Churchill Downs, Louisville, CBS Television, May 3, 5-6:15 p.m. Fed by WHAS-TV Louisville. (Also covered by NBC Radio)
Cast: Bryant Field, Bill Corum, Sammy Renick, Pete French.
Producer: Judson Bailey (CBS); associate producer, Sandy Sanders (WHAS-TV).

EVERYONE and everything seemed to lack the nation's goodwill show as the Kentucky Derby was telecast live for the first time in its 78-year history. Racing fans and those attracted by the glamour of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race.

The Gillette-sponsored half-hour segment, starting at 5:15 p.m. EDT, opened with a view of the grandstand from an infield camera, panning the crowd of 110,000. Sam Renick, ex-jockey, handled early commentary, followed by Bill Corum commercial.

Pre-race programming was excellent as horses paraded from the paddock and moved toward the starting gate. WHAS-TV Louisville, handling the pickup for CBS Television, had two cameras on the grandstand roof, one on the infield judges' stand and one that looked down into the clubhouse garden and paddock.

Mr. Renick, who tended to over-dramatize, had difficulty pacing his description of the individual horses with the camera closeups. In contrast were the calmer narrations of Pete French, WHAS-TV special events announcer, handling color, and Bryan Field, who called the race.

Gillette appropriately used a horsey commercial shortly before the race started and then kept off the screen for 10 minutes. Mr. Field made it easy for viewers once the horses left the gate. Camera work was excellent though the horses almost disappeared from view a few seconds, just before coming into the stretch, because of shadows, obstructions and background. Going down to the wire, Mr. Field went out on a limb by predicting that Sub Fleet, coming up fast on Hill Gall, would never make it. His judgment was authenticated as Hill Gall won by two lengths.

Post-race ceremonies were interrupted by a network bulletin announcing the Supreme Court's ruling in the steel case.

The race was piped to New York and the network by a reversed spare circuit between Louisville and Dayton, possibly losing some quality en route. Betting and crowd both set records, which may be of interest to those who claim TV spoils sports attendance.

Fast time was made by wedging a kinescope of the race into the Ken Murray show on CBS Television the same evening (8-9 p.m. EDT).

Program: White House Tour, May 1, NBC-TV, CBS-TV, ABC-TV; 4:46-5:15 p.m. EDT Live
Cast: President Harry Truman, Walter Cronkite, Bryan Rash, Frank Bourgoholster, ABC-TV.

THAT substantial portion of the public within view of 17 million TV sets had a chance to know its President intimately in both official and informal capacities. A weekend ago, many millions of U. S. citizens enjoyed a coast visit in the reconstructed White House, with

President Truman as their television host.

Relatively few persons have had a chance to walk from room to room as a President explained the layout, but the May 3 three-net-work audience heard their Chief Executive spin poigniant yarns about famous paintings and historical furnishings as he strode around. The program involved months of planning.

Three White House radio-TV newsmen — Walter Cronkite (CBS), Bryan Rash (ABC-TV) and Frank Bourgoholster (NBC-TV) — fed questions to the President as he handled microphones under his nose, apparently an unavoidable technical nuisance since experiments with "beer mug" and other miniature transmitting facilities had been futile. All handled themselves well in the difficult role but their task was simplified by the relaxed manner of the President, who seemed to enjoy the whole proceeding.

Lighting difficulties were myriad. Viewers were subjected to brief blackouts as cameras panned into unshaded windows. Three times, furtive figures in the background ducked in obvious and disconcerting confusion as they came within camera range instead of moving along unobtrusively.

Wide public interest in the -TV

"IS THAT piece cleared?" Bryan Rash, ABC commentator, asked Eugene Juster, WNBW (TV) Washington, as President Truman started playing the Mozart Ninth Sonata during his May 3 TV tour of the White House.

"Don't worry," said Margaret Truman, standing with the radio men in the East Room. "It's in the public domain."
furnished White House might have been more completely satiated had cameras provided more panoramic shots instead of concentrating on a microphone and two speakers. Thoughts of color TV must have been stirred among viewers as the President went through the Green, Red and Blue rooms.

The Chief Executive showed professional attainments as a TV commentator in contrast to his piano rendition of a bit of the Mozart Ninth Sonata after a gentle hint by Mr. Bourgholster. The President holds a union card presented a few years ago by AFM President James C. Policy.

In any case, the program was a notable contribution to American culture and history. If Mr. Truman is wondering about a job next January, he might look into the video field--especially if he will talk instead of read or memorize his lines.

NBC SIGNS BOYD

**New ‘Hopalong’ Series Set**

WILLIAM BOYD, known as “Hopalong Cassidy” to youthful television fans, has signed a 10-year contract with NBC, Edward D. Madden, NBC-TV vice president in charge of sales and operations, announced last week.

During the next two years, Mr. Boyd will make new series of 52 half-hour films, all of which will be syndicated by NBC-TV to national video markets, Mr. Madden said. Work on new series—to start on the air in October—is already underway. New series for NBC, were made by Mr. Madden and John B. Cron, NBC-TV manager of film syndication.

**‘TODAY’ SEGMENTS**

Two Sponsors Added

TWO Chicago firms, Bauer & Black and Armour & Co, last week signed for portions of NBC-TV’s *Today* with Dave Garroway.

Bauer & Black, division of The Kendall Co., through Leo Burnett agency, Chicago, bought five-minute segments, one each on Tuesday and Thursday for 16 and eight weeks, respectively, starting June 17.

Armour will sponsor the daily weather reports, aired four times during the two-hour show, starting June 2 for 16 weeks. Agency is Poots, Cone & Belding, Chicago.

Kefauver TV Aid

SEN. Esten Kefauver’s (D-Tenn.) primary victories in Broward and Dad Counties “were substantially aided” by his appearances on WTVJ (TV) Miami, according to Judge W. Raleigh Petteway, Sen. Kefauver’s Florida campaign manager. Sen. Richard Russell (D.-Ga.) and Sen. Kefauver, competing for the Democratic Presidential nomination, parried issues over WTVJ from 9-10:15 p.m. May 5.

**Kefauver Spot**

Refused After TV Tour

ON - AGAIN, off - again developments marked effort of the Kefauver National Campaign Committee to place spot announcements immediately following President Truman’s TV tour of the White House last Saturday, 4-4:48 p.m. on NBC, CBS and ABC television networks [B*T, May 5].

Robert J. Enders Adv., Washington, notified publications and wire services May 2 that announcements would be carried by WTOP-TV Washington and WBNS-TV Columbus.

Jo’n S. Hayes, president of WTOP-TV, informed Broadcasting • Telecasting May 5 the station had not carried the spot.

Mr. Enders in turn claimed WTOP-TV had accepted the spot through its sales department and had mailed a station contract for the time. “At 6:15 p.m. (May 2), long after the business office of WTOP-TV was closed, the program manager of the station’s Committee advised us the spot would be carried,” according to Mr. Enders. “Then shortly after 7 p.m. we were advised that, on orders of John Hayes, station manager of WTOP and WTOP-TV, the station was cancelling the spot. Mr. Hayes, incidentally, was out of town. The cancellation was made over our most strenuous protests.” He added “The WTOP-TV contract covering the Kefauver spot is now in our files.”

Mr. Hayes told Broadcasting • Telecasting May 7, “WTOP-TV did not broadcast an announcement Saturday following the telecast by President Truman. An attempt was made by the Enders agency to purchase a spot announcement. The station did not broadcast the spot, considering it in bad taste for a Presidential candidate to follow immediately a broadcast by the incumbent President.”

**Ohio Primaries**

PRIMARY ELECTION returns in Ohio May 6 were telecast directly from the secretary of state’s office in Columbus for the first time by WLW Television to its three video outlets, WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton, and the Crosley station fed reports to a regional network emanating in Toledo and to NBC.

**White House Repeat**

TELECAST tour of the White House, broadcast live May 3, was to have been repeated over CBS Television yesterday (Sunday), 1-2 p.m. EDT. During filmed repeat telecast, Sig Mickelson, CBS-TV director of news and public affairs, last Friday presented the original television recording to Dr. Luther Evans, director of the Library of Congress, for placement in the Library’s archives. Additionally, U. S. Dept. of Education has requested six copies of the White House kinescope for distribution to schools.

**WNHC-TV Scores**

WNHC-TV New Haven, Conn., took pride last week in a May 2 news beat over two local newspapers whose management’s competitive attitude toward radio stations, it was claimed, once extended to the point of refusing to sell them advertising space. A tragic 11 a.m. fire which cost the lives of four women in a convalescent home 50 miles from the WNHC-TV studios was covered by the station with still and motion pictures. Stills were telecast at 1:30 p.m., while the simultaneous afternoon paper had no pictures of the fire; the movies telecast at 6:30 p.m., while the final edition of the paper, on the streets late in the afternoon, carried a single shot of the fire scene after the blaze had been put out, according to WNHC-TV spokesmen.

**AFM Trust Fund**

**Brings Musicians’ Protest**

LOS ANGELES musicians, protesting against signed petitions that AFM 5% trust fund format deprives them from getting work in TV films [B*T, April 21], have prompted union national headquarters to consider a survey of the situation.

Musicians claim the trust fund, set up as it now stands, to which TV film producers must contribute, discourages filming of video shows with live music. Their contention is backed up by officers of Los Angeles Musicians Mutual Protective Assn., Local 47, who discussed problem with James C. Petrillo, AFM president, in Chicago a few weeks ago.

Mr. Petrillo reportedly agreed to consider the protest, furnishing us with a letter demanding admittance to consult with the AFM executive board. Meanwhile, however, as a result of the Chicago conference, it is understood he may send Clair Meeder, his TV assistant, to Los Angeles within the next ten days to investigate and confer with TV film producers as well as local union officials.

**S-C UHF Converter**

UHF converters for Stromberg-Carlson’s earlier TV sets are going to distributors and dealers, C. J. Hunt, radio-TV division general manager, said last week. In production several months, the converters retail in the East for $49.50.

Sponsors of this section

No "BUNK" About It!

adds you "paydirt" in Bob Ehle’s Bunk House

"Pied Piper" of TV to Central N. Y. youngsters, Bob is a singing story teller who keeps young eyes and ears glued to WHEN from 5 to 6 every weekday afternoon. Oldsters, too, enjoy the combination of Bob’s singing and filmed adventures of the Old West. It’s a mighty pretty spot for your product story, and Bob can sell it effectively on this area’s most looked at television station.

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MERRY TV STATION

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anywhere in the country regardless of the area in and around the community which should be served in the public interest," the Washington attorney declared. That is, he said, because the Commission established standards of power, antenna heights and separations on the basis of the needs of a few large cities "rather than on the basis of the needs of the particular area or community to which it applies." This makes for administrative convenience, he stated, but leaves a legal doubt whether the Commission has not abdicated its responsibility to act in the public interest, convenience and necessity.

Mr. Scharfeld stated his belief that a court test based on the inequities of VHF and UHF channels would be decided against the FCC, on the grounds that the Communications Act's provision for a "fair and equitable distribution of facilities among the states," was not carried out.

Another ground for appeal to the courts, Mr. Scharfeld pointed out, was the fact that the existing VHF stations on the air had to change to UHF. Thus, he said, New York's seven VHF assignments prevents any similar assignments to the whole state of New Jersey.

Meanwhile, a major clarification question was being studied by the FCC following the raising of the question in two communications last week. The question: Do separations and antenna heights depend on the zone in which the city is located or the zone in which the antenna is located?

In a question raised by the Federal law firm of Fly, Shuebruck & Blume, this point was made: A boundary between Zones I and II cuts through a city. It is proposed to erect a transmitter in Zone I, thus utilizing the 2,000-ft. maximum height permitted. The law firm takes the position that this meets the Commission's intent, rather than the 1,900-ft. limit in Zone I.

In the exact opposite position, WAVE-TV Louisville notified the Commission that it plans to move its transmitter from downtown Louisville to a site across the Ohio River in Indiana, which would put the antenna in Zone I. However, since its channel is assigned to Louisville, in Zone II, it insists that it was assuming that it could utilize the 2,000-ft. maximum tower height permitted by Commission's rules.

The FCC's comment, quoted above, was expected to be called to the FCC's attention.

Stinging opposition to the request of WMCT (TV) Memphis to request the Commission to switch the channel to which it must move from Channel 5 to Channel 3. Among the reasons for this request, WMCT declared, was that the separation between Channel 5 in Memphis and same frequency in Nashville was less than the 190-mile minimum established in the new rules.

Petition Requested 'Selfish'

The WMCT petition called WMCT request "selfish," due to "petitio manis," or wherever a station in another city with Channel 3 assigned to Memphis will have equal or better coverage than WMCT.

WMCT argued that the WMCT petition should be dismissed in its entirety because: (1) WMCT fought to have Channel 3 assigned to Memphis, has applied for that frequency, while WMCT did not participate in the Channel 3 assigned to Memphis. (2) WMCT agreed to change from Channel 4 to Channel 5, and any separation between Memphis and Channel 5's is greater than the proposed 170-mile transmitter-to-transmitter or 180-mile city-city minimums proposed by the Commission that none of the existing channels can increase its antenna height to the 2,000-ft. maximum permitted under the new rules because its antenna is on top of one of the tallest buildings in the AM range of WMCT's directional array and would impair the efficiency of the WMC signal.

Reaction was immediate. Motion to make a 21-year tradition of service in radio broadcasting WMCT's now also serving Quad-City area... and advertising profitable. Les Johnson, V.P. and Gen. Mgr.

91,563 TV SETS IN THE QUAD-CITY AREA

Each month this TV set is sold is ascribed to the Quad-City area because the stations are in the same area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities. Increased power has doubled WHBF-TV's radiated strength; the staff and facilities have recently moved into enlarged quarters. This is a 21 year tradition of service in radio broadcasting. WHBF-TV now also serves Quad-City area and advertising profitable. Les Johnson, V.P. and Gen. Mgr.

CBS-TV officials at third CBS-TV Clinic on station operations May 1-2 in New York [BT, May 3] pose against an antenna tower in the WABC-TV studios. They are (left to right): J. L. Van Volkenburg, president; Sig Mickelson, news and public affairs director; Hubbell Robinson Jr., vice president in charge of network programs, and Fred M. Thower, vice president in charge of network sales.

PROBE OF MFRS.
Slated To Start Today

FEDERAL investigation of the radio-televisior manufac- turing industry for possible violations of anti-trust laws was scheduled to begin today (Monday), date for which company records, correspondence and other documents were subpoenaed last February for presenta- tion to the grand jury [BT, March 8].

Today's deadline was postponed for some, but not all manufactur- ers, it was learned last week, when spokesmen for the anti-trust divi- sion indicated that the precedent was to grant time extensions when requested. The number and compass of documents asked for was, as in many anti-trust studies, extremely comprehensive, with some informa- tion dating back as far as Jan. 1, 1934, and it was understood that major organizations needed extra time to compile the data.

RCA, singled out in the subpena text as a corporation of particular interest, was the only manufacturer of the nation's major producers of AM, FM and TV transmitting equipment who were served, who took legal steps against the court order, petitioning for withdrawal or change of the action which, RCA charged, was "too broad, unreasonable, and oppre- ssive" [BT, April 14]. Records of RCA will not have to be deliv- ered until this side action is set- tled, presumably some time after the next hearing, June 12.

Records only were to be delivered today by the subpened corpora- tions to the U. S. Court for the Southern District of New York, with individual witnesses due to be called later after investigators have studied the documentary evidence. Legal authorities emphasized that the closed-door action so far is only exploratory—to determine whether an indictment of any sort appears justified.

Besides RCA, companies known to have been subpened include General Electric, North American Philips, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, CBS, and DuMont.

DuMONT HONORED

In Industrial Exhibit

AN EDISON Institute exhibit showing American industrial progress over the last century includes a range of DuMont television equipment and a tribute to Dr. Allen B. DuMont as an outstanding contributor to the field of home entertainment.

Called "Industrial Progress, U.S.A.," the show was displayed in the DuMont Thursday at the Henry Ford Museum, Dear- born, Mich., and was scheduled to begin a national tour.

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BROADCASTING • Telecasting
There's No Business Like TV Talent

(Continued from page 78)

sion vice president, heads West Coast radio-TV department.

Famous Artists' radio and television department, under Joe Donohue, has set many of its clients on various live video shows in guest spots. Besides shooting its clients starring Corinne Calvet, Virginia Field, Elizabeth Scott, Dana Andrews and Ken Delonge.

The firm also is in TV film packaging business through President Charles L. Feldman's 50% interest in Jack Chertok Productions, headquartered at General Service Studios. Mr. Chertok, in addition, heads Apex Film Corp.

When Mesara, Feldman and Chertok announced formation of their TV film production company, Famous Artists said many of its own name clients as well as "outside" talent would be utilized in tailored-to-order video shows.

On the planning board for early production are "Harbor Patrol," a half-hour weekly detective-Court Guard series starring Bruce Bennett; "Busch Pilot," in which Sterling Hayden would star, and a Private Secretaries series starring Ann Sothern.

Jack Chertok Productions is currently shooting the 26 half-hour TV film Sky King series sponsored by Derby Foods Inc. (Peter Pan Peanut Butter) on NBC-TV stations. It stars Kirby Grant, with Gloria Winters and Ron Haggerty. On the shooting schedule is a new series of 52 half-hour Lone Ranger TV films for General Mills Inc., starting in May.

Series to Star Irene Dunne

Irene Dunne, one of the top Hollywood motion picture stars, at an over-all salary of $84,500, was set by Famous Artists to introduce, and m.c., as well as act in the Irene Dunne Television Theatre, a series of 26 half-hour programs being filmed by Edward Lewis Productions. Thirteen in the series have been completed, with the balance yet to be filmed. Joan Bennett was to have had the assignment in the Lewis produced series through deal worked out by MCA, but arrangements were later cancelled. The Irene Dunne film series will be sponsored by Schlitz Brewing Co., starting May 30 on CBS-T.V. Playhouse of Stars. Lennen & Mitchell, new agency servicing account, set deal with budget per film reported as $17,500.

Choice of Irene Dunne series was made by Nicholas E. Keely, agency's vice president in charge of radio and television, who spent several weeks in Hollywood inspecting many film shows.

George Raft, a Famous Artists client, is starred in "I'm the Law," TV film series being made by Columbia Pictures in Hollywood. Seven 30-minute programs have been shot, with six to be produced in July.

MCA also is deep in TV activity. Besides placing talent from its extensive roster of names on various live radio and television shows, MCA has its MCA Films unit, one of the few remaining production subsidiary, Revue Productions, headquartered at Eagle-Lion Studios in Hollywood.

Besides filming the half-hour per week dramatic series "Skybrush Theatre," (Gruen Watch) and "Chevron Theatre" (Standard Oil Co. of Calif.), Revue Productions has completed the Kit Carson 30-minute, adventure series with Bill Williams and Don Diamond in the leads.

Alan Miller, MCA motion picture vice president and George Sheehy, of half-hour television division, recently were shifted to Revue Productions to turn out jointly the two filmed "Gruen Guild Theatre" and "Chevron Theatre" series. Recently, history was made when Barney Sarecky who had been handling production.

On Revue's planning board are three additional TV film packages, Famous Playhouse, Regal Theatre and From Hollywood.

Gertz Clients Enter TV

More than a score of Mitchell Gertz Agency clients are also working in TV production at networks and independent production companies. This agency more or less specializes in writers, directors, producers, musical directors, cameramen and other production personnel.

In addition to controlling TV and film rights to more than 1,000 published books, the Mitchell Gertz Agency also has packaged two video shows. They are "Prestige Theatre and Nothing Now Under the Sun." Of the latter, 13 half-hour films are completed and were directed by Bill Heath, with Art Pierce coordinating production. Ed Kelsa and Leslie Swabacher wrote the scripts. Others in the series are still to be filmed.

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea, Robert Cummings and Douglas Fairbanks Jr. are also joining the fast growing list of motion picture stars going into television.

In a deal worked out through their radio-televisio representative, Don Sharp Enterprises, with Mitchell Gertz Agency, with MCA, MCA Films, New York production-distribution company, they will be rotated in the weekly 30-minute "Four Star Theatre." Series will be produced by Don Sharp Enterprises, a division of the talent agency. George Jenkins directed pilot film.

Don Sharp Enterprises also will produce "My Hero," comedy accentuated mystery TV series starring Robert Cummings, with Julie Bishop in the feminine lead. Official Films is to distribute. It also will handle distribution of "Impulse," psychological suspense series written by Larry Marcus which Don Sharp Enterprises is to produce. Alfred E. Green who directed "The Jetson Story for Columbia Pictures, has been set in similar capacity on "Impulse." Cast comprises King Donovan, Paul McVey, Christine Larson and Tol Avery, with filming done at Sam Goldwyn Studios in Hollywood.

Blue-printed for future production are two other packages, Don Sharp is handling. Based on NBC radio series which stars Joel McCrea, the "Texas Ranger TV film show will be open-end with Craig Stevens in the lead. Merece McCambridge, who does defense Attorney on radio, is slated to do a TV film version too.

Comics Provide Material

Another series to be handled by Official Films is "Terry and the Pirates," produced by Dougfair Corp. Richard Irving will direct, with Susan Cabot and Gwen Famn. Cast includes John Baer, Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen. Series is based on the comic strip of same title.

Alliance between television and movies continues to grow stronger every day despite refusal of some film leaders to look ahead to the time when their studios will be shooting for video.

Even now, according to Basil Grillo, vice president in charge of production for Bing Crosby Enterprises, more hours of film are being shot in Hollywood for television than for movie consumption.

He predicts the day is not too far off when 75% to 80% of time on all TV channels will be occupied by film programs. Concurrent are such industry leaders as Jerry Fairbanks, head of Jerry Fairbanks Productions; Louis D. Snader, president, Snader Teleproductions Corp.; Frank Wisbar, producer of "Fireside Theatre" series (Procter & Gamble Co.), and William F. Broidy, president, William F. Broidy Productions.

Sam Goldwyn, always an independent thinker and worker, in a recent interview predicted a "wedding between TV and motion pictures" within the next two or three years.

Others of the top names being offered for TV by their respective agents include Bette Davis, Loretta Young, Joan Crawford, Barbara Stanwyck and Ginger Rogers, but at figures and on conditions that networks or independent cannot meet at this time.

Most of the top comics already

(Continued on page 89)
Production


Howard Welsch, executive producer with Fidelity Pictures, plans to enter the TV field and independently produce a half-hour film series, *The Lady from Lloyd's*, built around a feminine investigator from Lloyd's of London. Negotiations are being concluded with Constance Bennett, film actress, to portray "The Lady." Norman Foster, feature film director, has been signed to direct the series. Shooting will start June 1 at the Motion Picture Center. Each film, budgeted at $20,000, will contain a new cast apart from central figure of the title.

After converting the recently-leased Marael Theatre in Hollywood to television, Filmcraft Productions plans production this month of *The Bickersons*, a half-hour TV film series based on former NBC radio program of same name, which will be filmed before live audience from theatre stage.

William Rapp, owner-writer-director of the radio package, will serve in the same capacity, with Isidore Lindenbaum, firm president, as associate producer, and Ferenz Foer as production supervisor.

New automatic camera control system, used by the company in filming John Guedel Productions' *Groucho Marx Show* for NBC-TV, will be utilized in this series.

Sales


NBC's WNTV (TV) New York has acquired exclusive New York area rights to TV Disc Jockey Tours from Screen Gems Inc., New York. The series includes production numbers, animated cartoons, pantomimes and marionette routines, providing visual elements for use with latest popular record releases.

Film People


Jane Wyatt and John Shelton, film stars, have been signed for *Love Without Wings*, half-hour TV film in *Fireball Theatre* series for Proctor & Gamble. This carries through plan of Frank Wisbar, producer, to include motion picture names in upcoming films.

Andy and Della Russell, night club recording stars, have been signed by Arena Stars Inc., Hollywood, for half-hour TV film series with husband-and-wife format. The series will be filmed at Churrubusco Studios, Mexico City, and financed by Don Frankel, oil and racetrack industrialist.

Andy Clyde, motion picture character-actor, has been signed by Interstate Televislon Corp., Hollywood subsidiary of Monogram, to a long-term TV contract. The first major assignment will be *Buffalo Bill*, half-hour TV films starring Jimmy Ellison in title role. Production started last week with Lewis Collins directing from a script by Joseph Poland. Vincent M. Fennelly is the producer.

John Archer, film actor, has been signed by Jerry Fairbanks Productions, Hollywood, for starring role in *America For Me*, half-hour film for the Greyhound Corp., Chicago (transcontinental busses). Locale will encompass 16 states and film will be photographed in black and white for TV release.

Harry Zimmerman, musical director, KHJ Hollywood, is to provide musical background from his original score for the new Mother's Day half-hour program being filmed by Jerry Fairbanks Productions, Hollywood, for Family Theatre presentation. Edward Paul, the firm's musical director, will supervise a 32-voice choir.

Wallop, casting director with RKO Radio Pictures, to Ziv TV Programs Inc., Hollywood, in a similarity for all Ziv's TV film series.

William Tinsman, casting director, Warner Bros., to Roland Reed Productions for *New UTP Sales*.

NEW UTP SALES

Shows Go to 8 Markets

EIGHT recent sales in as many markets were reported last week for United Television Programs by Aaron Beckwith, sales director, who said that the husband-wife program, *Double Play With Dorscher and Day*, leads the list with purchase in two markets and debut in a third.

WJK-TV Detroit, through W. B. Doner agency, bought the sports-discussion series for the Michigan Wine Co., and KMTV Omaha, purchased it for Storz Beer. The program started May 1 on WFBM-TV Indianapolis for the Fehr Brewing Co. as a special party show, which plans for extensive merchandising-including autographed baseballs, sales displays, and a concerted radio-newspaper campaign—were announced.

*Big Town*, program developed by Lever Bros. but offered to other advertisers in other markets through UTP, was purchased for WNYT-TV Buffalo, the Mutual Broadcasting System, and WSAT-TV Huntington, W. Va., by Streitman Biscuit Co. The 26-week package will be distributed nationally in film on early October. Mr. Beckwith says, pointing out that it is currently available only to 29 non-Lever markets.

Other sales were for *Royale Playhouse*, a re-run of the NBC series, *ROYAL TV* WUSY-TV New Orleans and KFMB-TV San Diego. WENR-TV Chicago purchased *Hollywood Off-Beat*, a half-hour package last week. Rights went to Melvyn Douglas, and *Movie Quick Quiz* was signed for Dixie Cup sponsorship on WJZ-TV New York.

dinations, Culver City, in similar capacity.

Elmo Billings, feature film editor, signed by Seminole Film Corp., Hollywood, in a similarity on half-hour TV film series, *Hot Rails*, scheduled to go into production June 1.

Sol Lesser, who recently acquired travelogue library of Burton Holmes for TV and theatrical release, has been named president of newly-incorporated Burton Holmes World Productions. Serving as directors are Julian Lesser and Mr. Holmes.

Mrs. Dorothy Clune Murray has been elected chairman of the board of directors for Werner Janssen Productions Inc., Hollywood.

ONE CH. CITIES

Monopoly Inference Answered

MONOPOLY situations in TV—where a total of 902 communities each have but one TV channel allocated in the table of assignments accompanying FCC's Sixth Report and Order [96*4, April 14]—are no better or worse than similar situations existing in AM, according to FCC sources. Anyway, they say, it is a matter of the "nature of the beast"—radio waves propagation.

FCC comments were solicited after some observers pointed out the 902 single TV station cities under the allocation plan as instances of monopoly. Commissioner reaction was along the following lines:

- Of the 902 single-station markets, 26 channels are reserved for non-commercial, educational stations, primarily "educational centers."

- There are 970 cities which have a single AM station in operation.

- Of 1,860 radio communities in the U. S. (i.e. having one or more AM stations), about 250 have only 250 w daytime or part-time stations.

Other points made by FCC officials, in countering monopoly inferences, are: (1) All TV channels have not been assigned; it is possible to squeeze in more channels, particularly UHF frequencies; (2) there is a question whether the communities with only one TV station are going to be able to support a TV station anyway—the average population size of the 902 single-station TV communities is 9,800.

WTVN (TV) Center

WTVN (TV) Columbus' ultra-modern Television Center will be ready for occupancy shortly after May 15, Edward Lamb, station president and owner, announced last week. Robert M. Mock, WTVN promotion director, is arranging formal opening details.

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There's No Business Like TV Talent

(Continued from page 87)

are committed. They include Red Skelton, Eddie Cantor, Bob Hope, Danny Thomas, Jimmy Durante, Jack Benny, Donald O'Connor, Alan Young, Martin & Lewis and Abbott & Costello.

In line with the pattern now evolving, Ethel Barrymore was recently signed for a substantial salary, plus residual rights in a contract with Interstate Television Corp., subsidiary of Monogram Pictures, for a series of 26 half-hour TV films tentatively titled The Ethel Barrymore Theatre.

Deal was handled by William Morris Agency, which also will supply Interstate with a good portion of the package, including writers, directors and other talent for the series.

Miss Barrymore, actress and narrator on the series, also will act as consultant to producer Lee Savin.

Loretta Young reportedly wanted $100,000 and 50% rights in a proposed TV series in which she was to star, so the advertiser dropped negotiations. CBS, however, is said to have worked out an agreement with her through William Morris Agency for a planned TV series starting in the fall. Details haven't been revealed, but it is understood the money involved is a flat fee for 26 half-hour filmed programs, plus residual rights.

Despite statements to the contrary, talks between network executives and independent Paul Small are still under way for Ginger Rogers to do a weekly CBS-TV show. If it materializes, series will be filmed so she can continue motion picture commitments. Paul Small Agency, incidentally, also set David Rose as musical director on NBC-TV Ezio Pinza program for the five weeks it originates from Hollywood.

Adventure Films

A TV film version is to be made of the new adventure series, The Chase, packaged by Frank Cooper Agency for origination from New York on NBC radio. Show was created by Lawrence Kieh who writes CBS-TV Man Against Crime starring Ralph Bellamy with Camel cigarettes as sponsor.

General Artists Corp., with probably the largest number of recording stars in the popular category of any of the major talent agencies, is active in live TV packaging and artist placement. It also has blueprinted plans to set up a TV film division utilizing much of that talent.

CBS-TV Perry Como Show, sponsored three weekly by Chesterfield, is a GAC live package. Patti Page, incidentally, is being offered as summer replacement for the Perry Como show with GAC, her agent, discussing the deal with CBS-TV New York executives.

Mel Torme, singer, with a CBS-TV show of his own, is a GAC client. Frank Fontaine, comic, Mindy Carson and Frankie Laine are others on GAC list who have been working in live TV on a rather frequent basis. Mr. Fontaine is to have his own CBS Radio show starting shortly. GAC also will star Mr. Laine in a TV film series starting in the fall.

With Louis Bromfield, author, as narrator-host, deal was recently concluded whereby Bing Crosby Enterprises will film a 30-minute TV dramatic series which GAC, in cooperation with Mr. Bromfield's agent, Stanley Bergerman, has packaged under title of Crisis.

Agreement was worked out by Basil Grillo, vice president in charge of production for BCE and Milton Krasny, vice president of GAC. It calls for the latter to handle national sales. BCE will produce and film the series.

Besides handling Bob Hope and Herbert Marshall for radio and television, James L. Saphier Agency, among others, handles placement of Eileen Wilson, singer on NBC-TV Hit Parade, and Steve Allen, comedian and m.c. on CBS-TV Songs for Sale. Agency is also packager of CBS-TV Al Pearce Show and CBS-TV Meet Corliss Archer.

Conte, Kennedy Co-produce

Richard Conte, stage and film actor, in early April finalized a deal with Jimmy Saphier and Jay Kennedy for half interest in TV rights to their radio package The Man Called X, which stars Herbert Marshall. He will co-produce with Mr. Kennedy and also star himself with his wife, Ruth. Mr. Marshall also is narrator of the Ziv TV film series The Unexpected, sponsored by Rheingold beer on Eastern stations.

Wynn Rocamora has blue-printed a proposed TV film series based on the life of Chaminade, French composer, with Diana Lynn, film star and pianist, in title role. He also plans a TV film series starring Dorothy Kirsten, Metropolitan opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Sam Jaffe Agency, in addition to Donald O'Connor, has BCE star names on its list who guest on radio and television shows. Agency also is negotiating with NBC-TV in the Alexander Korda deal whereby network would aid in financing of 26 feature films by putting up $100,000 each. In return, NBC-TV would have exclusive television rights. Agency represents the British film producer in the negotiations. TV film packages handled by Jaffe Agency include Byline, Washington Lady, Purple Playhouse, Brass McGown and Alarma in the Night.

George Brent has formed his own company to produce films for video

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as well as theatrical release. First TV series scheduled is "Address - To Bryaners," Mr. Brent and Indian stockholder in the company with William B. White, his agent, as partner. Firm is listed as George Brent Productions Inc.

Mr. White also is packaging a TV film series, "Her Honor the Mayor" which will star Bette Davis if a deal agreeable to both can be worked out. She made her TV debut with Jimmy Durante on NBC-TV All Star Revue on April 19. Eve Arden, starring in CBS Radio Our Miss Brooks, will do likewise in the CBS-TV series starting in the fall, in a deal worked out by Mr. White's agency.

Gloria Swanson will be starred in a half-hour TV film series to be made by Tele-Vox Co., Mexico City. Deal calls for salary plus residuals. She is under contract to Simmel-Meservey TV Productions, Beverly Hills, subsidiary of Simmel-Meservey Co., which will handle distribution of the series, titled "Gloria Swanson Show."

Joan Crawford's offer to major networks, through her agent Music Corp. of America is said to be for a five-year TV deal, in which she would get $200,000 per year to star in 26 half-hour films, plus 50% ownership of the properties.

Established names will be used in some of the upcoming filmed Four-Side Theatre, sponsored by Procter & Gamble Co., in a new policy announced by Frank Wisbar, producer.

Stars Being Sought
Among those he is or will be negotiating for on the new 40 films currently being shot are Andrea King, Geraldine Brooks, Mary Sinclair, Frances Dee, Virginia Grey, Vanessa Brown, Sarah Churchill, Barbara Britton, Marie Aldon and Ruth Warrick. Shooting of the new group of half-hour TV films which started April 14, continues through September 28.

Diana Duryea, available to radio and television through MCA, will be starred in 52 half-hour TV films, "The Affairs of China Smith," packaged by Tableau Television Ltd., which Edward Lewis Productions is shooting. Proktor Syndication International will handle distribution. Robert C. Dennis has writing assignment for series which will be financed 50% by Lewis and Duryea, and Bernie Tabakin, who will produce and direct.

With Arthur Kennedy, Edward Arnold, Diana Lynn and Akim Tamiroff among stars, National Repertory Theatre Inc., newly organized to produce films for TV, has set itself up at Motion Picture Center.

With it will be identified such directors as King Vidor, David Miller, Tay Garnett, Robert Florey, Christian Nyby and Ray Enright.

Tony Owen is president with Donald Hyde, Jay Hyde and Arthur Kennedy, vice-presidents. William Kozlenko is secretary-treasurer.

One of the most ambitious ventures in making TV films, this group will function like a stock company with players alternating as stars and support. Group will share profits on participation, with Interstate Television, subsidiary of Monogram Pictures Corp. financing and handling distribution.

Completed are two half-hour films, "The Victim," co-starring Messers. Arnold and Kennedy, with Mr. Kozlenko, writer, and Folke Ingard, producer, and "Island" with Messers. Tamiroff and Kennedy co-starred, and Josephine Niggli, writer, and Ray Enright, director. Lee Savin is supervising production for Interstate.

Virtually every big name in Hollywood, especially those not under exclusive movie studio contracts, has an eye on television. Some are talking deals direct with TV film producers or packagers, while others are working through their respective agents. These include stars and lesser name talent, producers, directors and writers too. Many who appear to shun the new media only await an opportunity to enter the field.

Strictly Business
(Continued from page 16)

the same territory, watching business in Minneapolis, Milwaukee, Cleveland, Detroit and Minneapolis, and support, it was said. A specialist in Canadian stations, Mr. Reilly has worked with outlets there on both jobs. The Adam Young Co., represents 23 Canadian and 20 U. S. stations. While attending the annual broadcasters' convention in Canada this spring for the first time in several years, Mr. Reilly recommended that managers increase their rates for television installations are put into operation, presumably this fall.

Spot business, in which he has seen no rate cuts of any kind, is up everywhere. Mr. White's office will continue to climb as station managers cooperate in local promotion and merchandising for the client.

His stations, in general, report a heavy demand for early morning and daytime spots. CKLW Windsor, which hit its sales peak in October 1950, last week set a new record, an increase in sales of 104%—with new accounts still coming in.

Mr. Reilly, a native New Yorker, attended Fordham U., for a liberal arts course, later studying law night school for two years. He acquired financial experience in a bank and a Wall St. brokerage house before the depression, at which time he went to work for the City of New York as a welfare investigator, prosecuting relief frauds. His checking resulted in the first conviction of such a violator.

Bill Reilly lives in suburban Parid and is a member of the Chicago Radio Management Club. He spent a leisurely vacation in Florida this spring teaching his daughters, Rita, 14, and Adelaide, 11, how to fish in the Gulf waters. Although he knew more than they about the sport, the girls showed him that practice in this case was more successful.

SLOAN AWARDS
To Be Announced May 20

FOURTH annual Alfred P. Sloan radio and television awards for highway safety will be presented at a dinner at the Waldorf-Astoria in New York on May 20. Winners will not be announced until that time.

The awards, administered by the National Safety Council in conjunction with its public interest awards, are "designed to recognizing outstanding public service in traffic accident prevention by radio and television stations, networks, and advertisers."

Dramatized themes of this year's award-winning programs will be presented on NBC-TV's "Americam Inventory" program, which will be telecast at the dinner.

ATTESTING to successful results for its Red Band Flour, General Mills presented pouch of 90 silver dollars to WIRC Hickory, N. C., winner of GM first prize. WIRC competed with 27 other outlets in five southeastern states with listener contest based on theme, "Win Your Weight in Silver Dollars."

(Above) Mrs. Mattie Padgett, WIRC program director, receives five pounds of silver dollars from J. C. Lewton of Charlotte, GM district sales manager. Keene Advance, Minneapolis, GM agency, also congratulated WIRC General Manager Edmond H. Smith Jr. for 'splendid job' by station in getting results.

Looking for Radio & Television Technicians? RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators, and other radio and television posts. Our men graduate with a first class Radio-Television License and are ready for any position in your station, or for your technical personnel needs. Write to: PLACEMENT MANAGER
Vandalism Fight

DRAMATIC documentary on window-breaking by young vandals was broadcast Thursday as a one-time production by WJON, repeated Sunday, and will be repeated at the city's schools in an effort to curb this costly damage. District of Columbia school, church and business leaders took part in the broadcast along with children at a school playground where an organized effort is under way to control breakage. The WOL news staff prepared the program after weeks of recording and editing under direction of George W. Campbell, program manager, and Gene Berger, newsman.

BROADCAST BAN

Moody Terms It 'Mistake'

HOUSE ban on radio and television at committee hearings is a "mistake," Sen. Blair Moody (D-Mich.), former newsman and commentator, said last week in a transmitted radio show, Meet Your Congress, which he moderated before he was appointed to the Senate. Other former newsmen turned politicians, Sens. A. S. Mike Monroney (D-Okl.) and Fred A. Seaton (R-Neb.), appeared on the program. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Neb., and vice president of KGGF Coffeyville, Kan.

Program discussed freedom of access of information in government. All three criticized the Presidential order which cloaks some government news with secrecy. The information classification order of a security nature, issued by President Truman last September also was a "mistake," Sen. Moody said. Sen. Monroney, former Oklahoma City News editorial writer said it was "concealed, destractive" while Sen. Seaton described it as "worse than the disease it tried to cure."

On broadcasts of Congressional committees, Sen. Moody said Congress "ought to have better rules covering the conduct of hearings and the protection of witnesses. But the public should be admitted." Sen. Seaton, seeing most meetings open to the public, added, "we shouldn't turn them into a hipodrome, into a circus. Lights needed by newscast photographers, flashbulbs of still cameramen and the presence of TV equipment, he said, are "not conducive to the peace of minds." Sen. Moody suggested the telecasting of "educational" hearings but not those in which a witness' reputation may be smeared.


NJB HITS CURBS

Committee To Seek Coverage Rights

APPOINTMENT of a committee to confer with state officials in an effort to clear the way for radio coverage of public hearings conducted by legislative committees was authorized in a resolution adopted by the New Jersey Broadcasters Assn. at its spring meeting last Monday in Atlantic City (BWT, May 5).

By rescripting the state's 20 radio and TV stations, and acting after WJLK Asbury Park and WTTM Trenton were denied permission to broadcast hearings, the House Commerce Committee, the bill concerned, the NJBA adopted a resolution which said, in part: "Any effort on the part of elected officials to deprive the public of immediate access to public proceedings through the medium of radio is an infringement on the right of the electorate to full and immediate information, and an indication of the growing trend to censor and stifle a free press and a free radio."

Meanwhile, NJBA members were told of the approach by FCC Comr. Rosel H. Hyde that the Commission's procedures in handling the new TV allocations are designed to bring television to the largest number of persons as soon as possible. Denver is the largest city without television service and tops the list, he said, that at a cost of 40 miles distant from a TV station is considered a city without TV service.

Gore criticized the broadcasters that with only seven hearing officers and multiple applications for each channel in the major cities, early action cannot be expected.

No Handouts By FCC

With respect to the educational reservations, Comr. Hyde pointed out that FCC cannot hand out endowments or what amounts to land grants in the way of channels for educational institutions. It has earmarked channels for non-commercial purposes in the public interest. But the policy of the FCC, Comr. Hyde said, is to make changes as changes are required, and any controversy over educational reservations will depend upon an examination of the facts. If the present allocations should prove unrealistic and the public interest would be served by some other use, the FCC will examine these reservations on the basis of new evidence, he stated.

At an afternoon session, Walter Erickson, radio director of Gray & Rogers Agency, Philadelphia, gave the broadcasters an insight into the problems that an agency faces in recommending radio and television to its clients.

"On the surface," he said, "it would seem that both radio and television should be used. Unfortunately, in a good many cases that is impossible. . . . It figures...that with our Unlimited Opportunities for boosting your brand, your Sunshine, Sea Breezes and Tropic Allure — Miami, (Dade County) Florida is the fastest growing Key Market in the South! And, it figures — that to get your portion of this billion-plus buying income market, your smartest choice for Mass Sales is WIOD...the Radio Station that for over 26 years has served, sold and entertained with unexcelled performance not only Miami, but Florida's entire lower East Coast! For all the other figures, just call our Rep...George P. Hollingbery Company. Established January 16, 1926

James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC

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TRADE RULES

SUGGESTED trade practice rules for radio-TV set-makers, based on recommendations drawn up by a special All-Industry Committee, were released by the Federal Trade Commission last Wednesday and tentatively set for discussion at a third government-industry conference scheduled June 18.

Rules were drafted by the industry group under leadership of Radio-Television Mfrs. Assn. and at the request of FTC's Trade Practices Conference Bureau. They will be circulated to industry members prior to the third and probably final conference before they are adopted.

Standards will guide manufacturers, dealers, distributors and other groups operating in interstate commerce under FTC's jurisdiction. When finally adopted, they will extend radio trade practices on the books since 1939 to cover television.

The industry draft once again poses the colorcasting issue, though this is rendered academic by virtue of the government's ban on mass production of color TV equipment. Industry committee backed up FTC's suggested provision (last year) touching on certain phases of adaptability and convertibility of video receivers by recommending addition of Section II under Rule 9:

Under this rule and with respect to devices or accessories to convert an existing black and white television receiver to receive a color signal, it is an unfair trade practice to fail to disclose that the result of the installation of such devices or accessories will be a smaller picture than the original black and white picture of the set if such be the fact.

A related point cropped up during two previous industry conferences held by the commission last June and September, with CBS Inc. arraying against certain industry segments over the question of picture "degradation" inherent in conversion of monochrome sets under the CBS color system. Advertisements of color converters claiming they will attain actual viewable picture quality when used with tube size also were discussed.

Following the second of the two conferences, FTC asked the industry to name a special committee to study industry views and draft a policy. The commission's own proposed draft served as the basis for the second session.

First phase of antitrust, and deceptive selling method: standards: definitions: advertisements to be prohibited, competition, alteration of brand name, deceptive use or change of cabinet, alteration or removal of serial numbers, deception in advertising, identity of manufacturer or domicile, misuse of the word "adapted," false invoicing, imitation of trade marks, names, "spills," and promotion threats. Removal in fringement suit, use of lottery, coercion, fix prices, defamation of competitor, commercial bribery.

One significant new proposal is that involving deception as to picture actual size. A consumer may assume that any TV set, which prompted considerable discussion last year, it would be unfair practice to deceive prospective purchasers as to actual viewable picture tube, with or without added devices. "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry, provided they be not spurious and non-deceptive disclosure of the size of the actual viewable picture if it be smaller."

"Standard measurement," was described as that "in inches, to the nearest inch, of the largest bulb diameter or diagonal of the tube," with any tube on a one-half inch dimension being assigned the smaller inch measurement.

The industry recommendations were drawn up by a committee under chairmanship of Louis A. Calamaras, executive vice president, National Electronic Distributors Assn. Other committee members: Glen McDaniel, RTMA president; Edwin A. Dempsey, National Television Dealers Assn.; John Martindale, National Assn. of Cathode Ray Tube Mfrs.; Ross D. Siragusa, Admiral Corp.; Morton Farr, National Appliance & Radio Dealers Assn., and Fred Walker, Arlington, Va., radio-TV dealer.

Omitted from the industry draft was an RTMA proposal, offered in June 1951, that "advertisements ... stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture quality than a standard black and white broadcast picture, if such be the fact," be considered an unfair trade practice.

CBS Inc. let it be known at the first conference, through an attorney, that it felt such a proposal to be discriminatory and traced testimony which eventually culminated in FCC's approval of the CBS color system. National Production Authority, acting for the Office of Defense Mobilization and in apparent agreement with industry members, has levied its equipment ban.

In recent months, however, there has been general agreement that the rules as now drafted would not prove objectionable. All segments of the manufacturing industry were consulted before the industry draft was submitted to FTC.

milestones

► FIFTEEN years of broadcasting have been completed by WFTC, Kinston, N. C. Celebration was marked by anniversary broadcast featuring greetings from Ernest Jahncke, vice-president, as well as from ABC stars. FCC's birthday present to station was announcement of an initial $75,000 to $100,000 in facilities from $250,000 to $120,000 to 5 kw day, 1 kw night direction on 960 kc [B*7, March 3].

► WLW Cincinnati's farm program, Everybody's Farm, has been aired for the 4,000th time. In tribute, Hoy Battles, WLW farm program director, presented an account of the history of the program and the 1,375-acre farm itself, reportedly one of only two farms in the U. S. owned and operated by a radio station. Program is broadcast directly from the fields and farm house.

► Jean Hersholt's 15th anniversary as star of the Dr. Christian CBS Radio show will be celebrated May 21 by theatrical luminaries at New York's 21 Club, before Mr. Hersholt leaves on a European business tour. The show will continue through the summer on tape. Chesbrough Mfg. Co. (Vaseline brand products) is sponsor.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., observed his 17th anniversary with the station during April.

► WTTM Trenton, N. J., early last month celebrated its 10th anniversary, marking occasion with open house and several "birthday" parties. The station received special commendation from Mayor Al. G. Lippin of Trenton.

► HELOISE PARKER BROEG "Mother Parker" of Food Fair, aired daily on WEEI Boston, has marked her 12th anniversary with the station.

► TELENEWS Productions Inc., New York, subsidiary of INS, in April marked beginning of its fifth year of Telenews Daily, television newsware service. Herbert Scheftel, Telenews president, said firm is only independent newsware producer "that has been supplying television news broadcasts daily with newsware footage for so long a time."

► NATIONAL Assn. of Home Builders noted the first birthday of its national radio program, Housing Headlines, May 1. Show has been recognized by builders all over the country as a powerful selling aid and a public relations medium and is now heard in 43 cities.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newspapers, Ad Libs, Financial Comment, Mystery Plots, Goosby Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk insurance.

USE CAUTION--LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. -- Kansas City, Mo.
Hersholt Contributes

As a "link in the chain of Danish-American friendship," Jean Hersholt, CBS Radio's Dr. Christian for the past 15 years, last week presented his collection of Hans Christian Andersen manuscripts, letters and first editions to the U. S. Library of Congress. Presentation was made to Library Director Luther Evans, and backed by "enthusiastic" approval of the government of Mr. Hersholt's native Denmark. Collection, reportedly valued at $75,000, is in addition to Mr. Hersholt's previous donation of 120 Andersen items.
Hyde Renominated
(Continued from page 27)
section handling applications for new facilities and assisted in a probe of network broadcasting.

Beginning his international broadcast activity, which later was to place him in a position as top expert at FCC, Comr. Hyde was a member of the U. S. delegation to the Third Inter-American Tele-Communications Conference in Rio de Janeiro in 1945 when he was still General Counsel.

In 1947, he made a flying trip to Havana and Mexico City on NARBA, attempting to work out new uniform standards of potential interference for standard broadcast stations. He was active in the same year during argument before FCC on the clear channel question.

Two years later, Comr. Hyde was chief of the U. S. delegation at the Third NARBA conference in Montreal and again at a similar conference in 1960 in Washington. Lineup of FCC members is three Democrats, three Republicans and one Independent. Other Republicans, aside from Vice Chairman Hyde, are Comrs. Robert J. Jones and George E. Sterling. Democrats are Chairman Paul A. Walker, Comrs. Frieda B. Hencock and Robert T. Bartley (appointed this year to vacancy caused by resignation of ex-Chairman Wayne Coy). Comr. Edward M. Webster is the Independent.

Mr. Dick Grubl
Wm. Einy & Co.
New York City

Dere Dick:

The largest Chevrolet dealer in the state list up on and himself in two Sunday papers to try service to listen to his speaking engagements on WCBS at 600 at 100 feet and he his Chevy. The biggest silkier car in America, and that WCHS has more listeners in the state than any other station. Since he has been in business more than 30 yrs, 10 people may buy a car from him 30 yrs, test run like you tell them to give Camel the 30-day test with either WCBS and your Bob Hanch show which you.

Vr. Algy

WCHS
Charleston, W. Va.

BALANCED FARMING DAY

INTEREST is mounting throughout Kansas in a Smith County farm project instigated by WIBW Topeka, Kan.

The project, entitled Balanced Farming Day, is designed to illustrate improvements which would mean better living for farmers. Activities of Balanced Farming Day will center on a farm near Lebanon, Kan., Aug. 7.

WIBW says that the project will fill a dire need for dramatization of balanced farming and family living in North Central Kansas.

Alan Young, WIBW promotion manager, announced that the station has scheduled a concentrated build-up campaign. WIBW will air remotes from the project site on Balanced Farming Day.

Cooperating in the project are county, district, state, regional and national soil conservation officials. Kansas State College is helping.

And, of course, so is the WIBW farm department.

How will Balanced Farming Day be financed? WIBW emphasized that no cash donations will be solicited. Each agency, organization and business association will contribute time, energy, equipment and facilities, the station added. Several organizations have volunteered to assist with the feeding of workers.

In turn, each business firm and agency will be provided with adequate opportunity to exhibit and demonstrate whatever it uses on Balanced Farming Day.

One project official explained, "We propose to install a complete soil conservation program on the farm in one day. We propose to start a soil building program on the farm which should, if continued, return the farm to its former position of providing a comfortable living for one family.

"We propose to relocate, construct, repair, modernize and paint several of the farmstead buildings," the official added. "We propose also to mend fences and corrals, landscape the property and to modernize the house."

BALANCED FARMING DAY

WIBW-Instigated Project Gathers Momentum

N.Y. Women

Miller Named President

NEW OFFICERS of the Advertising Women of New York will be formally installed during the club's 40th anniversary dinner tomorrow (Tuesday) at New York's Hotel Martinique.

Nadine Miller, director of press and public relations for C. E. Hooper Inc., succeeds Helen Berg, vice president and director of her Majesty Underwear Co., as organization president, with Miss Berg continuing to serve as ex-officio board member.

Other officers elected for the new term include:

Ruth M. Voelckmann, New York manager of Sawyer-Ferguson-Walker Co., newspaper representatives, was first vice president; Harriet Raymond, Plastic advertising manager, Colenece Corp. of America, second vice president; Mary Herren, assistant to president Douglas Leigh Inc., treasurer; Hortense Finnigan, public relations consultant, assistant treasurer; Hulda Klineen, director of education, Paper Cup & Container Institute, corresponding secretary; and Marjorie Primor, secretary.

Newly elected members of board of directors are Beverly Brice, promotion assistant, Life magazine; Antoinette M. Casey, assistant director of advertising and sales promotion, Franklin Distillers Corp.; Rita Otway, secretary of Publicity Club of New York, and Virginia Goetsch, advertising/ importing firm bearing her name. Continuing board members are Charlotte M. Owns, a Hearst advertising service; Emma Woodward, associate advertising manager of Forbes magazine, and Barbara Weiss, WOR-AM-TV New York commentator.

FM'S PULL

Zenith Tests Reported

FM ADVERTISING by Zenith Radio Corp. produced inquiries of an overall cost 65% below AM radio in a recent nationwide spot announcement campaign for hearing aids, according to Mr. Leitzzell, Zenith public relations director.

Speaking last Tuesday in Birmingham, Ala., Mr. Leitzzell said in some areas FM outpaced AM by a substantial margin, with AM leading in others, but the cost per inquiry was lower for FM. There were other areas where AM outpaced FM and had a lower cost.

Duplicate transcriptions were prepared for the AM and FM announcements, identical except for post office box numbers. Some FM-only stations were used and stations normally duplicating their AM and FM were asked to separate their facilities and run individual keyed announcements for each medium.

Since this separation could not be obtained in some cases, Zenith was able to make valid comparisons in limited areas, Mr. Leitzell said.

"Pull theoretical coverage was secured on both AM and FM separately in only one state, North Carolina," he explained. "Here FM pulled five times the number of inquiries obtained from AM, and cost per inquiry of FM was only one-seventeenth of the AM cost.

"In the state of Michigan, full coverage of AM was obtained while FM coverage included just the areas of Grand Rapids and Detroit. In spite of this, FM outpaced AM two to one, while AM's cost per inquiry ran eight times greater than FM's. In West Virginia only partial coverage on FM was secured. Returns from this state were almost identical for FM and AM, but the inquiry cost for AM was almost twice that for FM."

FM cost was lower in Wisconsin, Alabama and Ohio. FM equaled or bettered AM's cost per inquiry, Mr. Leitzell said. In Washington, D.C., FM and AM announcements were separated, and FM returns being almost identical but FM's cost per inquiry was only half that of AM.
CB-S IBEW AGREE
Contract from May 1

AGREEMENT was reached last week between CBS and International Brotherhood of Electrical Workers (AFIL) for renegotiation of contract covering all AM-TV technical workers in network-owned stations.

Previous contract had expired May 28, 1951, but renegotiation was halted until IBEW's status as bargaining agent—challenged by National Assn. of Broadcast Engineers & Technician's CIO—was certified by workers' vote held a few weeks ago.

Agreement raises salaries from $135 in major centers and $125 in minor centers to $147.50 in all centers, as top in four-year escalator clause, which previously had been for five years. A 10% salary differential was granted midnight-to-7 a.m. workers, extra vacation allowances were given, and other general improvements in working conditions were agreed upon. Contract, still to be signed, is to be effective for two years from date of signing, which will probably be established as of May 1. Subject to Wage Stabilization Board approval, increases will probably be 50% retroactive.

DR. SUITS NAMED
Join Electronics Panel

Dr. C. Guy Suits, vice president and research director of General Electric Co., Schenectady, N. Y., has been named to the Electronics Committee of the Defense Dept's Research and Development Board. Dr. Suits will serve as a civilian member of the committee that already includes D. A. Quarles, Western Electric Co. and Sandia Corp., who is chairman; Dr. E. W. Engstrom, research director; RCA Labs., and Dr. William L. Everitt, dean of engineering, U. of Illinois.

Three representatives from each of the military services round out membership of the group, which was set up to conduct research on military applications of electronics. Dr. Suits also is a member of the board's Special Technical Advisory group and Joint Chiefs of Staff.

O'Hara Bill Would Offer Libel Guard

(Continued from page 85)

the Communications Act—Sec. 315. Because of the relation, it is entirely in legislative setting for an amendment to be proposed to the McFarland bill when it comes up on the floor soon.

This would bypass an important glut in the legislative mill—committee hearings in both House and Senate, committee reports, and passage by both houses.

Thus, in one broad sweep the political broadcast question could ride through both houses on the coat tails of the McFarland bill which in all likelihood is headed for joint Senate-House conference.

It is acknowledged that at least two House members see the solution in this direction and reportedly are ready to reintroduce the Horan bill as an amendment.

Alternative to this broad plan is to take the slower, albeit more thorough, method of committee hearings and eventual passage.

Since the McFarland bill's fate in the House is the key to the progress made, backers of the Horan measure will wait to see what happens. If no amendment is forthcoming, they will turn their fire on Chairman Crosser, who already has indicated he recognizes the broadcaster's problem of political liability.

Other Committee Studying

Another committee in recent weeks has recognized the problem. This is the Senate Committee on Government Operations, a subcommittee of which has heard testimony not only the broadcaster's dilemma on libel but also the entire picture of campaign expenditures [B&T, April 28].

Should the House clear the Horan bill as an entity separate from the McFarland bill, the Senate Interstate & Foreign Commerce Committee probably would hold hearings. However, the understanding in the upper chamber is that the bill would have little trouble getting out of Senate committee.

This also brightens the picture should the Horan bill be combined with the multi-faceted McFarland legislation. Either Sens. Ernest W. McFarland (D-Ariz.) or Ed C. Johnson (D-Col.), of the Senate Commerce Committee, and perhaps both, are destined to be conferees on the McFarland bill.

Consensus is they would be inclined to word the bill, which is designed to clarify the political broadcast section.

While the O'Hara bill looked promising as a starter in broadcast circles, those involved with broadcast authorities privately expressed doubt late Thursday as to the reception it will get from legislators themselves.

As one spokesman expressed it: Will the Congress go along with the apparent theory in the bill that the broadcaster should have the authority over political broadcasts that he enjoys over other types of programming?

In the now famous Felix v. Westinghouse case in 1949, the U. S. Court of Appeals ruled in effect that broadcasters could censor speakers in such a way as to claim immunity of the broadcaster as a entity separate from the speaker. The end result is that this broad plan will be that broadcasters now have no immunity to any libelous disclosure of information to a third party.

This would be a first rung in the ladder in this direction. This is the broad plan that Sen. Horan has been pushing in the absence of Sen. O'Hara, who is the author of the libel bill in the Senate. The O'Hara measure is considered to be more inclusive in that it would build a uniform code for libel.

As the committee would work on this direction, it is the committee which would be more conducive to handling this subject. This is the committee which Sen. O'Hara has been pushing in the absence of Sen. Horan, who is the author of the libel bill in the Senate. The O'Hara measure is considered to be more inclusive in that it would build a uniform code for libel.

DEFENSE ADVISORY GROUP

Suggestions Being Adopted

RECOMMENDATIONS of a special committee, designed to spread electronics defense orders around small plants, are being adopted by the Air Force and Small Defense Plants Adm., Glen McDaniel, president of Radio-Television Mfrs. Assn., told a Senate subcommittee Thursday.

Mr. McDaniel testified at a hearing before the Senate Small Business Subcommittee on Mobilization and Procurement, headed by Sen. Elbert Hubbard (D-Mich.) last year. Mr. McDaniel was secretary of a special committee that conducted a small business survey for the Air Force.

Another of the 34 recommendations in the special committee's report have already been put into effect by the Air Force, Mr. McDaniel testified. The others have been passed on to Small Defense Plants Adm.

WIP Music Awards

WIP Philadelphia announced winners in its first annual Showman-Ship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll, while Billy May and Les Brown won vocalists. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page. Followed by June Christy and Doris Day.

WCCM Moves

WCCM Lawrence, Mass., has moved to new headquarters at 278 Essex St., Lawrence, where the station occupies space including a large auditorium for audience participation programs, two smaller studios, a music library and general sales and executive offices. George H. Jasper, WCCM president, said the transfer to larger quarters "manifests tangible faith in the future of Greater Lawrence and the Merrimack Valley community."

When a Robin Starts to Crow

... that's news! But then any wise bird will tell you that KFYR—located in the heart of the rich Midwest farm belt—is a PLUS value buy. Last year's cash farm income in North Dakota averaged over $10,000 per farm family. KFYR, on your media list, means increased sales in this rich, rural market.

KEYR
BISMARCK, N. DAK.
5000 WATTS-NBC AFFILIATE
Rep. by John Blair

WIP Music Awards

WIP Philadelphia announced winners in its first annual Showmanship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll, while Billy May and Les Brown were up. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page, followed by June Christy and Doris Day.

Everywhere You Go . . .

RADIO AMATEUR show by inmates of the big Prince Albert Provincial Penitentiary at Prince Albert, Sask., was held under auspices of 40 members of the local branch of the Associated Canadian Travelers and four members of CRKI there. It is believed to be the first such entertainment program to be broadcast publicly from any Canadian penal institution. Some 27 prisoners took part with listeners' contributions aid the campaign against tuberculosis. Typical introduction: "Here's Nitro Jake to sing you a song of the West." Prisoners not taking part heard the program on the public address system.

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T WENTY-EIGHT year calendar is being mailed to agencies, clients and the trade by WMAQ Chicago, NBC’s m & o outlet which is marking its 50th anniversary celebration. The plastic calendar is printed on a wallet-size card with a revolving wheel. An accompanying memo from Harry C. Roper, vice president and manager of WMAQ and WNBQ (TV), reminded recipients of the station’s anniversary and that the calendar was “guaranteed to keep you up-to-date for at least the next quarter-century.”

ON ITS OWN HOOK REMOTE eyewitness account of the atomic explosion at Yucca Flat, Nev., was broadcast by KSUB Cedar City, Utah, from a plane at 10,000 feet Art Higbee, manager, and Frank Barreca, news editor, who were being piloted by Royce Knight, local airport manager, toward the scene of the tests when the blast took place. The 1 kw Cedar City CBS affiliate, 140 miles from Yucca Flat, believes it “scooped” all radio stations.

KTUL AIRS COMPLAINTS NEW show on KTUL Tulsa, Speak Up Tulsa, invites listeners to phone in pet peeves for broadcast on the program. Broadcast’s success prompted station to allot one hour for its presentation rather than the half hour originally used. Guests appear on the program and attempt to answer questions asked by callers.

STUDENTS TAKE OVER STUDENTS from Rutgers U. and WRSU, the entrance station, New Brunswick, N. J., took over operation of WCTC there last Wednesday. This is the second year the commercial outlet has observed WRSU day. So successful was the initial operation last year that WCTC hired three students as regular staff announcers and a fourth as a remote engineer.

CONSERVATION WEEK PROGRAM marking WCCO Minneapolis-St. Paul’s annual contribution to “Conservation Week” was broadcast last week by Larry Haeg, station farm service director. Seven of the state’s top conservationists were his guests on the program. Discussion centered around goods and services provided by the forest products industry “as a result of keeping Minnesota green, the tourist trade brings in another $200 million” for the state yearly.

TWO YEAR CALENDAR SIMPLIFIED slide calendar for computing final broadcast dates or talians is written and produced by the Full Life Corp., Toronto, transcription distributor. The calendar is calculated on a two year basis from June 1951 to June 1953, and has a pull tab for reckoning 13 week intervals.

RELIGIOUS PROGRAMMING NEW approach to religious programming has been introduced for broadcast on WHIM Providence. Daily series of 5 minute programs, What My Religion Means to Me, features statements from lay persons in the community. Listeners of all faiths have been contacted and have recorded their religious philosophies for broadcast on WHIM.

COMBAT TV SHOW CURRENT WTOP-TV Washington thriller is The Blue Badge, Army-produced documentary program showing combat divisions in action during World War II, from 1:30 p.m. Sundays in a 12-week series. Lt. Carl Bruton, radio-TV officer for the Military District of Washington, will show producers and Col. William Quinn, infantry expert, follows up with comments and demonstrations.

WMAL GUESSING SHOW GUESSING game show, You’re Hearing Things, conducted by Bill Malone and Joe Campbell, will be heard from 11:15-30 a.m. Monday through Friday by WMAL-AM-FM Washington, with prizes to be awarded listeners who identify the sounds they hear on the air. Show begins May 5.

LOCATION PLUGS MOVE to fix WABD (TV) New York’s location firmly in the minds of its viewers was in the offing three months ago with a new policy of musical station breaks. Few bars from one of three tunes, “In Old New York,” “East Side, West Side,” or “Bam-hattan,” are played as background for announcement concerning station’s location.

TV HOME DECORATION DEMONSTRATIONS of new fashions and ideas in home decorating comprise format of new show, Decorators Workshop, telecast daily on WPIX (TV) New York. Grace King, designer and consultant, will conduct the program which is being sponsored by Sealy Mattress Co. Guest appearances will be made by leading home decorators.

AD STRESSES COVERAGE SIZABLE ad appeared in Moline, Ill. Daily Dispatch giving a resume of flood coverage provided by WHBF Rock Island for its listeners. Pictures of staffers at work during the contract and accompanying captions were featured in the ad which concluded “all this is how and why WHBF brings you complete, accurate, up-to-the-minute, on-the-scene flood coverage.”

PHILADELPHIA STORY WIP Philadelphia found a silver lining in clouds which hung over their contract negotiations a few days of April. Advertising in daily newspapers, WIP told readers that they could “hear the first news of the sun’s arrival by listening to WIP.” When the sun finally shone, the station told listeners: “We interrupt this program to bring you a special news bulletin from the WIP news room. The sun has just been seen in Philadelphia; proof that Old Sol is still in the sky.”

TV REQUESTS GRANTED PROGRAM series, Request-A-Tune sponsored by Norman Mitchell, appliance dealer, and Hotpoint, has begun at WAAAM (TV) Baltimore. Show enables viewers to write in requests, five of which will be performed by participants on the weekly show. Persons who make the selections will appear on the show to explain their choice.

WWRL MARATHON SIXTEEN hour marathon was held last week by WWRL Woodside, N. Y., on behalf of a city-wide appeal for the St. Nicholas Schuying and Community Center Fund, project for the children of Harlem. Show, supervised by Fred Barr, ran from 9 a.m. Tuesday to 1 a.m. Wednesday.

BRITAIN SCIENCE THE Johns Hopkins Science Review, presented over the DuMont Television Network Mondays at 8:30 p.m. for three successive weeks beginning this week, will show the latest scopes of scientific advances in Great Britain. Program claims to be the first to be invited to produce a TV show in a foreign country.

WNAX SCHOLARSHIPS FOURTEEN students from seven colleges in the Midwest who have successfully completed freshman year requirements and who indicated an interest in majoring in agriculture and related fields or home economics have been granted scholarships by WNAX Yankton-Sioux City, S. D. Each grant is for $500. This is the tenth year the station has made such a presentation.

MOTHER’S DAY CONTEST MOTHER of the largest family in Angelina County was scheduled to be presented with prizes from KTRA Lufkin, Tex., and several of the city’s business firms. Contest to determine the biggest family was conducted on Q. P. Coffee Club, daily show on KTRA. Special program honoring the winner was planned for last Saturday.

RECIPE OFFER RESULTS MAIL is being distributed to the trade by KSL Salt Lake City, showing the station received mail from the response from 138 counties in eleven Western states, from eleven other states and Canada on its recent Brigham Young University basketball series sponsored by Utah-Idena Sugar Co. Offer on the series was for cookie and candy recipe booklet.

STAY-AT-HOME VACATION DAILY program outlining “package” vacations in New England for its listeners, has been launched at WORC Worcester, Mass. Shows provide a spend-your-vacation-at-home theme. Information on recreation spots in the six New England states was secured from tourist boards for broadcast on WORC.

Why not?
LET LOIS DO IT

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FTC APPEAL
Philip Morris Hearing Set

APPEAL by Philip Morris & Co., New York (cigarettes), from preliminary findings of a trial examiner was set last week by the Federal Trade Commission for hearing in Washington, D.C., June 3.

The initial decision, earlier this year by Examiner Earl J. Kolb, challenged nine advertising claims as "false and deceptive." The firm promptly announced that it would appeal [B+T, Feb. 11].

The tobacco company held in its rebuttal that the decision was not substantiated by evidence and that adverse testimony was subsidized by competing tobacco firms. The trial examiner directed Philip Morris to cease and desist from advertising "certain scientific statements" in broadcast and published continuities.

The complaint had cited a claim that Philip Morris cigarettes are "non-irritating or less irritating than other brands." Company noted that it had offered results of thousands of experiments conducted by noted scientists.

CBS Hollywood Wages

FURTHER wage increase demands by CBS Hollywood and Office Employees International Union (AFL) will be arbitrated shortly by a board composed of Tony O'Rourke, former head of Society of Independent Motion Picture Producers Assn.; Deane Johnson of O'Melveny & Myers, Los Angeles legal firm, and Max Krug, OEIU business representative. On March 24, OEIU accepted a CBS offer of 15% weekly wage increase for 175 office workers in 21 classifications, retaining right to arbitrate further.

BROADCASTING • Telecasting

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power
Send for a copy of "WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.
New York 19

New Business

(Continued from page 18)

Co., Valhalla Memorial Park), reappoints Philip J. Meaney Co., that city.
GEORGE ENZINGER is account executive.
ST. LOUIS FEDERAL SAVINGS & LOAN Assn., St. Louis, appoints Olian Adv., that city. Radio and TV will be used.
WARREN FOR PRESIDENT COMMITTEE appoints Yambert-Prochnow Inc., Beverly Hills, to handle primary election campaign. TV being used includes two quarter-hours, May 26 and May 29, on KEGA-TV Hollywood and KGO-TV San Francisco.

Adpeople...

JOHN M. ROYAL, formerly with Don Chemical Co.'s advertising staff, and JOHN K. LEE, former Gates Rubber Co. advertising production manager, to Assn. of National Advertisers as secretary to industrial advertising and films steering committees and secretary of radio-TV and display steering committees respectively.
IRVIN W. HOFF, assistant advertising manager, Colgate-Palmolive-Peet Co., appointed advertising manager, effective immediately.

1900 George W. Johnson 1952

GEORGE W. JOHNSON, who was manager of KTSU-AM-FM San Antonio, Tex., from 1937 until 1949, died April 25. He was 52.
Mr. Johnson had retired from radio to his ranch property near San Antonio. He died at his home on Route 8, on the outskirts of the city. Funeral and burial services were held in the Presbyterian Church in the nearby town of Giddings, his birthplace.

He is survived by his mother, Mrs. Laura Johnson of Cameron, Tex., and by four sisters. Mr. Johnson's sisters were listed as Mrs. W. Bowers Jr. of Beaumont; Mrs. T. L. Denson of Cameron; Mrs. W. S. Brown of Cleburne, Tex., and Mrs. Dorothy Muckleroy of San Antonio.

SETS TO VIETNAM

Aid MSA Anti-Red Drive

RADIO will be heard for the first time by 200,000 persons in the Indo-Chinese state of Vietnam with the current distribution of 400 community listening sets by Mutual Security Agency's Special Technical and Economic Mission (STEM).

Dr. Clarence R. Decker, assistant MSA director for the Far East, said the gasoline generator-powered sets plus a MSA $75,000 improvement program for Vietnamese broadcasting facilities, would renovate the state's broadcasting system for MSA programs featuring American aid and would help programming technique in the state's anti-Communist campaign.

AFRS Training

ALL phases of radio and TV are offered men 18 to 34 by Army Reserve Unit, Armed Forces Radio Service, in an enlistment campaign now under way. On-the-job training in writing, directing, announcing, newscasting and radio engineering will be given, according to Maj. David Bramson, commanding officer. AFRS headquarters are at 7201 Santa Monica Blvd., Los Angeles.

BUILDING FUND

WTHI Puts Drive Over Top

WTHI Terre Haute, Ind., helped teach members of its community a "lesson in brotherhood" by carrying to success a building-fund drive for two hospitals serving all faiths.

Local residents, to increase the number of beds in St. Anthony and Union Hospitals, needed community funds to match those supplied by the federal government. Shy of the goal fixed for contributions some six weeks before the deadline, the group was "bailed out" by WTHI, which donated two five-minute shows daily. The series featured local residents, civic and business officials outlining the need for more hospital space.

Listeners sent up to $500, passing the needed sum and enabling ground to be broken. For the luncheon ceremonies preceding the joint ground-breaking, WTHI personnel broadcast speeches of the governor, congresswoman and representatives of various medical associations. That evening, staffers joined with those at WTVT (TV) Bloomington for a telecast. The United Hospital Campaign story was picked up by News of America on CBS, with Bob Kimbro of WTHI feeding the story to the network.

PROPERTIES OF Crown Corporations, including Canadian Broadcasting Corp., are now subject to municipal taxes on property occupied and owned by the corporations. A ruling to this effect has been obtained by the city of Toronto's Mayor Allan A. Lamport from Canadian Finance Minister Douglas Abbott. CBS property at Toronto will bring about $15,000 in city taxes.
May 2 Applications . . .

ACCEPTED FOR FILING

AM-150
WCUI Akron, Ohio.—Requests to change hours of operation from D to unil. with 1 kw D, 500 w, N, DA-DN.
License for CP

WTJH East Point, Ga.—Requests license for CP, as mod., which authorized power increase, etc., for extension of completion date.
License for CP

KICY Searcy, Ark.—Requests CP to replace expired CP, which authorized change in operating hours, new DA-N and trans. location, for extension of completion date.

Extend Completion Date

WRSW Warnow, Ind.—Requests mod. CP, as mod., which authorized change in经营 hours, new DA-N and trans. location, for extension of completion date.

KWZJ Muskegon, Mich.—Requests mod. CP, as mod., which authorized completion of CP, for extension of completion date.

Witness-Orlando, Fla.—Requests mod. CP, which reinstated expired CP, authorized new FM station, for extension of completion date from April 15 to June 30.

License Renewal

WCAA Corvallis, Miss.—Requests renewal of license for CP, TENDERED FOR FILING

AM-1320
KWPM West Palm Beach, Fla.—Requests CP to change frequency from 1490 to 1290, for new CP, with 250 w unil., 1 kw D, 500 W and new DA-N.

AM-820
KPNF Shenandoah, Iowa.—Requests CP to change operating hours from share time with KUSD to unil.

APPLICATION RETURNED

Note: For list of TV applications returned, see page 73.

ML-25
Berkley, Mich.—Requests CP, as mod., which authorized for CP, extension of completion date. RETURNED for CP to change trans. location, etc.

MAY 2 THROUGH MAY 8

Grants authorizing new stations and transfers, accompanied by a roundup of new stations and transfer applications, begin on page 105.

WWB New Haven, Conn.—RETURNED CP request for voluntary relinquishment of control from the Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz.

May 5 Decisions . . .

APPLICATIONS RETURNED

By Chmn. Paul A. Walker

Chief, FCC Broadcasting Bureau—Granted petition to change frequency from 1490 to 1290, increase power from 250 w unil., 1 kw D, 500 W and new DA-N.

AM-820
KPNF Shenandoah, Iowa.—Requests CP to change frequency from 1490 to 1290, increase power from 250 w unil., 1 kw D, 500 W and new DA-N.

Chief, FCC Broadcasting Bureau—Granted petition to change frequency from 1490 to 1290, increase power from 250 w unil., 1 kw D, 500 W and new DA-N.

APPLICATION RETURNED

Note: For list of TV applications returned, see page 73.

May 4 Decisions . . .

WJNE Jacksonville, Fla.—Granted petition, as mod., to increase power from 250 w to 350 w, and for new CP, for extension of completion date.

By Chmn. Edward M. Webster

Chief, FCC Broadcasting Bureau—Granted petition for dismissal without prejudice of its application for CP.

KTBX Shreveport, La.—Granted petition for dismissal without prejudice of its application for CP.

WEDR Fairfield, Ala.—Granted petition for dismissal without prejudice of its application.

Certified. O'Sullivan, McNamee and Francis Frierson McNamee, New Orleans, La.—Granted request for dismissal of application for CP for new AM station.

WWVW Logan, W. Va.—Granted petition to dismiss application for CP for new AM station.

Chief, FCC Broadcasting Bureau—Granted petition to dismiss application for CP for new AM station.

Applications for CP, for extension of completion date.

KISS San Antonio, Tex.—Granted extension of completion date to 1949.

WCHL Blue Island, Ill.—Granted extension of completion date to 1952.

WORX-AM Orlando, Fla.—Granted extension of completion date to 1952.

May 6 Applications . . .

ACCEPTED FOR FILING

To Change Location

WSDW Exene, Md.—Requests CP, as mod., which authorized changes in station location from Exene, Md. to maintain additional main studio at 169 W, Baltimore Street, Baltimore, Md.

Site Approval

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in station location on State Route No. 52, north of Freeport, Texas.

Extend Completion Date

WDMS Marquette, Mich.—Requests CP, as mod., which authorized changes in station location and extension of completion date.

License Renewal

Following stations requests renewal of license:

KALB Alexandria, La.; KSMU-FM

1. WAAU Fort Wayne, Ind.; WABC New York; WBNF-TV Binghamton, N. Y.; WBBN-TV Buffalo, N. Y.

May 7 Decisions . . .

By COMMISSION EN BANC

Granted Frequency Change

WFTV Channel 3, Orlando, Fla. and WGY Schenectady, N. Y.—By memorandum of voluntary relinquishment of frequency for CP, WFTV requesting that WGY's petition for FC, as mod., which authorized change in frequency of 1970 to within 100 kc be denied; further ordered that application for CP, which authorized change in frequency of 1970 to 26 kc, be denied; dismissing conditions of Grant, including acceptance by WGY of interference, which would result from operation of WDAH Tampa, Fla., as present in application and modified by condition of Grant of WGY's application, as proposed.

To Remove Silent

WXKL Peoria, Ill.—Granted authority to remain silent additional 60 days from April 15, 1948.

To Increase MEOY

WLOH Dayton, Ohio, and WVOG Logan, W. Va.—By memorandum of request for modification of WVOG to increase power from 500 w to 1 kw, and order, denied petition of WVOG to increase power from 500 w to 1 kw, authorization granted for CP, as mod., to increase power from 500 w to 1 kw, DA-N, and trans. location.

Granted Application

WVFA-FM Atlantic City, N. J.—Granted application for reinstatement of expired CP for FM station.

May 7 Applications . . .

ACCEPTED FOR FILING

KPNF Shenandoah, Iowa.—Requests CP, as mod., which authorized change in operating hours from share time to KUSD to unil.

AM-1600
WXEL Springfield, Ohio.—Filed petition to reinstate application with WVOG to increase power from 500 w to 1 kw, DA-N, and trans. location, for extension of operating hours from daytime to unil. and for extension of CP for new station.

To Increase ERP

KBD-TV St. Louis, Mo.—Requests CP to increase ERP from 15 kw to 15 kw, and for new CP, to increase ERP up to 25 kw.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KMRF Lakeland, Calif.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

KBBX Freeport, Tex.—Requests CP, as mod., which authorized changes in trans. and studio locations.

To Remove Silent

1. WAAU Fort Wayne, Ind.; WABC New York; WBNF-TV Binghamton, N. Y.; WBBN-TV Buffalo, N. Y.

A VACANCY

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.

Sterling 3626

Cable: BROADCASTING

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* AM * FM * TV * Complete Installations

Tower Saling & Erecting Co.

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Engineer on duty all night every night

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P. O. Box 7037
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SERVICE DIRECTORY

For محمد 7242}

Mike Repairs

Offered by Texas Firm

NEW SERVICE, devoted to micro-

phone design and repair, was

announced by the Audio Acoustic

equipment Co., Arlington, Tex.

Walter F. Turner, owner, said his

firm hopes soon to expand to na-

tional-wide service.

Mr. Turner, whose experience

includes ten years with the Texas

State network and KRLD Dallas

and KRLD-AM, as well as

Western Electric Broadcast repre-

sentative for Texas, said his firm's

laboratories include the Western

Electric-Bell Telephone Labora-

tories 640A condenser mi-

crophone and test equipment by

RCA.

DIVIDEND of 10% per share has

been voted by the directors of WJR

to be paid June 4 to share

holders of record at the close of business

May 15. Announcement was made by John F. Patt, president.

1. WAAU Fort Wayne, Ind.; WABC New York; WBNF-TV Binghamton, N. Y.; WBBN-TV Buffalo, N. Y.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
PUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-2800
Laboratories Great Notch, N. J.
Member AFCCE

There is no substitute for experience
GILLET & BERQUIST
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WASHINGTON, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

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CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5a70
WASHINGTON 5, D. C.
Member AFCCE

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Formerly Calton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 Q St., N. W.
EX. 8073
Washington 5, D. C.

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CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
3010 Sunset Blvd.
Hollywood, Calif.
NP#ruandy 2-6713

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Offices and Laboratories
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Washington, D. C.
Adams 2414
Member AFCCE

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SUTTER 1-7545

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NP#ruandy 2-6713

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KANSAS CITY, MO.

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Metropolitan 4477
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1519 Connecticut Avenue
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MICHIGAN 2461
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JOHN C. CREUTZ
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Consulting Radio Engineers
Quarter Century, Professional Experience
Radio-Television-Communications
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Executive 1124—Executive 2851
(Nights-holidays, Lockwood 5-1819)
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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2152
(A Chicago suburb)

GRANT R. WRATHALL
Aptos, California
Appointments arranged for San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
APTOS—9392
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1469 Church Street, N. W.
Washington 5, D. C.

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBBCE
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2442 CRESTON WAY HO 9-2666
HOLLYWOOD 28, CALIFORNIA


TENDERED FOR FILING
AM—1220 kc
W500 Buhl St., Marie, Mich.—Requests mod. license to increase nighttime power from 100 w to 250 w.

APPLICATIONS RETURNED
WCNH Quincy, Fla.—RETURNED application for acquisition of control by Andrew B. Letson.

(Continued on page 103)

May 12, 1952 • Page 99
Situations Wanted (Cont’d)

Present Staff.

Scorer year-round for successful radio station management experience. Excellent references. Prefer AM- FM operations. Contact. BROADCASTING TELECASTING.

Seeking year-round for successful radio station management experience. Excellent references. Prefer AM-FM operations. Contact. BROADCASTING TELECASTING.

Assistant station manager—experienced many phases including baseball. Excellent references. Prefer AM- FM operations. Contact. BROADCASTING TELECASTING.

Available immediately.

Help wanted.

Commercial Manager Wanted!

One of radio's most successful regional network stations (with television application pending) offers a non-inflationary opportunity to the right man. A capital investment position opens to an individual man familiar with all phases of commercial radio. Skills needed include: management, engineering, business, operating and sales experience. A minimum of five years general manager experience, both large and small, is required. Must have an ability to handle others, a broad perspective, and the ability to think on his feet. Must have good writing ability. Complete application and résumé to: Mr. John J. Connolly, President, KBX, Incorporated, 333 West Fourth St., Nashville, Tennessee.

Television Announcers

BROADCASTING TELECASTING.

SRT graduate seeking position in small TV station—production. Contact. Box 183P, BROADCASTING TELECASTING.

Television Announcing

Excellent anchor/producer. Experience in all phases, with good “girl Friday” qualities. Excellent references. Write also available. Box 123P, BROADCASTING TELECASTING.

Television Announcing

Excellent announcer. Four years experience. Contact. Box 130P, BROADCASTING TELECASTING.

Television Announcer.

BROADCASTING TELECASTING.

For Sale

For sale: Hammond Novacheck c/0 to shipping. Good condition, reasonable price. Contact. Box 136P, BROADCASTING TELECASTING.

For sale: commercial type of television monitor: 10 inches. Excellent condition. Reasonable price. Contact. Box 137P, BROADCASTING TELECASTING.

For sale: Toplight Newcasters wanted. Excellent opportunity for the right man. Good pay. Excellent working conditions. Contact. Box 138P, BROADCASTING TELECASTING.

For sale: binoculars: 10 x 50. Excellent condition. Reasonable price. Contact. Box 139P, BROADCASTING TELECASTING.

For sale: Toplight Newcaster. Excellent condition. Reasonable price. Contact. Box 140P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 141P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 142P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 143P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 144P, BROADCASTING TELECASTING.


For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 146P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 147P, BROADCASTING TELECASTING.


For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 149P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 150P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 151P, BROADCASTING TELECASTING.

For sale: C.S. 3000 transmitter. Excellent condition. Reasonable price. Contact. Box 152P, BROADCASTING TELECASTING.


in public service . . .

**Help Wanted (Cont’d)**

Strong Staffs Announce Who Knows Music and Looking for a Future.

We are top radio station in metropolitan market, employing heavy, multi-sports-own-along network schedules. Starting salary—$95 for 40 hours with extra for talent and overtime. Live in cooperation with TV application. Band of all nuts with devoted to Program Director.

**BOX 110P, BROADCASTING • TELECASTING**

**Television**

**WANTED**

TV ENGINEER

Capable of taking equipment “out of the box” and putting a picture on the air. Will give long contract opportunity for purchase of stock and will make him an Officer and Director in Corporation.

**PROGRAM DIRECTOR**

Toymatch man with successful TV background. Will give same opportunities as stated above to the Engineer.

This is a first rate Midwest Market—No TV here now. Address replies to Box 117P BROADCASTING • TELECASTING. All replies will be answered.

**Situations Wanted**

**Managerial**

**COMMERCIAL MANAGER**

Aggressive, short-sleeve CM who believes in hard sell. Must be able to sell successful record or radio-TV sales manager leading metropolitan market post three years. Sound experience. Proven record. Present salary $11,000. Age 35. Seeks permanent position with metropolitan radio and/or TV station. Box 105P, BROADCASTING • TELECASTING.

**Employment Service**

**EXECUTIVE PLACEMENT SERVICE** for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential nationwide service. Send for full information today.

Howard S. Fairfax
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D.C.

**Minnesota Network**

**Money Maker $100,000.00**

Located in an area where TV will have little immediate effect, but with good allocations for TV development already assigned should buyer wish to enlarge facilities. Based on this investment and last year’s profit, buyer should expect about 40% on his investment. Studio and transmitter combined, giving low cost operation. This property is priced right and will not be available long. Price $100,000.00 with terms.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4541-2

CHICAGO

Ray V. Hamilton
Tribune Tower
Delaware 2-7055-6

SAN FRANCISCO

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

TOTAL of $20,800 has been donated to the American Red Cross Flood Relief by NBC network listeners of the Bob Lyons’ 56 Club, which originates at WLWT (TV) Cincinnati five days weekly. In return for $1 donation, Miss Lyons sent 8x10 photograph. An estimated 15,000 prints are to be mailed to every state and to Canada.

**Emergency Appeal**

When American Red Cross appealed for emergency quota to aid rehabilitation of families along Montana’s flooded Milk and Jefferson rivers, KMON Great Falls volunteered to raise the money. Hurried consultations with program and announcement staffs paved the way. Within 24 hours, KMON was on the air with a variety Red Cross Jamboree which lasted until midnight Saturday and was resumed intermittently Sunday with the result that the emergency quota was oversubscribed. In all, 18 hours of programming was consumed.

**Donates Transmitters**

WWVA Wheeling, W. Va., turned over its former mobile unit—a 100-w transmitter and one of 50-w to the American Red Cross Disaster Committee and the Ohio County Civil Defense Organization. William E. Rice, managing director of the station, presented them to officials of the Wheeling-Ohio County Chapter of Red Cross. One unit was installed in Wheeling’s Red Cross headquarters while the other was used as a stand-by.

**Blood Type Obtained**

LARRY HOMER, announcer for WEER Boston, aired a request one day at 9 a.m. from the Union Hospital in nearby Lynn, Mass., for a special type of blood. At 11 p.m., the hospital phoned to say that it had received 150 offers from WEER listeners, appeal to donate the needed type of blood. Some of the calls had come from as far away as Bangor, Me.

**Basketball Tapes**

WDAN Danville, Ill., has added another item to its growing list of public service features. The station shipped tape recordings of state championship high school basketball games to the 130th Infantry Regiment, Danville segment of the 44th Infantry Div., stationed at Camp Cooke, Calif.

**KFBK Aids Youth**

KFBK Wichita, Kan., showed radio works where other media fail recently when broadcast appeals brought $800 donations to pay costs of treatments for Charley Marx, 18-year-old paralyzed youth, after a newspaper story with picture brought only $100, according to George E. Wells, KFBK program director.

**All-Night Telethon**

TELETHON on WDSU-TV New Orleans featuring staffers of both the television outlet and its sister AM station, WDSU, continued 13½ hours, starting at 11 p.m. one Saturday and concluding 12:30 p.m. Sunday. The drive was for the benefit of United Cerebral Palsy Assn. of Greater New Orleans and netted $6,527.44. More than 2,550 individual contributions were received during the week-long drive. Need for contributions was driven home over 17 locally-produced programs. Viewers were asked to send their donations to their favorite WBNB-TV personality. Seven of the shows oversubscribed their particular quotas. Non-profit group provides seeing eye dogs to the needy blind at no cost.

**WSIX Aids Foundation**

WSIX Nashville and the ABC show, Ted Mack’s Original Amateur Hour, raised more than $2,000 for the Cordell Hull Foundation for International Education which had 12 amateur acts selected from 500 auditioned by WSIX put on a 45-minute show in Nashville which went over the air. The foundation hopes a Latin American student exchange with Nashville’s Vanderbilt U., Scarritt College and Peabody College for Teachers.

**Guide Dog Fund**

KING Seattle, through spot announcements, appealed for contributions to obtain another guide dog for a blind woman whose first canine companion was killed in an automobile accident April 9. A goal of $2,000 was set by Henry Jordan, KING news director, and Hal Davis, program director. Within a few days KING had raised more than $4,000. Incidentally, the blind woman’s name is Mrs. Melba King, who said she now refers to herself as Mrs. K-I-N-G.

**Feature of Week**

(Continued from page 16)

and take-off were George Seyffertitz, Austrian vice consul in New York, and his wife. Next morning, the chicks arrived at Frankfurt and were transferred by truck to Vienna. Second of three flights to complete the order placed by the Austrian government left May 5. The third is scheduled for May 13. In addition, 7,000 chicks are being sent as a gift with the aid of the Connecticut Poultry Assn., 4-H Clubs and WTIC.
Docket Actions

FINAL DECISIONS

AM—1400 kHz

WBET Brockton, Mass.—FCC granted application of Walter H. Farnsworth for CP to change from 950 kHz, 1 kW-D, to 1 kW-W, 1 kW-R, 1 kW-unl., DA-N; cond. Decision May 6.

AM—580 kHz


AM—1400 kHz

Tacoma, Wash.—FCC granted application of Tribune Publishing Co. for new AM station; 1400 kHz, 1500 kW untl.; condensed construction cost $31,900, first year operating cost $13,495, second year operating cost $13,445. Applicant is licensee of KROI (AM) and is publisher of Tacoma News-Tribune (editing and printing). Applicant is owner of FCC denied application of KBRO Fremont, Wash., for station at 1400 kHz to 1600 kHz with 250 kW untl. and FCC denied petitions of KBRO seeking to reopen its applications. (Comm. Hyde favored grant of KBRO application.) Decision May 15.

INITIAL DECISIONS

AM—1230 kHz

Sparta, Ill.—FCC Hearing Examiner Leo Resnick issued initial decision looking favorably on application of Hirsch Communication Engineering Corp., for new AM station: 1230 kHz, 250 kW untl.; cond. Estimated construction cost $12,542.96, first year operating cost between $29,600 and $30,500, revenue between $40,000 and $50,000. Principals in applicant include President Robert O. Hirsch, Tellel M.L.T. and stockholder in KPMO Flat River, Mo.; Vice President-Geraldine F. Hirsch (64%), stockholder in KPMO, and KFVS Cape Girardeau, Mo.; Secretary-Treasurer-Gerald Hirsch, president, chief engineer and majority stockholder in KBRO and KFVS; and Inger Hirsch, stockholder in KBRO and KFVS. Arthur H. Cahill, III, and director and minority stockholder of KBRO; and James F. Hirsch (26%), student at Washington U., St. Louis, and stockholder in KPMO. Simultaneously, Hearing Examiner Resnick denied application of Hawthorn Beck, Co. for new AM station on 1230 kHz with 250 kW untl. Initial decision May 5.

AM—250 kHz

KGAB Garden City, Kan.—FCC Hearing Examiner Hugh L. Hutchinson issued initial decision looking favorably on application of Ark-Valley Bctstg. Co., for change from 220 kHz to 215 kHz, 1 kW-D, to 200 kHz, 1 kW-D, 500 w N, DA-N; cond. Estimated construction cost $11,176.50, first year operating cost $7,414.49, revenue $11,354.35. Vice-president and principal owner of KGAB is Dale E. Kern. Simultaneously, Hearing Examiner Hutchison denied applications of (1) KLMR Lamar, Colo., for change from 1340 kHz, 250 w untl., to 920 kHz, 1 kW-D, 500 w N, DA-N; and (2) KNF-F Shenandoah, Iowa, for change from 870 kHz to 830 kHz, 600 w N, VFO broadcast station on the same frequency basis with KUSD Van Buren, S. Dak., (in high power operational DA on same frequency basis with KUSD) and WUSY-AM 580 kHz N), seeking permission to move from Shenandoah to Lincoln, Neb. Decision May 7.

FCC Actions

(Continued from page 98)

License Renewal

WMCA New York—Granted renewal of license for regular period (FCC adds to April 30 decisions, BtV, May 5).

BROADCASTING • Telecasting

SUMMARY THROUGH MAY 8

On Air

AM Stations

FM Stations

TV Stations

2,340

638

168

2,326

581

117

232

97

221

(Also see Actions of the FCC, page 98.)

WLAC PURCHASE

Application Filed

IN ADDITION to a purchase price of $2,150,000 for 50 kw WLAC Nashville, Life & Casualty Insurance Co. of Tennessee will pay 10% of the net profits after taxes over $200,000 for 5 years to present owner, J. Truman Ward. Details were revealed in an application for FCC approval filed last week.

Insurance company is repurchasing the Nashville station (on 1510 kHz) after 17 years of refusal, man who bought it for $75,500 when it was a 5 kw station on 1490 kHz in 1927 [BtV, April 21]. WLAC replacement value was estimated at $370,685.

Terms of the sale also include a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before the seventeenth year of his contract, the insurance company will continue its payments to his heirs until the seventeenth year.

Total current assets of WLAC were listed at $103,816.68, with cash assets of $38,041.36. Total current liabilities were shown as $15,253.03. Total assets of the insurance company was indicated as $137,013,422.53.

WLAC is a CBS affiliate, was established in 1925.

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

RCA Report

(Continued from page 26)

(Continued from page 88)

COLUMBIA, S. C., May 6

John M. Rivers, SCBA president and general manager, WCSC Charleston, said radio today is "the cheapest mass medium of communication. ... Let's keep our messages believable, forceful and truthful."

Joe Kirby, general manager, WKRS-AM-FM Waukegan, Ill., talked on the value of the man saying his station gave local stories first importance. He said:

"The people in our area with all the metropolitan papers and networks are radios such as this would just as soon hear about things in this state that aren't particularly earth-shaking as to be told three or four hundred times that the peace negotiators in Korea are still arguing with the Russians."

Dorsey Owings, BMI field representative, act as chairman. Other talks were made by Robert R. Tincher, vice president and general manager; WNAX Yankton, S. D.; Frank McNlytre, production manager; KLIX Twin Falls, Idaho; Mackie Quave, chief announcer and production director, WIS Columbia, and Hare Bonduran, general manager, KFBI Wichita, Kan.

ATLANTIC CITY, May 6

"Light classics, pop concert selections, great vocal arrangements and the best of instrumental soloists" were suggested to New Jersey broadcasters by Charles F. Payne, commercial manager, KIXL Dallas. "We never compromise on quality . . . it must be the best," he said, adding that KIXL music is "is screened and auditioned carefully to throw out even the great classics which are short on melody and long on 'finger exercise.'"

"Music . . . and more good music is radio's only salvation," he said.

About 50 attended the sessions, with Paul Alger, NBC president and general manager, WSJT Bridgeport, presiding.

SEATTLE, May 6

"Promotions can be profitable for radio stations—even in a small station market—if they are planned with a purpose in mind," Pat O'Halloran, commercial and promotion manager, KFQ Wanatche, Wash., told Washington broadcasters.

"Many promotions don't give immediate dividends but really pay off in good will and increasing your audience—in turn they will indirectly pay off in dollars and cents valuation," he said.

MINNEAPOLIS, May 7

Four-point results come from public service programming, according to C. D. Miller, director of staff operations, WTCN Minneapolis, who addressed Minneapolis broadcasters. They are: (1) establishes the station as an integral part of community life; (2) sells service for the common good of the community; (3) exposes station personnel to contact with key business men and potential listeners; and (4) establishes the fact of station leadership in the community.

John Mesher, MBA president and general manager, KYSM Madison, and president of the meeting, with speakers including most of the Milwaukee slate, Messrs. Squire, Slater, Rich, Smith, Huganah and Safford.

OKLAHOMA CITY, May 7

Sam Schneider, farm editor, KYTV Tulsa, was talking on "The Farm Audience," and said the advice to the radio farmer is the "greatest market for the goods of industry."

He told Oklahoma broadcasters (Continued on page 104)
that "service is the basic way of growing as a radio farmer because a service broadcast hits him right in the pocket book and helps him to make a living."

An article from the Ohio Assn. of Radio and Television Broadcasters sessions and BMI Clinic May 2 at Columbus included these speakers and guests (1 to 9): Seated—Carl Y. George, general manager, WQAR Cleveland; Ed James, senior editor, Broadcasting magazine; Ted Tinchner, program director, WSKY, Tulsa; Robert Kentner, general manager, WNBX, Yorkton, S. D.; Hal Bumpus, news and sports director, KYOR, Colorado Springs, Colo.; Robert Fehlman, president, OARTE, and manager, WHBC Canton, Ohio; Gen. Carlton Dargush, counsel, OARTE; Lin Pattic, field representative; BMI; Robert Ferguson, vice president, OARTE, and executive vice president and general manager, WTRF, Bellaire, Ohio.

BMI Clinics Continue
(Continued from page 108)

much more than the audience belongs to us. Let's not sell that audience and that confidence on a short market."

William Quarten, IBA president and manager of WMT Cedar Rapids, presided. Other speakers were Ben Sanders, general manager of KICD Spencer, Iowa; Allan Schrock, program director of KWJF Marshalltown, Iowa; and Herb Parnick, farm director of WHO Des Moines. Other speakers, who also appeared at clinics listed above, included Messrs. Martin, Graham, Trace, Rosenberg and Yocum.

SYRACUSE, May 8

Members of the Upstate New York Broadcasters Committee and guests heard Charles F. Phillips, vice president and general manager, WFBF Syracuse, urge better programs to make more sales.

"Radio and TV can complement each other. Together they build a greater audience for both mediums," Mr. Phillips said. "We in radio and television must continue to make our face more attractive if we are to make the most of the opportunity which is ours," he said.

Simon Goldstein, general manager of WJTN Jamestown, told the broadcasters to "be sure your station and yourself are the 'big wheels' of your community."

He advised radio men to "charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers... Serve your community, your listeners and your advertisers... and you will take your rightful place in Radio Heaven..."

Others on the speaking program were Ken Sparnon, BMI field representative; E. R. Vadeboncoeur, chairman, upstate group committee and vice president and general manager, WSTB-AM-FM-TV Syracuse; Sam Carey, program service manager, WRVA Richmond, Va.; Seymour Siegel, director, WNYC New York, and Sydney M. Kaye, vice president, BMI. Other speakers, listed also at clinics above, were Messrs. Payne and Hanna.

SAN ANTONIO, May 8-9

Bob W. Both Sr., commercial manager, KONO San Antonio, said the KOOM staff "is continually on the alert for and seeking out public service projects."

Mr. Both said KONO had a "city-wide reputation of being very generous in this respect, and citizens and organizations seek our aid. This is not only gratifying but pays big dividends." He warned stations to allow "over-stating the worth of products, false claims and gross exaggerations."

TBA members were told by Bob Watson, assistant manager, KGNC Amarillo, that they should thoroughly analyze their markets, fitting programs to their station's power, area-wise.

"Be individual—be distinctive—be different. Make your station stand for something. Give it personality... Build local personalities and use authorities where possible. You will find your station will grow in importance and financial security as your programming dependable and less and less on networks," he said.

J. M. McDonald, TBA president and general manager, KCRS Midland, presided. Other speakers included—owner-manager, KTSM El Paso; James A. Byrom, news editor, WBAP Fort Worth. Others on the program, who appeared at clinics listed above, were Messrs. Wentworth, Langlois, Vandagriff, Burton, Glenn, Roth and Cott.

SAN FRANCISCO, May 9

Speaking on "A Locomotive Named Programming," Russ Coglin, program director, KROWOakland, CALIFORNIA, May 9

Credit Lift Effects
(Continued from page 22)

The new credit changes, he said, offered a
medium for small manufacturers to reach
the mass market. "If small men could
get their credit terms, they could mass
produce," he contended. "Already many
are doing it." He cited the example of
a small manufacturer who sold his prod-
ucts through a credit agency and
secured a contract with a major depart-
ment store.

Mr. H. N. Canfield, president of the
National Association of Credit Men,
said that the new credit changes were
"a great step forward" and that they
would enable small manufacturers to
compete with larger firms.

Mr. T. F. F. H. Snell, president of
the National Association of Credit
Men, said that the new credit changes
would provide a "level playing field" for
small and large manufacturers alike.

Mr. W. W. White, president of the
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L. A. INDEPENDENTS REACH ACCORD WITH ANNOUNCERS

AGREEMENT reached by Los Angeles area independents and area announcers, carrying 5% overall wage increases, effective May 1. Proposed health welfare insurance plan to be paid for by employers plus other working conditions were not included in new contracts negotiated by AFRA. Union originally asked 10% increase [B&T, April 14]. KMPC Los Angeles, Liberty affiliate, now classified in network category by AFRA.

Pro rata pay granted parttime announcers with forthwith minimum call, also pro rata vacation and sick leave.

ILLINOIS BROADCASTERS HEAR PROGRAM TIPS

MEANS of strengthening radio programming were outlined in Chicago Friday at Illinois Broadcasters Assn. program by Art Normand suggested by Broadcast Music Inc. in Sheraton Hotel. IBAA President Charles Caley, WMWD Peoria, presided with clinic chairman Bert Squire, of BMI Chicago.


KAUFMAN LEAVES SNADER

REUB R. KAUFMAN, president of Snader Telecriptions Sales Inc., Beverly Hills, Calif., and minority stockholder, has resigned in disagreement over policy. E. Johnny Graff continues as national sales manager headquartered in New York. Louis D. Snader is principal stockholder and president of Snader Telecriptions Corp., parent corporation which is unaffected by change.

New set production is to be stepped up with two new half-hour dramatic TV film series getting under way immediately.

TV COMMERCIALS

RUBEN ADV. AGENCY, Indianapolis, will produce TV commercial series for Gibson Co., Indianapolis (distributors of automotive supplies, electric appliances and Arvin TV and radio sets) and for EMGE Packing Co., Anderson (meat packers). New accounts include Holland Custard and Ice Cream Co. and American Electric Corp.

BORROW WALKIE-TALKIES

ARRMY Signal Corps "walkie-talkies" will be loaned to networks on request for floor coverage of political conventions in Chicago in July, it was learned Friday. ABC had requested loan of "several" instruments for coverage purposes. ARMY corps authorized cooperation with all networks who may request them. "Walkie-talkies" manufactured by Raytheon Mfg. Co.

CANADIAN CUSTOM

CHECK for $5, received from Toronto, Ont., viewer, returned by WBEN-TV Buf-
falo to Canadian man who sent money "in appreciation of the wonderful pro-
grams which your station has been tele-
vising. Receiving sets in Canada are being contemplated as a source of rev-


me for licensing, therefore, I think it only fair that you are doing all the work and we are deriving a tremen-
duous amount of pleasure from it you should receive a fee for this also." In acknowledgment check, WBEN-TV wrote that "written expression" was "adequate compensa-

 tion." 

Business Briefly 

(Continued from page 5)

markets. Agency, Doherty, Clifford & Shen-
field, N. Y.

SOUTHERN CAMPAIGN ● Lever Bros. (Lipton's Iced Tea), N. Y., buying six-week campaign to start June 2, using daytime min-
euteals and channel-breaks. Radio markets are mostly in South. Agency, Young & Rubicam, N. Y.

WALKER NAMED ● WCHV Charlottesville, Va., ABC affiliate, has named Walker Represen-
tation Co. as national representative.

BABBITT CHANGE ● B. T. Babbitt Inc., N. Y. (B&B-O), sponsors of alternate-week half-hours of Kate Smith on NC-TV, effective July 1 will no longer be handled by William H. Weintraub Agency. New agency not yet named.

GULF NEWS ● Gulf Oil Co. for Gulfspary and other products, signed for new John Daly news program, ABC Radio Network, Mon.-Fri., 10-10:15 p.m. (EDT), to start June 16 for 52 weeks. Agency, Young & Rubicam, N. Y.

NBC RADIO NAMES DAVIDSON EASTERN SALES MANAGER

WILLIAM DAVIDSON, sales member of Free & Peters, station representatives, appointed eastern regional sales manager for NBC national Spot Sales Dept., according to announcement being made today (Monday) by Robert J. Leder, department manager for radio.

Mr. Davidson's background of 14 years in broadcasting includes extensive service on NBC and ABC station relations staffs and experience as timebuyer with J. Walter Thompson and Benton & Bowles agencies. He assumes new post June 2.

TRUMAN GETS FILM

KINESCOPE film of May 3 White House television tour (see page 84) presented to President Truman Friday by William R. McAndrew, NBC-TV public affairs di-
rector, and Mr. T. Mauk, general man-
er of WNBW (TV) Washington, NBC &O station. Copy of film also will be presented to National Archives by NBC. Filmed version was repeated on NBC-TV network May 10, 4:45 p.m. Program widely hailed as outstanding TV docu-

mentary.

P E O P L E

WILLIAM S. HEDGES, NBC vice president, and KEN R. DYKE, vice president of Young & Rubicam, named to special American Assn. for United Nations Committee to plan guided tours through UN headquar-
ters.

ROBERT (BOB) BAUER, timebuyer, Dancer-
Fitzgerald-Sample, N. Y., to Cunningham & Walsh, that city, as senior timebuyer effective today (Monday).

PHIL WILLIAMS, formerly television public relations director and theatrical sales manager for March of Time, to join 20th Century-Fox Short Subjects Sales Dept.

BERNARD MUNSON, assistant vice president in commercial department of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp., elected vice president.

EUGENE J. FLECH named assistant to gen-
eral sales manager at Standard Transformer Corp., Chicago, after working as chief specification engineer.

GEORGE HEBERMANN, TV program manager at N. C. Chicago, serving two weeks active duty with Navy at Glenview, Calif. He is reserve lieutenant commander.

N. (Bert) COLMAN O'LEARY, ABC studio engineer and previous TV engineer at NBC, appointed to new ABC post, master control supervisor.

DONALD L. MILLER, director of research for Crouse-Hinds Co., has joined Burke Marketing Research Inc. in Cincinnati, as vice president. He will serve WLW radio and TV stations in consulting capacity.

M. F. MAHONY, vice president and manager of New York office of Maxon Inc., elected di-
rector of company.

THEODORE KIENDL, prominent New York attorney, retained as ASCAP counsel to be associated with ASCAP general attorney, Her-
man Finkelstein, and Schwartz & Frohlich, general counsel, in current TV rate-making proceeding before U. S. District Court for Southern District of New York. Mr. Finkel-
stein announced he has completed his capacity, and Mr. Kiendl succeeds late Robert P. Patterson, killed in plane crash last winter. Mr. Kiendl is member of firm of Davis, Polk, Wardwell, Sunderland & Kiendl.

CLEAR ARMOUR PLAN

NBC-TV reportedly has secured enough clear-
ces from affiliates to indicate early go-ahead with proposed Armour & Co. (Dial soap) sponsor-
ship of four half-hourly 35- to 60-second weather reports on its morning Today show (Mon. through Fri., 7-9 a.m.). Plan to sell these reports, charge Armour for equivalent of five-minute segment, and pay affiliates one-third of 15-minute rate had stirred up affiliate resistance when first proposed [B&T, April 14].

JET GETS FORD FUNDS

JOINT COMMITTEE on Educational TV received $145,000 from Ford Foundation for second year of operation, it was announced Friday. Ford grant for 1952-53 year was $65,000 more than last year. JET also gets personal support of resulting financial assist-
ance from educational institutions. JET announced establishment of field consultation service to educators. This will take form of local and regional meetings where consultants with broadcasting television programming experience will advise educators interested in going into TV operations.

BROADCASTING • Telecasting
Congratulations

BILL GRIFFITH...

for

THE SIGMA DELTA CHI AWARD FOR RADIO NEWSWRITING in 1951

and for

"establishing new standards of excellence and maturity in the field of newswriting"!

KMBC-KFRM and your associates are mighty proud of you and your achievement!

John Farmer  Henry Wheat  Jack Benton  Hal Harvey

Bill Griffith's recognition by Sigma Delta Chi for Radio Newswriting in 1951 was given for the same brand of outstanding news preparation turned in day after day by all five members of the KMBC-KFRM news staff.

These men, all journalism graduates, each one writing and broadcasting his own material, are the reasons why The KMBC-KFRM Team enjoys the highest-rated news programs in the great Kansas City Primary Trade Area.

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
TO A TIME BUYER
WITH NO TIME ON HIS HANDS

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

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

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

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

BASIC CBS RADIO NETWORK